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# **Web Design And Basic Styles Of Sites**

Starting your own way as site builder, many beginners ask me questions regarding the site design.

The web design is a graphic design of a site which includes the development of the site structure, design web site according to logic, user-friendliness (usability). And the design should be such so as not to scare away visitors, but to create the convenience of use for them.

I want to highlight for you a few lines (styles) on the Web, which have been used successfully: minimalism, information design, a business-style design, promo style, Web 2, the flash design.

Let's examine each of these areas individually.

A minimalist style

Fundamentals of minimalism are minimized means used to create the site.

Simplicity and consistency - that's the basis of minimalism.

What determines this direction:

1. White background, black text.
2. Waiver of graphics.
3. The presence of a limited number of fonts (maximum 2).
4. Minimum clearance: pixel icons, thin lines.
5. Text navigation.
6. Careful work on the content, since the amount of information on this site is very big.
7. Clear modular grid (each block is placed in the light of usability).

Information Design

Information design - minimalism at the highest point of its manifestation. Taking the minimalist simplicity and ease of presentation of information and combining it with a minimal graphic design, were quite comfortable in the direction of design. In general this trend has found itself in the media.

The main features of business-style:

1. Fixed Width Site
2. The standard layout of the site.
3. Familiar images, allowing defining the style once the site.
4. The use of banner advertising.

Designed in the style of Web-2

Web-2 is a new direction in design sites. Basically this concept was the result of the article, which describes the development of a large number of sites united by some common principles and technologies.

What determines the design of Web-2:

1. The font size is slightly increased.
2. Font for the title Trebuchet MS
3. Blocks with rounded corners
4. Glossy highlights on the buttons
5. Logos Mirroring
6. Tag cloud (tags)
7. The absence of the usual high hats
8. Non-standard modular grid (site template)
9. Text contextual advertising, high-quality flash videos
10. Usability

#### Promo style

Very interesting style, which shows all the talent and professionalism of the designer. It aims to create a very colorful site, which direction - the presentation of the goods or services.

Promo style presentation and design are inextricably linked.

What determines this design:

1. A lot of graphics
2. Graphic primary, secondary content.
3. Advertising Content
4. The lack of advertising outside
5. The visual of the "rich" and "gloss" of the site

Designed in the style of Flash.

Arose such a design not too long ago, but every day is gaining popularity. Flash technology is used in situations where you need to create something extraordinary, not only in appearance but also in functionality.

Most often used for the flash presentation as small firms and large companies. Flash is well suited for this, since it can be an image, audio, video, and add any number of effects.

There are the following specific ways in which designers work:

- Minimalism;
- Futurism;
- An interactive magazine.

As regards the interaction with visitors, the share of flash sites to:

1. Static
2. Sites more or less living
3. Dynamic sites (sites live)

I hope that my thinking about web design will help you to decide in the direction of your actions when you create your own site.

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In addition, I would like to share another piece of advice. Currently the online technologies give you a really unique chance to choose what you require for the best price on the market. Funny, but most of the people don't use this chance. In real practice it means that you should use all the tools of today to get the info that you need.

One more thing. The subject has become very popular recently. So search Google and other search engines. Check out various social networks and look through topics which are respective to yours. Go to the niche forums and join the discussion. All this will help you to build up a concept of such kind of work.

And also we would advise you to sign up for the RSS on this blog since we will do everything possible to keep updating this blog with new info about [making money online without investment](#) and other important issues.

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