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WEB DESIGN

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Анотація *У статті дано визначення поняття веб-дизайну, наведено основні види веб-дизайну та найпоширеніші методи створення веб-сайтів.*
Ключові слова: веб-дизайн, види веб-дизайну, методи, веб-дизайнер.

Abstract *The article defines the concept of web design, presents the main types of web design and the most common methods of creating websites.*
Keywords: web design, types of web design, methods, web designer.

Web design is a process of designing and developing a website for the internet. Though creating a website requires additional skills and resources, such as software coding and developing, the design aspect often focuses on the user interface and experience. The user experience can include the website appearance, functionality, layout and content.Web designers work to find the most effective way to display information on a website, so users find it engaging and helpful.To accomplish this, web designers will often use different web designs and layouts depending on the site intended function and use.

Web design used to be focused on designing websites for desktop browsers; however, since the mid-2010s design for mobile and tablet browsers has become ever-increasingly important.[1]

A web designer is responsible for creating the design and layout of a website or web pages. It can mean working on a brand new website or updating an already existing site. Their role is different to web developers, who specialise in making web designs of a reality or writing code that tells how different parts of the website fit together.

Two of the most common methods for designing websites that work well both on desktop and mobile are responsive and adaptive design. In responsive design, content moves dynamically depending on screen size; in adaptive design, the website content is fixed in layout sizes that match common screen sizes. Preserving a layout that is as consistent as possible between devices is crucial to maintaining user trust and engagement. However, there can be crossover between the two roles.[2]

Digital Strategy Informed Web Design takes a holistic approach to ensure all the parts of a web design project are aligned with overall business goals and marketing strategy.
- Value Proposition Design
- User Experience Design
- Content Strategy Design
- Web Design
- Marketing Approaches
- Analytics Integration

Value Proposition Based Web Design is an extremely useful starting point in designing compelling web sites that connect with their intended audience. Following this process of designing and testing value propositions not only takes the guesswork out of creating web sites that perfectly match customers' needs and desires, it also creates the language and clarity for all content strategy and marketing efforts that follow suit.[3]

Web designers will often use different web designs and the following types of website design may be observed.

1. Single page designs are websites that convey all of their information on a single webpage. The single page can be as long as the designer wants, allowing users to scroll down in order to see all the information. When developing the design, many companies and organizations use a linear journey or narrative to create a flow to the information being relayed to visitors. This type of design can be very versatile because it has many unique uses. For example, it can be used to sell products, telling the company's story as the page progresses, or it can be used for artists to share their story and portfolio.

2. A static website is a website with little or no user interaction, and the design is generally consistent on all platforms. Most often, the website is created using basic code, such as HTML or CSS, and has a set number of webpages, which can help generate a low-cost for the site creation. Because of its simple model and limited ability to interact with visitors, static websites are generally used to relay information instead of sell goods and services.

3. Dynamic websites unlike static websites allow users to interact with the material on the webpage, creating a more active and exciting website design. The code to develop these types of webpages often requires something with a little more versatility, such as JavaScript, PHP or ASP. Because of their more intricate model and design, dynamic websites can cost a little more money, and sometimes have a longer load time compared to static websites. However, they can also effectively relay information and the benefits of a product or service through an engaging display.

4. A responsive website design changes its layout and display of information depending on the size of the browser. Either the website is being viewed on a mobile device or a computer browser, the webpage can manipulate itself by wrapping text and scaling images to fill any size screen with the most pertinent information. This type of design is beneficial to many websites and organizations because it can allow users to browse through information and products on different devices more easily.

5. A liquid website design behaves similarly to a responsive design, except it doesn't manipulate the layout of the page depending on the size of the screen. The design itself shrinks or stretches the entire webpage to fit the size of the chosen window, which can be helpful for webpages that don't want to sacrifice information depending on the size of the browser. However, this can also make the design have very small or warped text when viewing it on screens that are too small or too large.

6. A fixed design allows designers to create a website that doesn't change the size of the window or screen. The site uses a strict resolution and will be open to those exact measurements either the user is viewing it on a mobile device or computer monitor. The strict resolution can help designers create a specific website layout which they know will be consistent on every browsing device. However, this can also create some hassle for users on smaller screens because it might require more effort to scroll around the page and find the information they need.[4]

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