

  
**WEBGURU**  
e - b o o k



DESIGN



YOUR



IMAGINATION

FREE WEB DESIGN E-BOOK

by *WebGuru India*  
<http://www.webguru-india.com>

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## Acknowledgements

**Webguru India** brings an **e-book** that has been specially crafted for readers seeking information on web designing. The e-book is authored by a group of expert writers from WebGuru-India. The professional web designers of the company are happy to share different web designing tips here. The credit of designing the book goes to the professional designers of this **web development company**.

– **Web Guru India**  
[www.webguru-india.com](http://www.webguru-india.com)



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## Introduction to Webguru India E-Book

**Webguru India**, a web design and development company of India brings you an e-book on web designing. This book is specially prepared for not only readers seeking information but this e-book will also help the novice designers. They will get tips and useful advice from **expert web designers** of the company who are in this profession for years.

This e-book on web designing is very resourceful and covers different areas of discussion beginning from the history of web design to its latest trends and its prospect in the present market. It also discusses about the **principles of web designing**, easy and effective ways of designing the pages by avoiding the common mistakes and many more relevant topics.

An attempt has been taken to make this **web design e-book** a helpful guide to beginners who are the futuristic professionals of tomorrow.



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## About Webguru-india.com

**Webguru India** is a reputed name among the web and **graphic design companies** in India. We are an arm of **Brainware** which has acquired a certification of **ISO 9001:2000**. Brainware is providing world class IT solutions since 1991 and has a wide range of clientele from all over the world.

Webguru India believes in delivering quality work within stipulated deadline. The web service offered by us stands out in quality and efficiency from other companies. We offer web services that include [web design](#), [graphic design](#), and [web programming](#) at affordable prices.

Webguru India is an Indian web development company that offers personalized customer care with fast turn around and efficient quality support.

Offering value added **web services** is one of the major features of our company. We appoint teams of skilled and specialized people to serve our clients. Our teams comprise of expertise web designers, graphic designers and web programmers.

Webguru India, the India based web design and development company has state-of-the-art infrastructure for our professionals. Our spacious office is located in **Saltlake, Kolkata in India**. Our services are tailored to fit your need and budget. We boast of our wide range of clientele who are happy and satisfied with our affordable and quality work.

Honesty and integrity are the two watch words of our company. To us quality comes first. We maintain the quality of work yet successful in meeting the deadlines of our project.

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## What is Web Design?

**Web design** is used in the form of web application for websites on the Internet. A web design incorporates design and graphics that complement the **content written** for web pages of a site. The design may complement a content that has been prepared for business or individual purpose. A web design of a web page is mainly based on creativity and technologies such as use of HTML, CSS, ASP, SSL, PHP, XML and others. A website design is a collective work incorporating all the web pages of a site.

Web designing incorporates the processes from conceptualization to execution of the electronic media content with help of technologies via Internet. The technologies adapted to design a website should be suitable for the display by a web browser.

The web design of a site is primarily dependant on the type of content prepared for the particular website. The design should be consistent in regard to the topics that the contents deal with. But while website designing another important factor is kept in mind – the target audience. They should be pleased with the designing and page lay out. An ace quality designing is bound to attract viewers to the site. The viewers to the site looking for particular piece of information should be retained with a pleasing and appealing web design.

There are certain things that are kept in mind by web designers while designing a website:

- It should be consistent with the web content
- It should attract visitors
- It should be catchy enough to retain visitors
- It should be easily navigable
- It must aid in online marketing/promotional activities

A **good website design** is that, which fulfills all the goals or purposes of launching the website and that is developed within a short period of time with minimum amount of cost. Web design consists of web applications along with web content or texts. Images and graphics can also be included in a **web page design**.

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Web pages are generally categorized as two types. The Web designs for these web pages are conceptualized accordingly. The two types are:

- **Static pages:** only a human user or the Web master of the site can update this kind of web pages. The content or the lay out of this type of web pages do not change by a request from the end user.
- **Dynamic pages:** this type of web pages is dependent on the input or requests made by the end users. The clients or the end users can modify the content of the web pages by using scripting languages.

While designing a website, the design should be relevant with the page content. The **web design** should be such so that it becomes user friendly. The appearance of a website depends a great deal on the web designing. Multiple disciplines of information systems, communication designs and information technology are combined together in a website design.





## History of web design

The history of **web design** is not much old. The concept of web design is still new as it is not very long that the use of Internet became popular. The wide use of Internet in daily lives of people started only a few decades back. Since its inception, web design underwent a number of changes. It was in **1991, that Tim Berners-Lee** introduced the first website.

Tim Berners-Lee combined Internet with hypertext for the first time. This came to be accepted as the first website on the net. In those years HTML was used in a very basic version. This basic usage of hypertext language made the appearance of the websites very simple and with a basic structure that comprised of only headings and paragraphs. The use of hyperlinks on the websites enabled the users to easily navigate from one page to another.

Gradually changes came in **web designing**. The use of the mark up language also changed to be complex than before. This helped in incorporating tables and images on the pages. Initially the tables were used to provide tabular information. But later tables were used to suit invisible layout devices. But soon the table-based layout was considered out-of-date with the introduction of CSS or Cascading Style Sheets.

Soon different new programs were adopted which changed the visual designs of the web pages. With the help of HTML protocol web designs enriched as many images, audio, video and tables could be inserted in a page of a website. But with time, handling HTML required skill sets and expertise. Earlier the number of websites was not much but HTML proved to be a great scope for launching new websites and web designing also developed along with. HTML also helped the websites to be more interactive which was not possible in the earlier days of its inception. The static web pages of a website does not enable end users to make changes on the site. But the dynamic web designs of a website allows users to make changes in the content of the web pages.

The web pages of a website are nowadays designed for various purposes – whether for individual purposes or for commercial purposes. Government, education business and several companies design website to attract many viewers. With an artistic and user-friendly web design, users can be retained on the sites.

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## Present market of the web design

**A** common theme is conveyed through a web site. A web site is used for individual and business purposes. A collection of interrelated web pages makes a web site, which is created with scripting tools and languages. The web pages are colorfully designed so as to make it attractive and eye catching. An attractive and well-designed web site is always beneficial for a popularizing business.

A person with a creative mind and knowledge of scripting languages and tools like XML, CSS, DHTML, JavaScript, HTML etc can design web sites with ease. Sufficient information put together with a proper **web design** can make a good web site. A well-designed web site helps one to popularize the business as well as to reach to a number of users at the same time.

Presently 2 types of web designs are popular in the market namely **static and dynamic**. End users cannot modify the web content on the static web pages but it is different with the dynamic pages. The end users can alter and modify the page content of dynamic sites.

Web designing has a good market all over the world. It has great potential to generate revenue and a web site helps to reach out to the target audience via Internet. With the Internet boom not only the big businesses but even the small companies are keen to reach to the users with their web sites. It is very important to make a place for even a small business house to secure a position in the global market.

The global leaders of technology like UK, USA and Australia offers state of the art technology. Nowadays web design services are becoming affordable for the small companies. It is also becoming more approachable for them. The established companies are also grabbing their chances to design better web sites at cheap rates. But to survive in the web design market one has to have marketing expertise. It is very important to get noticed among the numerous other web sites. For that web sites need to be well optimized so that they get good rankings on the search engines.

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## How to Choose Web Design Company?

**B**efore launching or hosting a web site, the purpose or aim of it has to be decided. Once it's decided, the next step is to find a good web design company. But it is difficult to find a reliable as well as creative web designing company, which offers service at affordable rates. While choosing a web design company certain points are to be considered. A poorly designed site can cause harm to the reputation of your business even when a huge amount of money has already been spent.

Every body wants to appoint tech savvy yet **creative web designers** from a firm at [affordable rates](#). Thus you need to consider a number of aspects before assigning the work. One requires hiring web designers who provide customized services according to the need of the clients.

First and foremost, you have to look for the reputation of the web design company. A thorough online research can be conducted before appointing any company. For how long the web design company is serving its clients can also to be considered.

A sound experience in e – commerce is essential for the company to which you decide to assign your work. Also try to find out about the other services the web design firm offers which can include marketing and other web services.

You can not be assured whether the web design firm you are choosing will be able to carry on the same reputation in the future. But to be on the safe side you can always enquire about their stability before going to a long-term relation.

Before appointing the web developers, you can always evaluate the quality and potential of their work. You can always check with their portfolios and enquire their fees. Choose the best of web designers and developers through web directories as well as recommendations.

A web design company to whom you are planning to assign the development and maintenance of your web site should be customer friendly enough to listen to your needs and flexible enough to explain issues in a manner, which will be easily understood by you.

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The web design company should be efficient enough to deliver you projects within deadlines. They should offer customized services to meet your requests and also very professional and friendly to response to your queries and offer expertise suggestions. The web design firm should also be dedicated enough to know the industry of

the clients and share similar vision with them. You can always gather some feedback by calling up the existing and past clients of the web design firm.

While choosing a **good web design company** for yourself you also need to keep in mind the technical expertise of the company. When you are looking for a reputed web design firm, make sure to enquire about them, which is as important as good web design. You can also find out whether the company offers Search Engine Optimization (SEO) and whether they host their own web sites or use other companies for the same. The company also needs to test on PC and Mac, maintain testing environment and capable of keeping back ups. Whether the company use templates for projects and whether the web sites designed by them load easily are also to be considered before choosing a good web design company.



## Website Design Principles

**W**hile designing a site if the **web designer** keeps some basic principles on his mind, then the web site is sure going to be successful and an effective one. Some of the principles of web designing are presented for you:

- The most important principle that is to be kept in mind before designing any web site is its purpose. The goals or aims of the site have to be taken into consideration before starting its planning.
- During the 90s the designers of site were concerned about the filters offered by different programs like drop shadows, bevels, Photoshop, Lens flares and others. But in the recent times of web design, misusing these filters should be stopped. But now the benefits of these filters should be utilized.
- Earlier small fonts were used for web design. It is better not to use fonts of size 10px or less than that. Even 11px should be rarely used for web pages. Size 14px is considered to be the ideal size. Besides maintaining the font size, the line height is also to be considered while designing a web page. The space between two lines in a paragraph should be expanded for convenience in reading.
- While designing a web site, its usability is to be kept in mind. The textual content should be easily read and the content on the pages must be easily accessible. The web site should be so designed that users can navigate through it with ease. Thus visual clutters are to be avoided while designing a site.
- Another principle of web design is its color theme. Often web designers use a number of colors for their web sites. But it is advisable to limit the use of colors. It is better to use 2 primary colors and a third color as the secondary one. Simple colors are always preferred for web designing because it is always easy to comprehend for users.

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- For beginners, it is better to recreate the already existing designs. By learning from others' works will prove beneficial for new web designers. One can learn as well as pave his own way towards better web designing in the future. So the aspiring designers should always try to learn first than trying their hands for a great design at the very first go.



## Simple Steps on How to Design a Website Quickly and Effectively

**W**eb design is a process by which electronic media content is conceptualized, modeled, planned and executed with the help of certain technologies on the Internet. There are easy and simple steps to design a website. These steps are quite effective and swift. It is very essential to maintain a proper website with eye - catching yet simple designs for attracting and retaining online visitors.

The primary concern of the business websites is to design a website which is attractive and interactive. The visitors may find it user-friendly to navigate through the pages of the site. Thus the web design of a website should be carried out methodically yet keeping the steps easy and simple.

While web designing a site it should be remembered that the content of the site is very important. If the content is informative, then the visitors would keep coming back to the same site. The web design should be so planned so as to make the web pages visually appealing to the readers. The web design has to be user friendly as well as search engine friendly. Besides a sound web design, a site also requires a suitable domain name, web content that is rich in keywords and methodical installation of Meta tags.

Here are a few simple steps that can be followed while designing a website –

### **PURPOSE OF WEB DESIGNING:**

First of all one has to decide upon the purpose of designing a website. A website can be launched for business purpose and for personal purposes. Thus the right intention of launching or hosting the site should be clearly understood before planning its design. The websites launched by the competitor companies can be studied to get a fair idea and to make the web design more friendly and attractive.

### **MAKE IT SIMPLE:**

The web designs should not be too flashy that it appears clumsy and difficult to navigate. The web content on the web pages of a site should not depict only the creative pursuits

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of the designers. The web design should also incorporate the technologies and present it in a very user friendly way. The visitors come to the websites for relevant information. Thus the web design should go hand in hand with the page content and one should not surpass the other. Rather a proper balance should be struck while web designing.

### **CONSISTENCY IN WEB DESIGN:**

Maintaining a consistency through out the web pages of a site is very important while web designing. This gives a systematic and uniform approach towards designing a web page. Even choice of color and pattern are to be well thought out for maintaining uniformity of the web design.

### **TIME FOR LOADING A WEB PAGE:**

While designing a website, it should be kept in mind that the web pages do not take much time to load. Otherwise, if the web pages take more time than usual, then users will tend to visit other sites. Thus the web design while being attractive must also be kept simple. Unnecessary video, images and audio files should be added. The web design of the website should not be so that it overloads the web pages. It is better not to keep the visitors waiting for only to open the pages of a site.

### **WEB DESIGN AIDING EASY NAVIGATION:**

A web design must be so made that the browsers can easily go from one page to another with ease. The links and hyperlinks on the website should be so placed that the users can easily look up for their desired pages or information. Thus unnecessary use of links on the web pages can confuse the visitors and may even drive them instead of retaining the new visitors on the site.

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## The Use of Color in Web Design

One of the crucial parts of **web design** is choosing the right color(s) for the web pages. Initially one may consider it to be a very light topic, but the success of a web site depends highly on the choice of colors. Thus one should possess a sound knowledge about color schemes while designing pages for web sites.

The online business of a web site depends much on the visual appeal of the web pages. The use of right kind of colors on the pages can turn the pages attractive and eye catching to the users. Attractive web pages not only catch the attention of users/readers but they also help in their retention.

Color is one of the major tools in the hands of the web designers. Color can be used to make the web pages very attractive, to highlight major content on the pages, to frame and also to differentiate content from another.

Here is some basic information regarding use of colors for your web pages:

- To make the pages of a web site visually appealing to new and existing users, first of all a **color scheme** has to be decided. A consistent use of colors is necessary. The colors can be of matching hues or they may completely differ from one another.
- It has been quite a convention to place **textual content** against white background. Even if the background is not white, light colored backgrounds are what readers prefer while browsing through the web pages. If the texts are placed against a light colored or white background, the readers can easily make them out from rest of the content on the web page. When the text of a web page is placed against colored background, readers tend to skip the colored parts and find it inconvenient to read the content.
- Use of too many colors can cause a lot of confusion for the users. On the other hand, use of very less or dull colors make the web pages look inert and boring to browse through. **Colors** are used to differentiate, highlight and identify elements on web pages.

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