WEBSITE DESIGN TIPS FOR DESIGNERS

Mindbuild Design Studio

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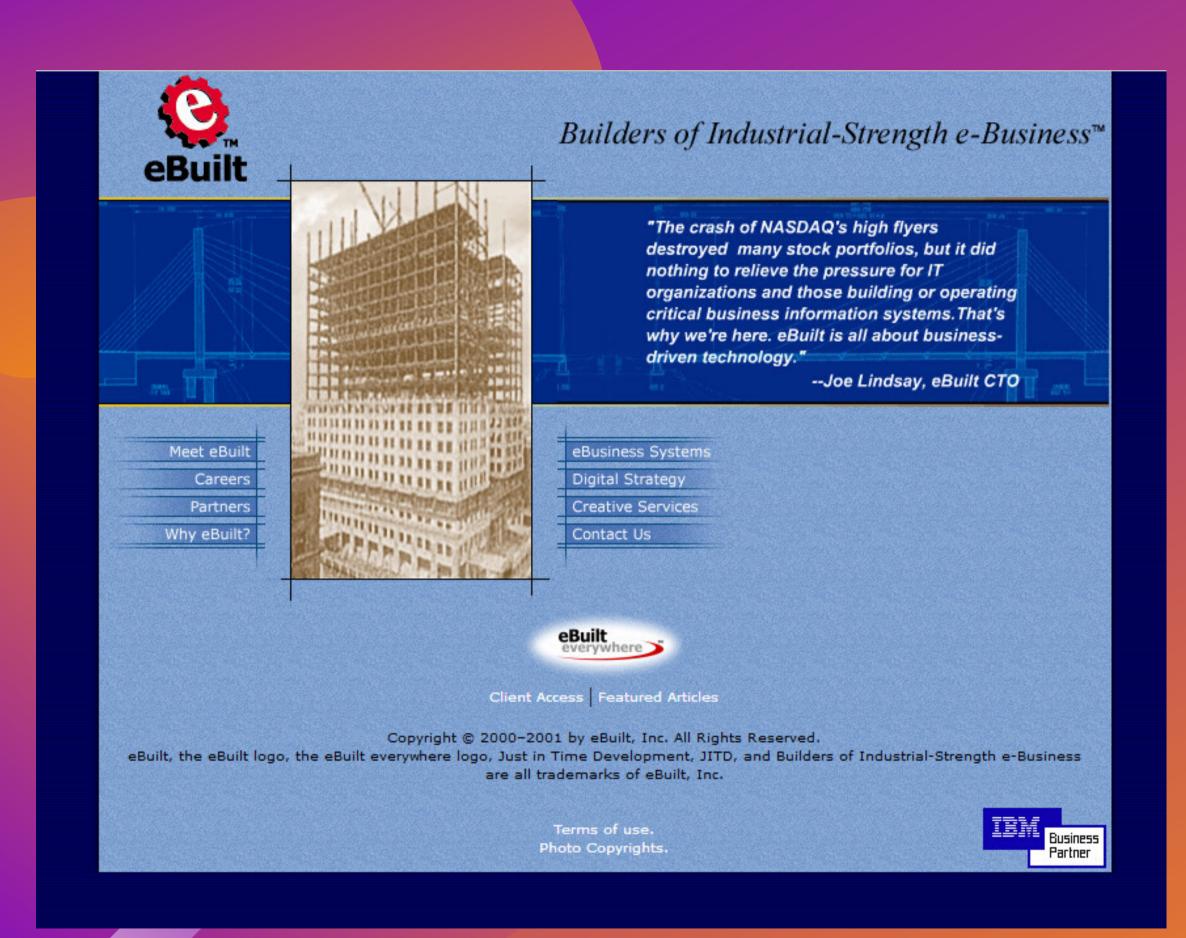
LOOK AROUND FOR INSPIRATION & PRESERVE IT

Then Make It Better and Present It

You're not inspired all the time. If you want to pursue a career in website designing then it's imperative you maintain a swipe file. Websites come and go, content changes all the time, but what is beautiful and appealing always remains beautiful and appealing.

Tell us can Da Vinci's, Michelangelo's, Rebrandt's, Picasso's work ever become old? No. And as such good design never becomes old or old fashioned especially in webdesign. It remains a source of inspiration for the generations to come, provided of course it's preserved.
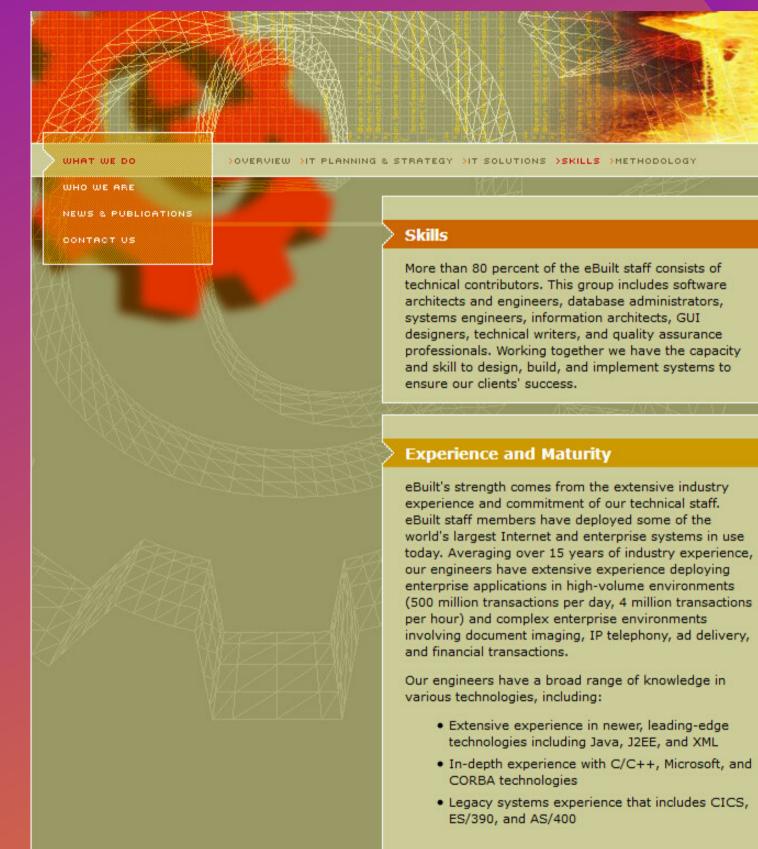
We're maintaining our swipe files since last 20 years or so and these are one of our most precious assets. Let's give you an example from our compendium of saved websites...

This is eBuilt.com back in Dec 2001.

Agreed, it's not so impressive. But let's see what they did in the next iteration...

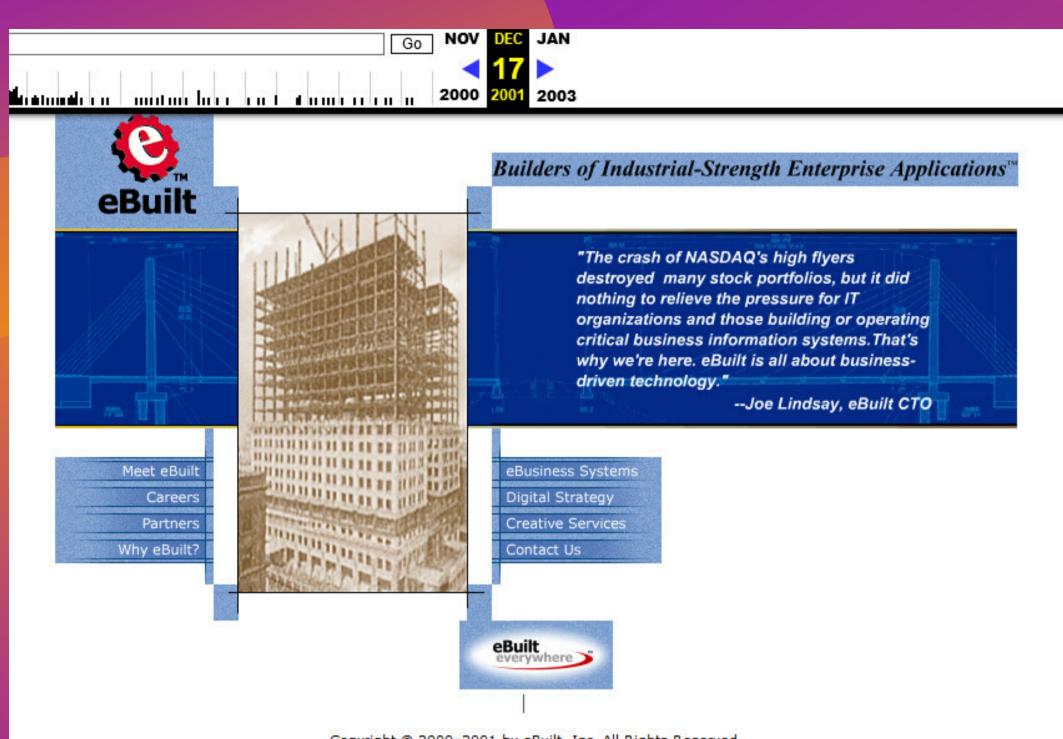This is the same website in June 2002:

The previous design and color combination have inspired some of our website designs and color combinations. Even if you leave the design for a while, you still have a treasure trove of prewritten text which can be used in your corporate endeavors, with of course slight modification.

Coming back to eBuilt, the company went out of business or was acquired more than a decade ago. At the time of writing these words this website has since been offline for more than a decade or so.

The question is what is in it for you as a designer? And what if you were not there 20 years ago to save that data?

Well there's a (not so) secret place on the web where you can find the old/gone as well as previous versions of current websites. It's the web graveyard at: https://web.archive.org/

Let's see how the above website looks in the web archives...

eBuilt on 17th Dec 2001

eBuilt on 23rd March 2002

WORKING WITH INTERNET ARCHIVES

If you look closely at the last 2 images from internet archives, you'll notice that the css is garbled, and the pages don't give the full impact of the design. But still most of the design is intact.

The only major issue with internet archives is that you need to know what you're looking for. Google won't help you with that. This is both a curse and a blessing. A curse in the sense that if you don't know what you're looking for, you can't find it. And a blessing in the sense that if you know what you're looking for then even if you dig it out of its grave, it'd be almost as good as new (of course with some cosmetic surgery.)

Does this imply we're asking you to go digging internet graves? Not precisely, but at least you should know that there's a graveyard which is accessible anytime. From there you can dig more gold and artifacts than digging some Pharoe's grave in a pyramid, provided you know where to look for it.

That's one of the reasons why you need to keep an active swipe file. It'd be Gold after 10-15 years.

Now the question is how can you preserve a web page in a searchable archive?

We've been using some really good web page capturing tools since long. And we've been migrating our data from one tool to another as the previous tool becomes obsolete. Basically all website data from the beginning of internet till now is in the form of html files, that's why there are almost no compatibility issues. Of course with the latest CSS advancements there's some incompatiility, but it's better than having nothing.

Anyway our current tool of web page capturing is...

(drum roll please...)

None other than ScrapBook X by Danny Lin:
https://github.com/danny0838/firefox-scrapbook

Scrapbook used to be one of the most used and one of the best Firefox plugins. Then back in Nov 2017, Firefox updated their code rendering Scrapbook as well as thousands of other useful plugins unusable. But we still use it. How? Well now instead of Firefox, we use Waterfox to maintain/access our archives:

https://www.waterfox.net/
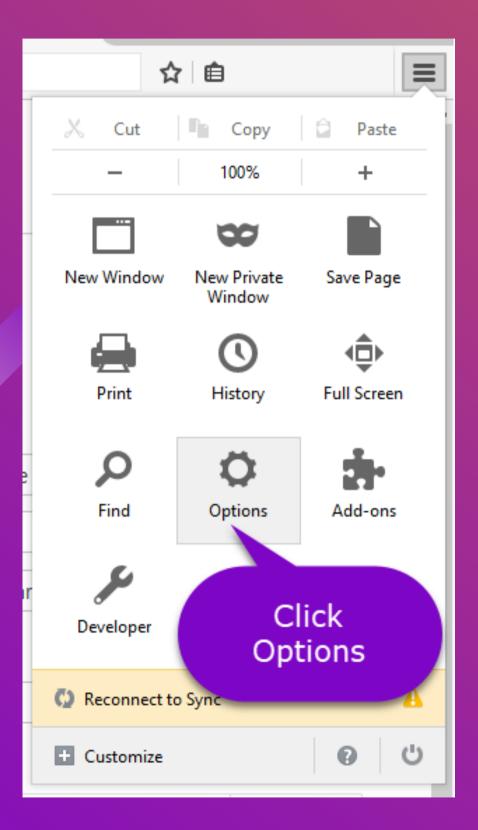
HOW TO USE SCRAPBOOK

1. Install Waterfox.

2. Download and install the Scrapbook plugin in Waterfox from: https://github.com/danny0838/firefox-scrapbook

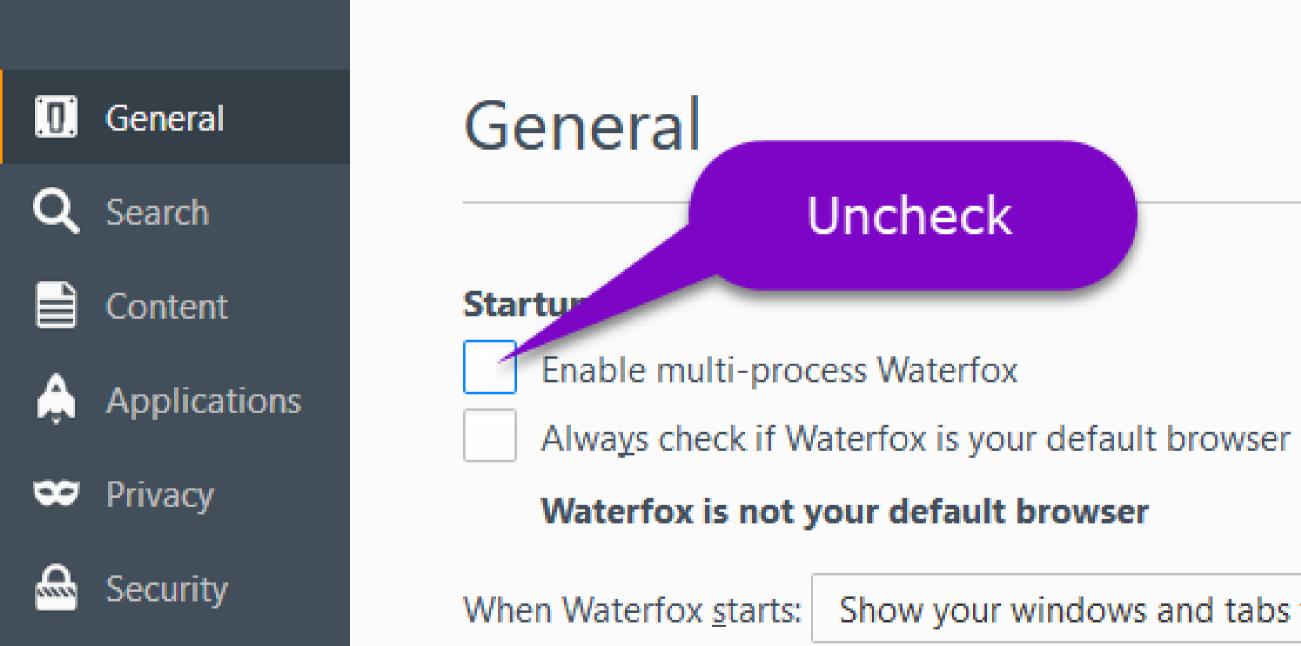3. Disable Multi-process Waterfox (if it's enabled.) Visual instructions on next page.

4. Right click a page you want to save and save.

5. To view/hide folder tree type alt+k (Win) option+k (Mac).
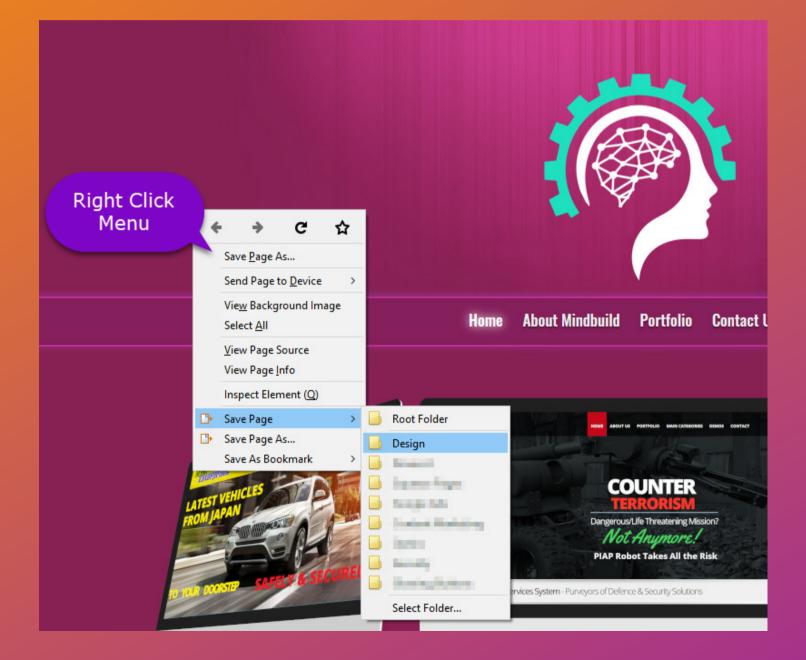
(Visual Instructions Next...)

Disable Multiprocess Waterfox

Enjoy Scrapbooking

1. Right click page to save.

2. Alt+k to view tree menu.

NO SWIPE? NO PROBLEM

A good place to get inspiration from top
market promotions is

https://swiped.co/

Though it's not an alternative to having
your own swipe file, but at least it will give
you pointers in the rights direction.

Readymade Swipe File

If you can spend $7, and if you're interested in around 700+ Mb of excellent swiped data relevant to Sales Funnels, Landing/Pricing/Checkout Pages etc. then we'd recommend:

https://www.autogrow.co/swipe-file-sfc/

(Hey, this is a hush hush link which only becomes visible after you give them your email. But if you decide to purchase it, you'll be giving them your email anyway.)

COLOR BASICS

Most people understand about warm colors and cool colors but the important thing about colors is that they are seldom seen in isolation, they are seen in the context of other colors around them and that affects them all.

If you think of colours as musical notes, you will appreciate that some notes work together to produce a melodious chord and some notes sound harsh when played together. Colors work in exactly the same way.

As you get more experienced with using color (or musical notes,) you find that you can stray off the straight and narrow path. You start exploring the juxtaposition of less obvious sets of colors or combining notes that have more complex relationships.

A skilled jazz musician can put the most discordant combinations of notes together and make them work because of their context - their interplay with other notes or chords coming before or after them. Similarly, the great colorists of the art world can achieve striking effects by combining colors that just don't 'belong' together.

On a web page, it is something that reacts with what you are saying verbally, either enhancing the message or contradicting it. In the end, the result is a communication at a subliminal level.

Color is a very powerful tool for the designer, and like any tool (or musical instrument,) you'll have to learn how to use it, and then keep practising.

COLORS RULES FOR BASIC WEBSITE DESIGN

It's important to create high contrast to achieve the highest impact possible.

Contrast is not simply about choosing different colors but selecting those that will create the most visual interest when placed side by side.

https://trionndesign.com/

An easy but effective way to create your own high-contrast color scheme is to select varying tones, shades and tints of a specific color (not the pure hue) and then select another pure color at least three spaces away on the color wheel to act as an accent color.

If you're beginning we suggest you follow one of Triadic Color Schemes. There are 2 basic levels of Triadic Color Schemes:
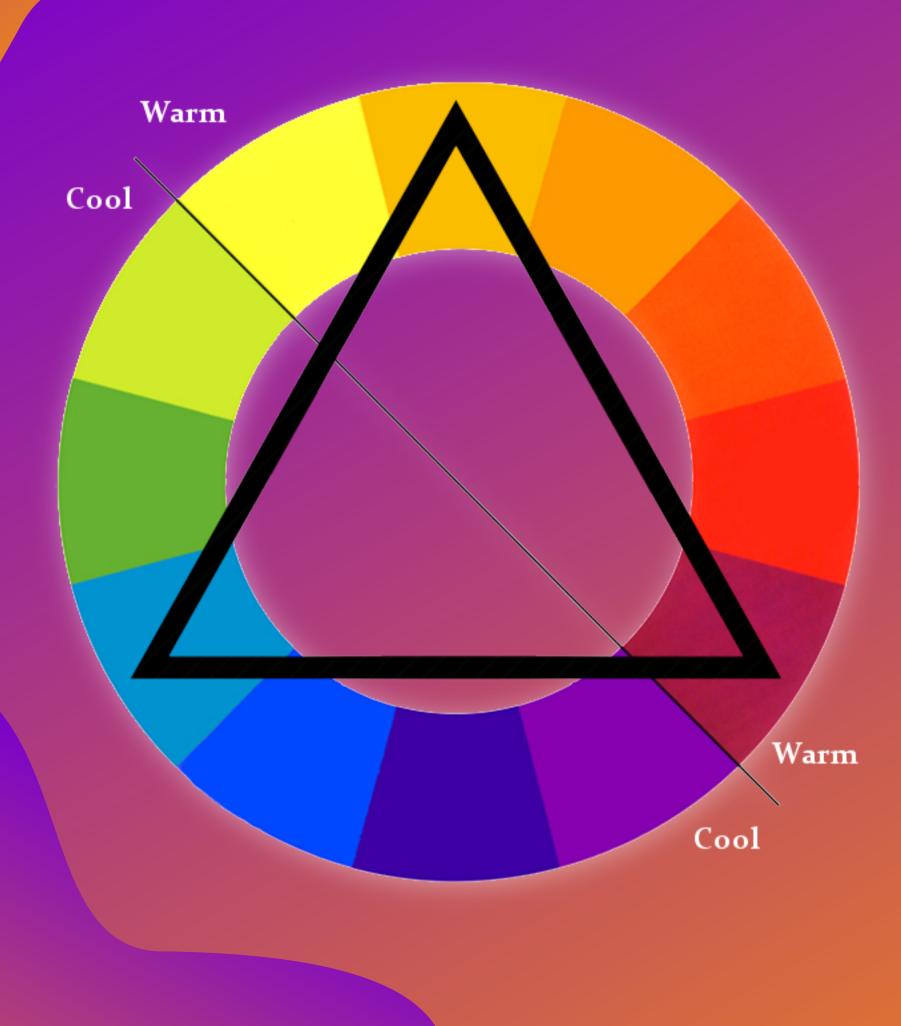
1. Split Complementary
2. Triad

SPLIT COMPLIMENTARY

Colors that are opposite each other on the color wheel are considered to be complementary colors, for e.g. red and green. A color scheme based on complimentary colors is called **Complementary Color Scheme.**

Split Complimentary Scheme uses a base color, and it uses the two colors adjacent to its complement as shown in this color wheel:

This color scheme has the same strong visual contrast as the Complementary Color Scheme, but has less tension. It is usually a good choice for beginners, because it's difficult for them to mess it up.

TRIAD

A **Triad** is a special variant of the Split-Complementary Color Scheme, with equal distance between all the colors.
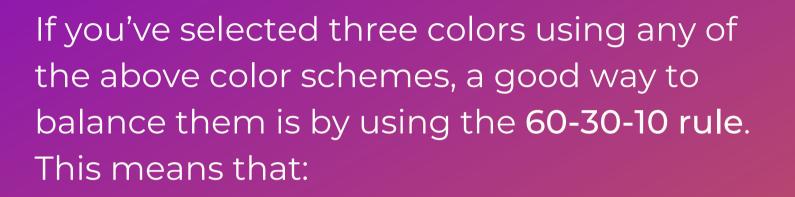
As all three colors are distributed evenly around the color wheel, there is no clear dominance of one color. Triadic color harmonies tend to be quite vibrant, even if you use pale or unsaturated versions of your hues.

To use a Triadic harmony successfully, the colors should be carefully balanced - let one color dominate and use the two others for accent.
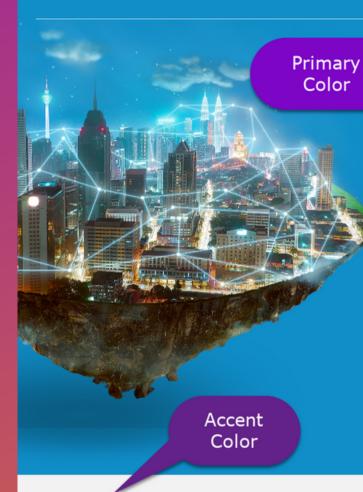
COLOR BALANCING

If you've selected three colors using any of the above color schemes, a good way to balance them is by using the **60-30-10 rule**. This means that:

- The **primary color** or your main theme color takes up **60**% places. Conventionally a neutral color like white, black, grey etc. is used as the primary color. It's because a neutral color mixes easily with any other colors.

- The **secondary color** should be used at around **30%** places. It should be in stark contrast of your primary color and should be used for headings, icons, calls to action etc.

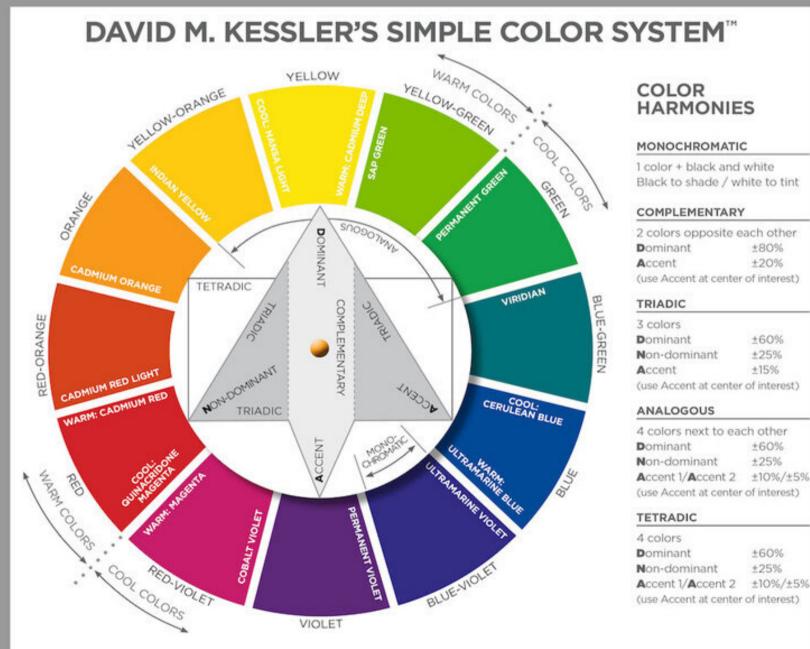- **10%** should be your **accent color** like buttons, menu drop downs, mouse overs etc. This color should complement either your primary or the secondary theme color.

https://www.bouncex.com/

ADVANCE COLOR BALANCING

For advance coloring needs we'd suggest using David M. Kessler's "Simple Color System" Color Wheel. You can get it for just $15. Click here to view/order.
It should be sufficient for most of your advance coloring needs.

WEB DESIGNER'S MAIN AIM

While designing a website always remember that 99.9% of all web designing is not about making things look pretty, it's about making them sell. If they look pretty and that helps in the process of selling, that's fine. If they look pretty and the product doesn't sell, the designer has failed to do his or her job somewhere along the line (though it's not only the designer but the whole synergy including copywriter, product funnel/marketing strategy etc. and of course the product itself.)

It's beyond the scope of this little booklet to delve into selecting the right colors to sell products, but that's one aspect you should keep in mind as a designer.

COOL DESIGNER RESOURCES

Imaging/Photo Editing Software

1. Adobe Photoshop
The undisputed leader.

2. Affinity Photo
 If you're beginning or even at an advanced level we wholeheartedly suggest Affinity Photo for all your graphics designing needs. Though it doesn't provide the level of sophistication Photoshop does but still in our opinion it's the only competent Photoshop competitor out there. Try it you and won't be disappointed. Available for a free 10 days trial. $45 to purchase (price may change.)

3. Gimp
The free alternative. Though it has got a slightly steep learning curve but there are plenty of online tutorials available to get you headstarted with Gimp. Once you know how to use it, you'll be designing like a pro.

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Online Image Editors
Capable of Editing PSDs

PIXLR

Pixlr is a free online photo editing tool that's fast and simple and has enough features to make it a good option for low to moderate-level photo editing.

Advanced features are available in the Pro version. Please check the website for pricing.

https://pixlr.com

PHOTOPEA

Photopea is also a free online photo editor supporting Adobe Photoshop, GIMP, Sketch App, Adobe XD and CorelDRAW formats.

It has got advanced editing tools available for free, but with ads enabled. Please check the pricing for ads free version.

https://www.photopea.com/

Some of The Best Image Resources (Mostly for Free)

Free Photos

https://pixabay.com/

https://www.pexels.com/photo-license/

https://www.graphberry.com/

Search Free Creative Commons Images on Flickr

http://compfight.com/

PSD Logos

350+ Free PSD Logos
http://www.logologo.com/

520+ PSD Logos for $9
http://www.logoskit.com/features/

Free Food Images

https://www.picfoods.com/

Free Cool PSD Brochures

http://www.mirrom14.com/search/label/download%20free%20psd

THANK YOU!

VISIT US SOON

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