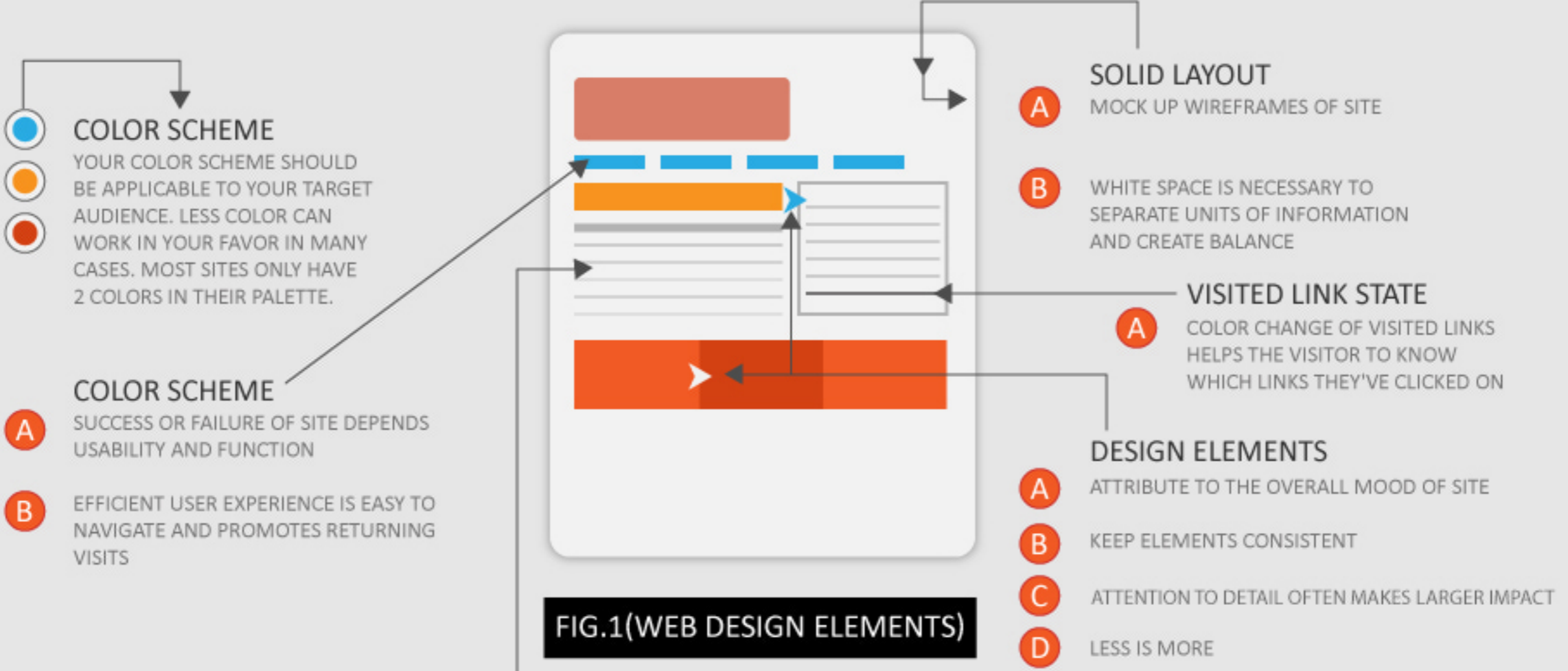


# UNDERSTANDING THE VITAL ELEMENTS OF DESIGN AND DESIGN INDUSTRY



## EFFECTIVE TYPOGRAPHY

- A** USE COLOR, SIZE AND WEIGHT VARIATION FOR TITLES AND SUBTITLES
- B** MAINTAIN LEGIBILITY WITH CORRECT LINE, LETTER AND WORD SPACING
- C** LINE HEIGHT SHOULD BE 1.5 TIMES YOUR FONT SIZE

## FIG.2 (ATTRACTING & MAINTAINING AUDIENCE)



**TEST BEFORE LAUNCH, TEST OFTEN**

DON'T TEST YOUR OWN CODE, INSTEAD TEST ON MULTIPLE BROWSERS/COMPUTERS



**ANSWER THE QUESTION**

MAKE SURE THE PURPOSE OF THE SITE IS CLEAR TO THE VISITOR AND FULFILLS THEIR REASON FOR VISITING YOUR SITE.



**USE CONVENTIONAL LAYOUTS**

ENSURE THAT THE LAYOUTS ARE CONVENTIONAL SO THAT THE USERS KNOW HOW TO NAVIGATE THROUGH YOUR SITE! IT PROMOTES TRUST IN YOUR SITE!



**CREATE INTEREST/ FLOW**

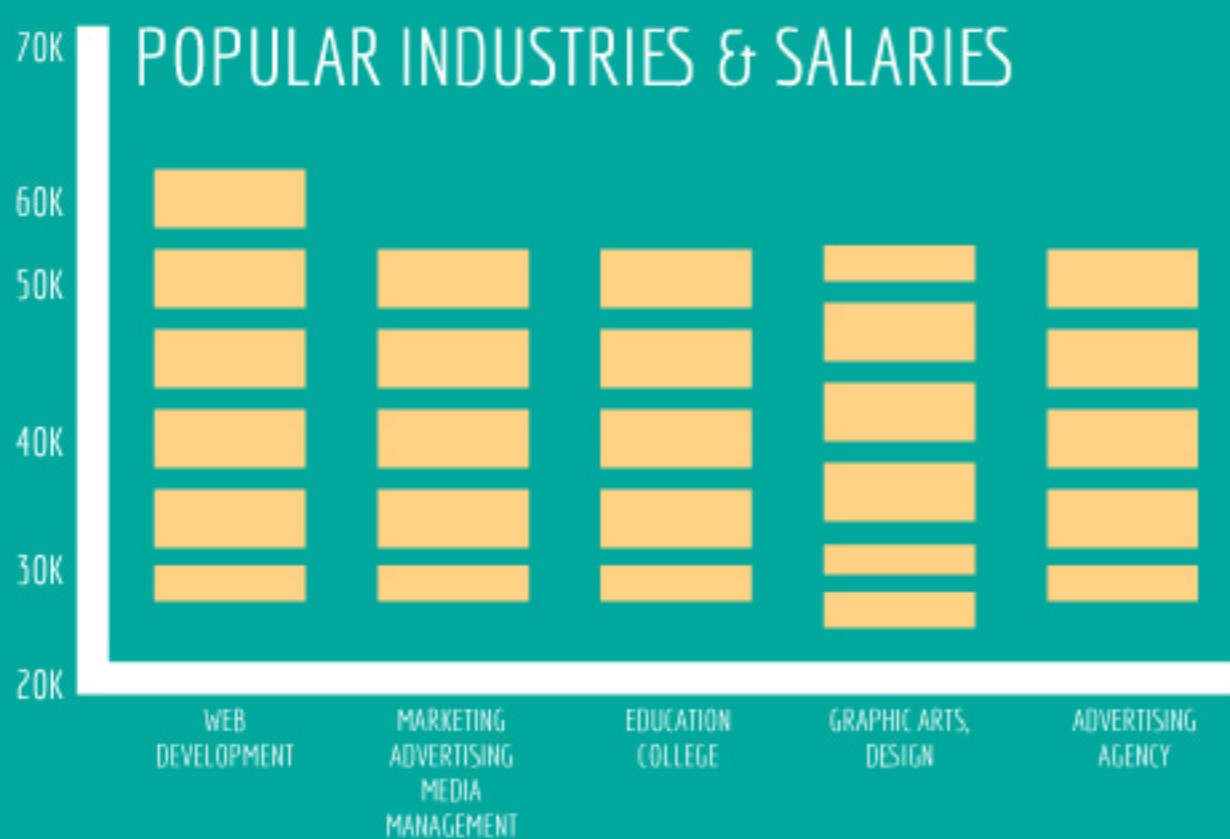
HIGHLIGHT SITE FEATURES, MAKE NAVIGATION ELEMENTS PROMINENT, USE EFFECTIVE WRITING, SCANNABLE LAYOUTS AND CONCISE PHRASES. DO NOT INCLUDE PDF FILES AS IT BREAKS USER'S FLOW.



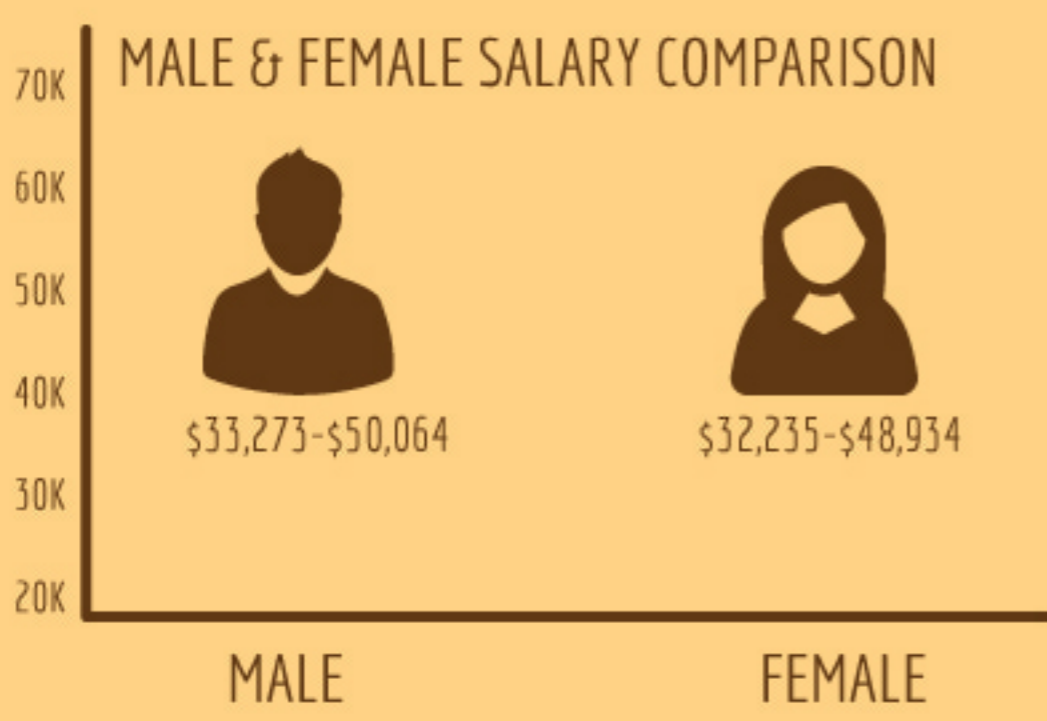
**ELIMINATE FRICTION FOR USERS**

USE CLEAR STRUCTURES AND RECOGNIZABLE VISUAL CLUES. LET USERS EXPERIENCE THE SITE FEATURES BEFORE SIGN-UP. MAKE IT EASY FOR VISITORS BY PROVIDING PATHWAY FROM POINT A TO POINT B.

## DESIGN INDUSTRY STATISTICS



(MALE & FEMALE DESIGNERS)

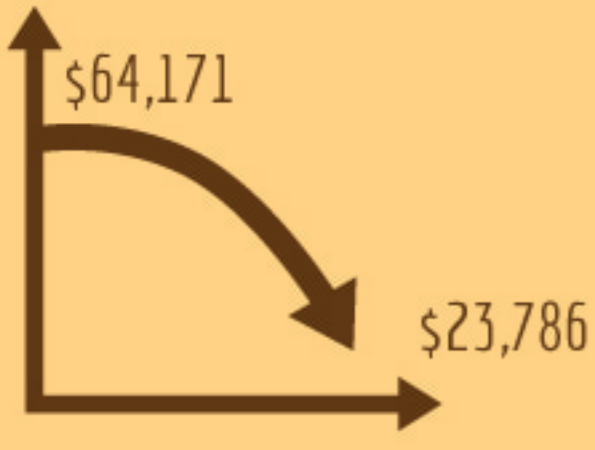


## YEAR OF EXPERIENCE

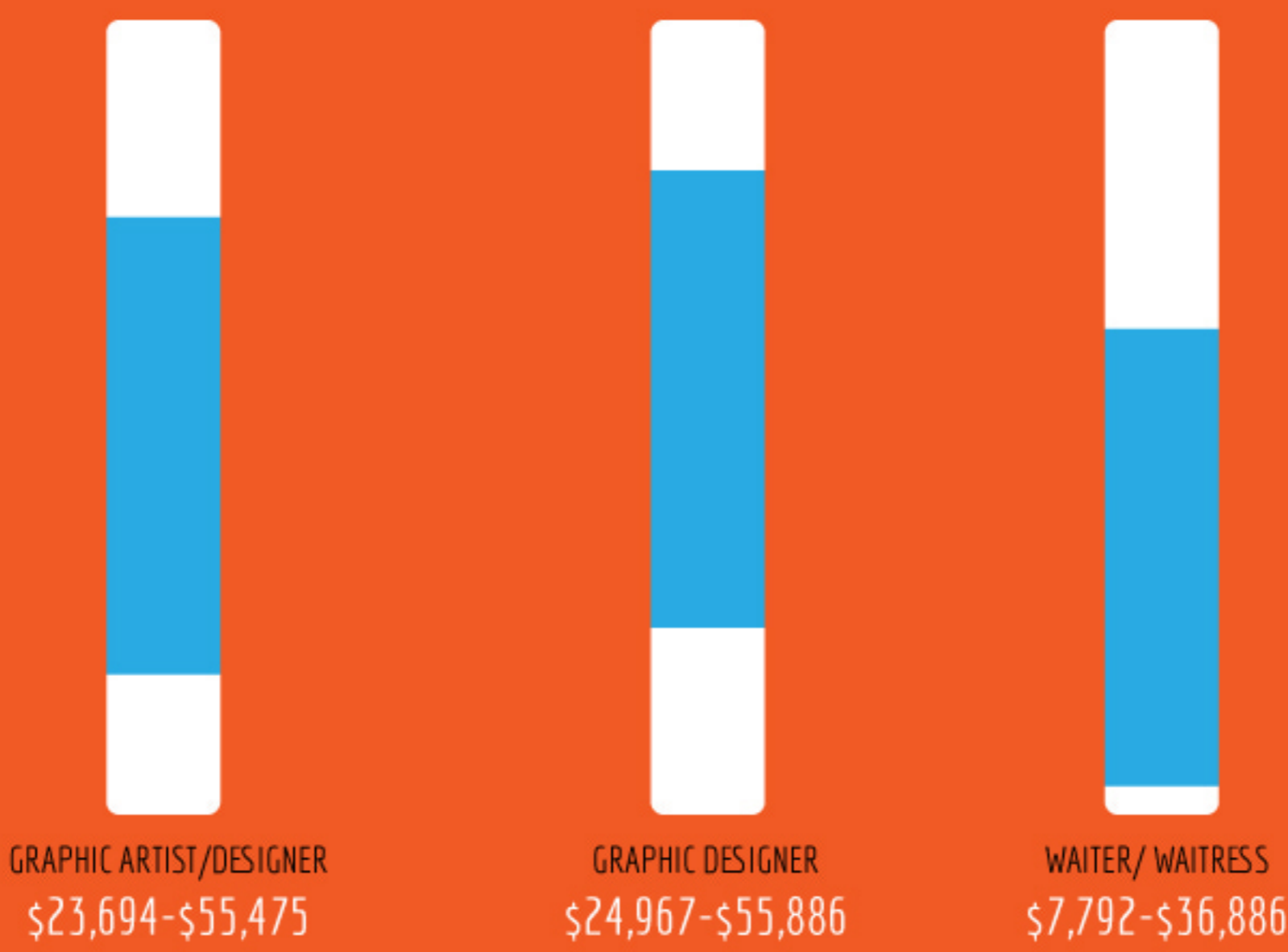


- LESS THAN 1 YEAR: 5%
- 1-4 YEARS: 55%
- 5-9 YEARS: 27%
- 10-19 YEARS: 12%
- 20+ YEARS: 1%

## WEB DESIGNER SALARY RANGE



## COMMON PAST JOBS/ SALARIES FOR A WEB DESIGNER



## COMMON FUTURE JOBS/ SALARIES FOR A WEB DESIGNER

