

# 44 WEB DESIGN TIPS & TRICKS

EASY TO READ / SUMMARIZED VERSION

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1



Involve clients from the start

2



Fast prototyping

[More info](#)

3



Don't start with a design: take a scenario-based approach.

4



Deploy locally

[More info](#)

“What separates design from art is that design is meant to be... functional.”

- Cameron Moll

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Stick with a 3-color palette

[Resource 1](#)

[Resource 2](#)

6



Typographically rich

[More info](#)

7



Fonts that are easy to read across devices and browsers

[More info](#)

8



Right size & high quality images

9



JPG Optimization

[Resource 1](#)

[Resource 2](#)

10



When to use JPG, GIF & PNG

[More info](#)

11



Give it space  
/ proper  
margins

12



User friendly  
contact form

13



Killer About  
Us Page

14



Polished,  
professional  
logo

“If you think math is hard try  
web design.”

- *Trish Parr*

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Logo  
placement  
Top left corner

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K.I.S.S

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Mobile /  
tablet friendly

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Responsive  
design

19



Social Media  
[Resource 1](#)

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Photoshop  
layer  
organization



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Skip Flash,  
use HTML5

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Photoshop  
workspace

[More info](#)

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Chrome Developer  
Tools

[More info](#)

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Buttons &  
Strong Calls  
to Action

“The greatest artist and  
web-designer ever is indeed a  
spider!”

- *Munia Khan*

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Intuitive  
navigation

26



Get rid of  
clutter

27



Design every  
page as a landing  
page

28



Call to action /  
essential info  
in the upper  
portion

29



Browser  
compatibility

[Resource 1](#)

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Use CMS -  
Wordpress,  
Drupal, Joomla

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Design for  
the users,  
not you

32



Multimedia  
& videos

[🔗 More info](#)

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Design with  
SEO in mind

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Moodboards

[🔗 More info](#)

“Intuitive design is how we  
give the user new  
superpowers.”

- *Jared Spool*

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Get assistance

[🔗 Resource 1](#)

[🔗 Resource 2](#)

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Constructive  
criticism

[🔗 More info](#)

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Free UI kits

[🔗 More info](#)

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Best websites  
are designed to  
a grid

[🔗 More info](#)

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Versioning graphic  
files with Dropbox

[🔗 More info](#)

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Collaborative  
screen-sharing

[🔗 More info](#)

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Code distribution,  
versioning and  
storing

[🔗 Resource 1](#)

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Syncing  
large files

[🔗 More info](#)

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CSS refresh  
bookmarklet

[🔗 More info](#)

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Manage  
your  
workspace

[🔗 More info](#)

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**THANK YOU  
FOR READING**

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