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The importance of website graphic design by [Kate Milano](#)

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The aim of Website Design is to plan and create a website. Web designers use text, images, digital media and interactive elements to produce the page seen on the web browser. Web designers use markup language such as HTML, CSS, and JavaScript to develop pages that can be read by web browsers. The process of web design can include conceptualization, planning, producing, post-production, research, and advertising. The site is navigated by using hyperlinks. Web designing itself involves writing code that is valid HTML and CSS; these make it easier to correct problems and edit pages.

HTML and CSS are the fundamental technologies for building web pages: HTML (html and xhtml) for structure, CSS for style. By separating the presentation style of documents from the content of documents, CSS simplifies Web authoring and site maintenance. Another important aspect of web design is user interface design or user interface engineering. This is the design of computers, appliances, machines, mobile communication devices, software applications, and websites with the focus on the user's experience and interaction. The goal of user interface design is to make the user's interaction as simple and efficient as possible.

Web usability is important in modern web design. The idea calls for making web sites easy to use for an end-user, without the requirement that any specialized training be undertaken. The user should be able to intuitively relate the actions he or she needs to perform on the web page to the expected results of such actions. In general, usability aims to present the information to the user in a clear and concise way, give the correct choices to the users, in a very obvious way, remove any ambiguity regarding the consequences of an action, and put the most important thing in the right place on a web page or a web application.

Graphic website design is often used to facilitate the usability of a website. The design process balances technical functionality and visual elements to create a system that is not only operational but also usable and adaptable to changing user needs. The graphic website design of a site is constituted by the actual look & feel of the final graphical user interface (GUI). The latter may be based on the findings developed during the usability testing if usability is unpredictable, or based on communication objectives and styles that would appeal to the user. In some cases the graphics drive the prototyping; but this ultimately depends on the importance of visual form versus function.

Websites are used for a variety of purposes. And graphic website design can be an important part of making a website attractive to particular users. Although initial website designs normally need small tweaks and changes after they go live, major updates and re-designs may be undertaken periodically. In any case, it is a good idea to begin with a strong and stylish design that is easy to use and pleasant to view. Fortunately, there are many website design firms that can deliver high quality graphics and link building services.

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