

## **Design Theory for Web Designer**

Developing a meaningful concept is a crucial step in any design project but it's a skill that few people really take the time to understand and appreciate.

### **Why Developing a Concept Matters in Web Design**

we established the need to start any design with the containing shell design first before going into the details, in this part we will discuss the methodology of coming up with a shell design.

Any containing shape should have a concept behind it - but sadly, lots of designers focus only on a nice-looking shape that really has no meaning behind it. Or worse, they design an entire website based on pre-existing frameworks without even a moment's thought for how an original design might bring some realmeaning to the project.

### **Good Concepts Speak For Themselves**

Some people argued that this concept may not be very clear when people look at the site, and this may seem strange, but concepts don't need to be "understood" from first look at a design... nor do they need to be visually clear at all – this is not a must. This may be easily understood by looking at logos, take the Mercedes logo for example:

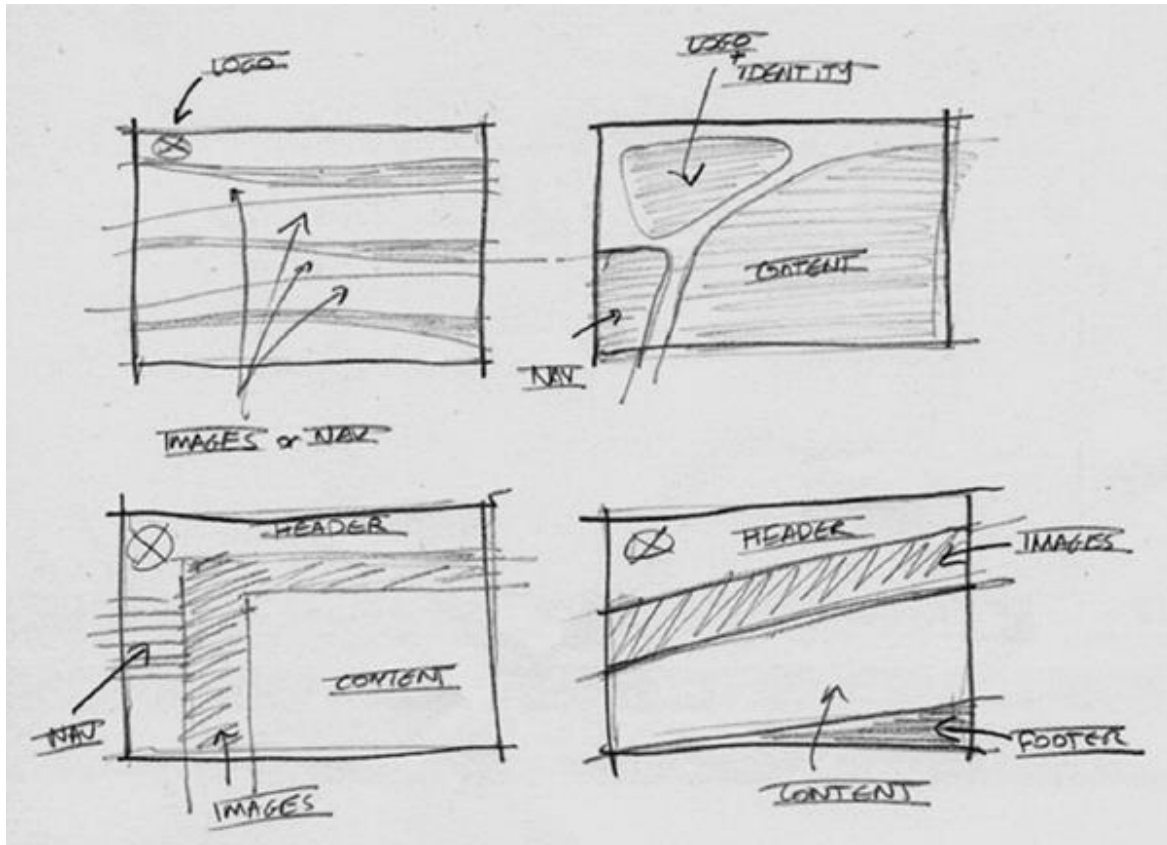


At first glance for most people, it is just a 3-pointed star. However, the concept behind this star is that it represents its domination of the land, the sea, and the air – having the top arm representing the air and the 2 bottom arms representing land and sea.

### **Finding Inspiration for Concepts**

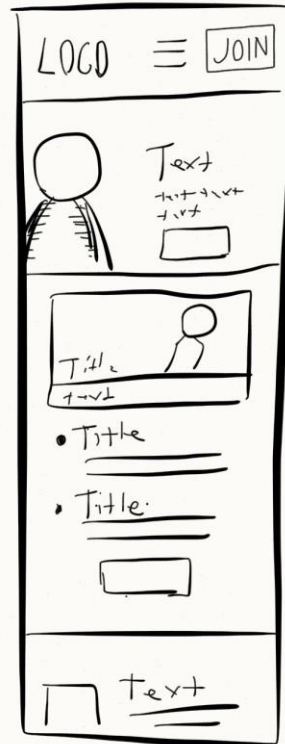
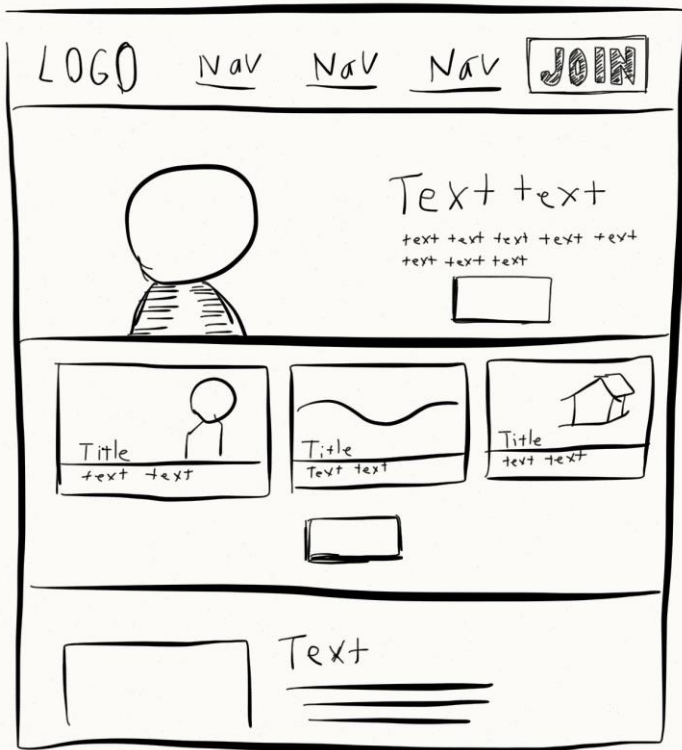
Another great source of inspiration is to try and stay away from your screen. Many designers tend to visit design inspiration sites, which contain daily top designs. While this is a good exercise in other phases (such as requirements gathering and in component details), it probably won't help much when you're trying to come up with your own core concept.

It's often better to look at other off-screen sources – Billboards, Magazines, Posters and TV Commercials are very good sources if you have time, especially because the rules governing web design differ greatly from print design or TV Ads, they give you a unique perspective that help you come with up with very original ideas that you can work into your design concept.



## Conclusion

We should be careful to craft the concepts behind our designs because they are the first thing that people "see". Before the words on the page or the flashy image slider that we've been working so hard to code, people see the shell - the concept - that creates the overarching impression of the site.



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