



# THE PSYCHOLOGY OF WEB DESIGN

A great web design is so much more than just delivering content and making it look good. When visitors come to your site, they produce a set of feelings about your website and your organization. The type of feelings they produce – positive or negative – are entirely in your hands and should not be overlooked when designing content.



## Content

For websites, content drives the design you see on screen. Visitors come to a website to access information they need. Web design helps them find the information they need quickly and with ease.

In the early days of the Web, it was common to see pages and pages slammed with content, often pages with 10,000 words or more. With pages loaded down with content, it made it extremely difficult to find content, let alone read through to get the information needed. This often invoked stress, anxiety and overall unpleasant feelings for visitors.

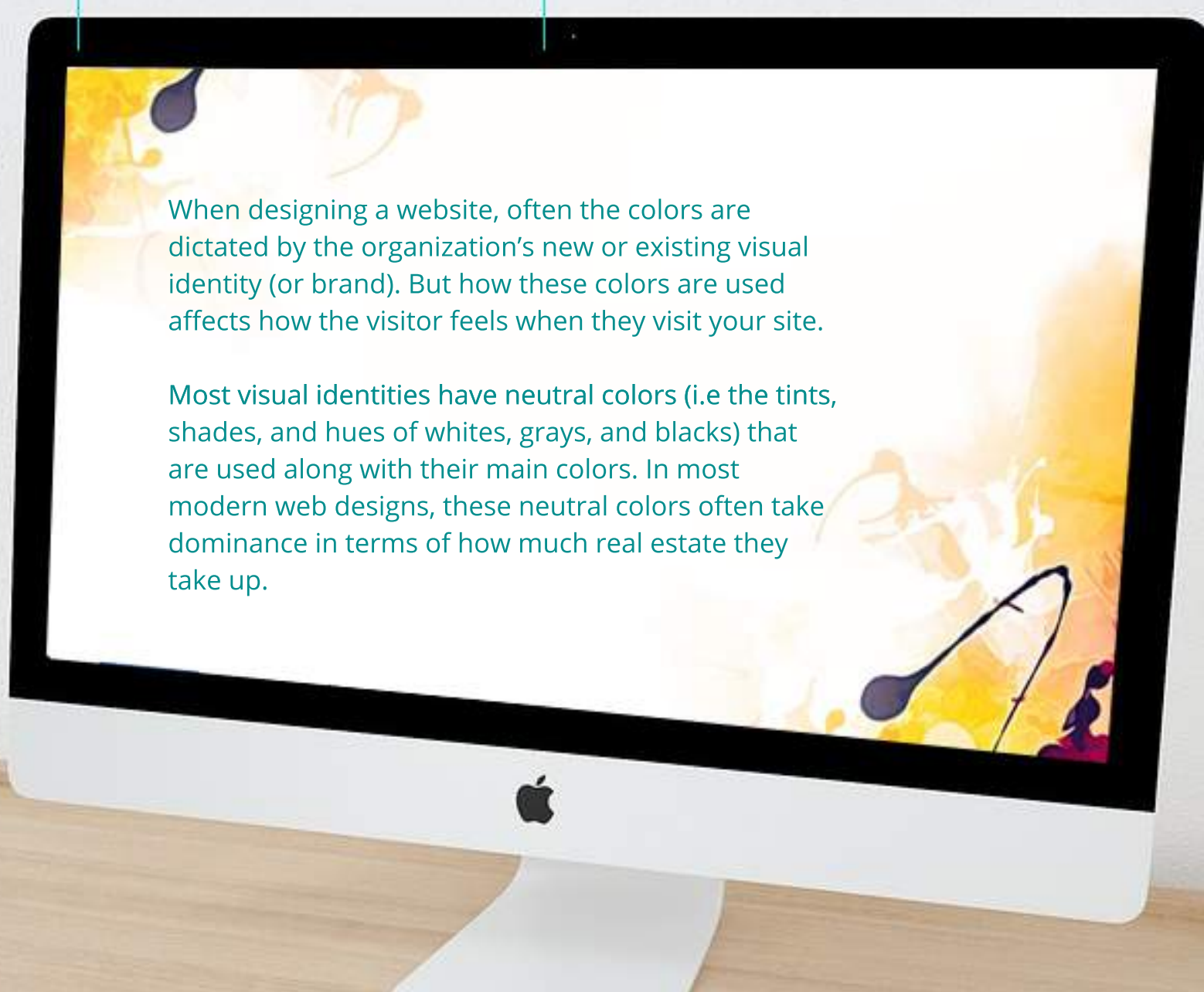


## Space

The way a Web page is organized can dramatically affect how a visitor feels while they are there. Organizing content should be a priority in any web design, but this organization should take into consideration the space it takes up on the site.

If you're not familiar, "white space" is the areas of a design in which no content or visual element demanding our attention is present. White space plays an important role in any type of design work, especially Web design, because it visually gives a resting place for the visitor. These resting places are often found in margins and the space around things.

## Color



When designing a website, often the colors are dictated by the organization's new or existing visual identity (or brand). But how these colors are used affects how the visitor feels when they visit your site.

Most visual identities have neutral colors (i.e the tints, shades, and hues of whites, grays, and blacks) that are used along with their main colors. In most modern web designs, these neutral colors often take dominance in terms of how much real estate they take up.



## Typography

Finally, typography can convey tons of emotions and feelings for visitors to your website. There are thousands of typefaces out there, and thanks to advancing Web technology such as CSS3, these typefaces have found their way onto websites as well.

No more picking a typeface out of the 15 or so Web-safe fonts. This has opened the door to thousands of new typefaces that can be used. And with great choice comes great responsibility.

Typefaces are designed to be used in specific situations and for certain uses. Serif fonts (those with little serifs, or feet, on the letters like Times New Roman) are often associated with professionalism, scholarly, and seriousness, while san-serif fonts (like Helvetica) are a bit more modern feeling, clean and more informal.