

# Design Considerations:

## Designing for the Web

- Design specifically for the Web, not something that looks good in another format and is transported to the Web.
- Use Web-safe colors - there are 256!

## Maintain consistency

- Because Web sites can link anywhere, it's important to have a common look and feel.
- Consistent logos and layout schemes help build brand awareness, so users can find you again.

<http://www.bergen.edu/>

# Design Considerations:

## Determine content priorities

- Use visual design to establish a hierarchy of content.

<http://www.bergen.edu/coop/>

<http://www.bergen.edu/english/>

## Design navigation icons wisely

- Graphics for navigation (icons or photographs that link users to particular pages) are often unnecessary.
- Users expect links and pages will load faster without the image.

# Design Considerations:

## Avoid scrolling text

- If you can't fit the words, ask yourself if you really need them.
- Take advantage of white space.

## Fonts

- Some fonts are are safer to use than others.
  - The most common serif typefaces are Times and Times New Roman.
  - The most common sans serif typefaces are Arial, Helvetica, and Verdana.
  - Consistency is key