

Web Design Where to Start

Design Technologies

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Colour Settings

Unlike in print design, you have very little control over the stability of your colours in your web designs.

This is because you have no control over what the user is going to view your web pages on.

There are two schools of thought on this. To either use sRGB (as most digital devices are set to this as default). Or...

To assign no colour profile at all to your web images (this will trigger the default profile on the device instead). This will make colours much brighter on newer Display P3 screens.

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Colour Settings

There are pros and cons to both methods.

sRGB is the default for the vast majority of digital devices. From PC screens, tablets, older iPads, and older smart phones

As technology improves more and more devices are moving over to Display P3 which has a wider colour gamut than sRGB.

By not assigning a colour profile to your web images the device will automatically display them in the best way it can.

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Colour Settings – Step 1

In the Adobe products you can assign colour profiles by going to **Edit – Colour Settings**.

Under **Working Spaces**, set the RGB profile to **Monitor RGB - Display**.

Deselect **Ask When Opening** to stop any warning messages when opening images into Photoshop.

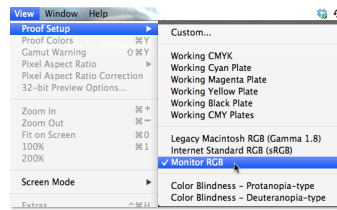
Save the profile so that you can easily switch from Web and Print colour profiles when working.

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Colour Settings – Step 2

Go to **View – Proof Set Up** and set it to **Monitor - RGB**.

This ensures that your images in Photoshop will appear as generic as possible.



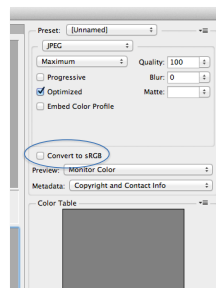
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Colour Settings – Step 3

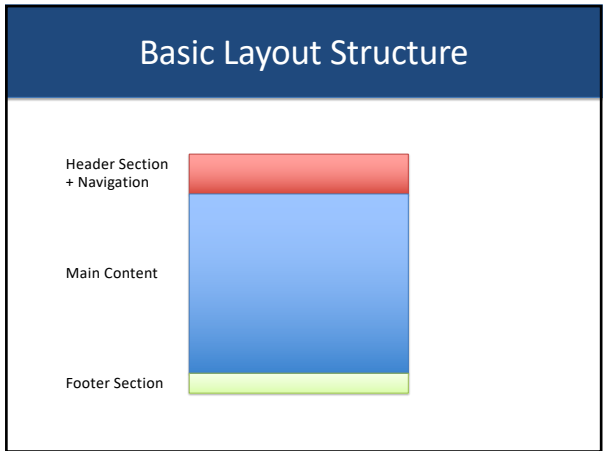
Go to **File – Export - Save For Web (Legacy)**. You will need a file open to do this.

Deselect **Convert to sRGB** to ensure that when you save your files for web no profile is assigned.

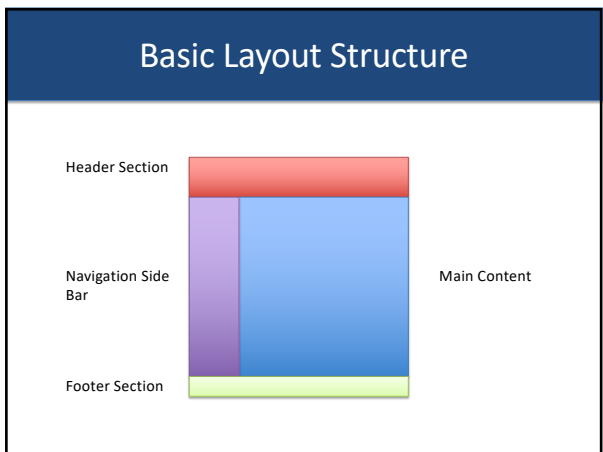
Click **Done** to apply the change. This should now be remembered when you go back to save your files for web.



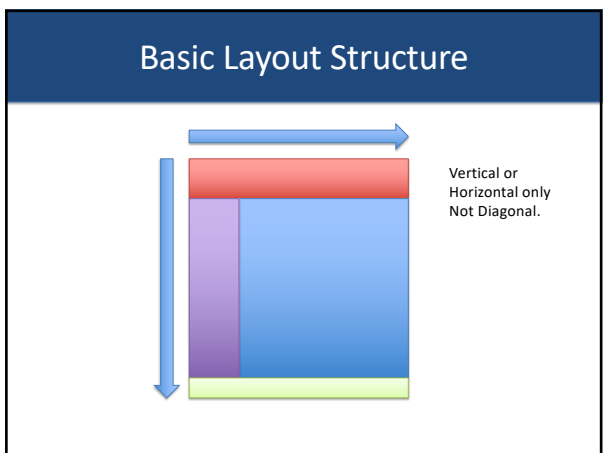
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The Design Fold



Above the Fold. The part of the layout that is visible when the page loads into the browser window.

The Fold.

Below the Fold. The part of the layout that is NOT visible when the page loads into the browser window.

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Basic Layout Structure



Previously, the standard minimum width for a website was 960px. This was mainly due to the screen sizes available at the time. It is still a very handy size to keep in mind when starting to design your pages.

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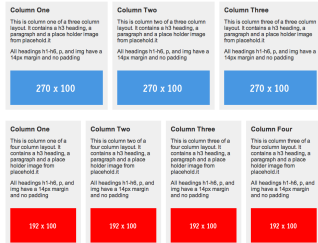
Basic Layout Structure



This is because it can be divided into a 12 column grid pattern to help your design your pages

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Basic Layout Structure



It is a very versatile structure that gives you plenty of layout design options.

The big change to now is moving away from a set pixel width to a percentage system which allows for dynamic resizing.

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Standard Pages to Find

1. **Home page.**
2. **About Us** or a company statement.
3. **Contact Us.** Maybe a map link and social media links.
4. **Terms and Conditions.** A must for selling products or a service.
5. **News or Blog.** A way of keeping people informed.
6. **Product pages.** What the site sells/offers/does.
7. **Focus pages.** Greater detail of the product or service.

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Resources

The internet is full of useful resources that will aid you in your web design work.

They range from basic level tutorials to advanced plugins...

...and they will come in a wide variety of media, from videos to step by step guides.

If you want to get more into writing code the internet is full of tutorials and advice that will help you.

Plus I am running the Wednesday Web Workshops on HTML and CSS which you can attend for extra knowledge.

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Resources

There are also many books that you can choose from.

HTML & CSS Design and Build Websites

By Jon Duckett is by far the best book I have used to learn HTML & CSS and I would recommend you get it...also, it is beautifully designed.



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Breaking The Job Down

Designing the Templates.

Set a page size and design the common global elements first.

Things like headers, footers, and navigation will be the same on all pages so will only need to be designed once then copied.

Only the content areas will need to change so design them with the content in mind.

Start brainstorming all the common elements you need to design and start sketching them out.

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