

Training Worksheet: VISUAL DESIGN

Tips and Resources to Help You Design Your Website

Visual design is the strategic use of images, colors, fonts, and other elements to enhance the content and function of your website. Consider the following when choosing visual elements:

1. Choose images, fonts, and icons that are free to use under Creative Commons or other free use licences.
2. Choose visual elements that relate to your brand and logo - colors, fonts, and images should match or complement your brand style. Limit the number of colors to create consistency.
3. Limit font styles to two on your site - one serif font and one sans serif. Make sure your fonts are clearly readable and legible. Users will read larger text first so highlight important information by increasing the font size.
4. Consistency is important for a professional look to your website. If you are creating graphics with text, such as large sliders, use the same fonts that are used on your website. If you have a row of similar elements, such as callouts or a mini slider, ensure that the images are all the same type, color, or style of icon. The more consistency there is on your site, the easier it is for users to scan the page and focus on the content.
5. The strategic use of whitespace on your site ensures that your site is readable and quickly scannable. White space creates balance to the page and allows users to concentrate on the content.
6. The hierarchy of content on the page shows the importance of information. Hierarchy is shown by font size, colors, and placement on the page. The most important content is generally at the top of the page.

Resources for Free Images, Fonts and Icons:

Stock photos:

Pexels: All photos are licensed under a Creative Commons Zero (CC0) licence. Attribution is not required for personal or commercial use.

<https://www.pexels.com/>

Unsplash: Gifted by the world's most generous of photographers. All photos are licensed under an irrevocable non exclusive copyright licence. Attribution is not required but is appreciated by the contributing photographers.

<https://unsplash.com/>

Pixabay: All contents are released under Creative Commons licence, which makes them safe to use without asking for permission or giving credit to the artist - even for commercial purposes. This site is recommended to find photos for corporate and medical markets.

<https://pixabay.com/>

Freerange: All images are licensed under Equalicense and can be used for commercial or personal websites. No attribution is required but attribution is appreciated.

This site is recommended for medical markets.

<https://freerangestock.com/>

CC Search: Find content you can share, use, and remix: Search here for content available under a creative commons licence.

<https://search.creativecommons.org/>

Compressing Images:

Tiny jpg: Smart JPEG and PNG Compression: Optimize your images with a perfect balance in quality and file size

<https://tinyjpg.com/>

<https://tinypng.com/>

Free Icons:

Google Material Design - Icons: All icons are licensed under Apache Licence Version 2.0. Attribution is not required but is appreciated.

<https://google.github.io/material-design-icons/>

Free Fonts:

Google Fonts: These open source fonts are published under licenses that allow you to use them on any website, personal or commercial.

<https://fonts.google.com/>

Font Pairing:

Font Pair: Helps designers pair Google Fonts together

<http://fontpair.co/>

Stacks Collection of Photos and Icons:

Stacks Icons can be found here:

<https://drive.google.com/drive/u/1/folders/0B-TOWsNHmqIXN1dvTnptSDq4akk>

Medical Background Images:

<https://drive.google.com/drive/u/0/folders/0B-TOWsNHmqIXUUczQW9YR2tDa28>

Academic Background Images:

<https://drive.google.com/drive/u/0/folders/0B-TOWsNHmqIXOVFRbmFYNFhCdUE>

Public Library Background Images:

<https://drive.google.com/drive/u/0/folders/0B-TOWsNHmqIXMFMteWZjSG5mR2M>

Corporate Background Images:

<https://drive.google.com/drive/u/0/folders/0B-TOWsNHmqIXRHIfRWxPUWxkQUk>

More information on Visual Design:

Usability.gov is the leading resource for user experience (UX) best practices and guidelines, serving practitioners and students in the government and private sectors. The site provides overviews of the user-centered design process and various UX disciplines. It also covers the related information on methodology and tools for making digital content more usable and useful.

<https://www.usability.gov/what-and-why/visual-design.html>