



# Article Side

Discriminating Web Design from Print by [Stella Richard](#)

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The reigning popularity of online marketing and the surge in requirement for designers has led to a large number of print designers migrating to web designing. It is evident that the principals and laws of designing a website are very different from designing a print advertisement, magazine or newspaper.

## Print Versus Web Pages

For starters, designing a print is more controlled, permanent and stable in comparison to its online counterpart. While you are designing a web page, you are looking at creating a more dynamic platform that is compatible to multiple operating systems and browser platforms. Something as simple as your design dimensions remain consistent across platforms as against when one is creating a web design, viewing the same design on a different browser or PC with different screen dimensions means your entire design looks different.

## Client Expectations

A major challenge designers face when it comes to creating a comprehensive and versatile web design is to replicate what their print representation as exactly as possible, online. Most clients expect that the print samples that you share with them to discuss possibilities in web design, tend to set a benchmark to how effective they want their website design to be.

## Helping Clients Understand

Vancouver web design experts are of the opinion that it is the responsibility of the designer to help the customers effectively discriminate between capacities and possibilities presented by a print design vis-À-vis an online page.

While the print pages offer a sense of control and limitedness to a design, web pages offer an array of engaging elements in terms of design that can be created to form appealing communication pages. Each one of these formats pose its own set of pros and cons and can be effectively exploited for the benefit of creating a platform for effective marketing communications.

An effective web designer will help and guide the client with respect to what expectations need to be set in terms of the web page as well. This can be done by explaining to them the possibilities and limitations of both mediums and how best the features can be used to meet the client's marketing goals.

As a designer, you are required to build a versatile web page but prioritize the system that is commonly used at your client's office. If he is satisfied with the outcome and the way it looks on his firefox browser or macbook, you will be able to achieve more out of it, faster.

Finally, make sure that as a designer you are more than familiar with the best practices in web design techniques, irrespective of your background and years of experience. Make it your goal to keep up with the latest trends in design to make sure you are offering the best possible options to your clients.

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