

Design Fundamentals and Shortcuts for Non-Designers



Hello Web Design: Design Fundamentals and Shortcuts for Non-Designers by Tracy Osborn

★★★★☆ 4.6 out of 5

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Design is an essential part of our everyday lives. From the products we use to the websites we visit, design plays a role in shaping our experiences. But what if you're not a professional designer? Can you still create visually appealing designs?

The answer is yes! With a few basic design fundamentals and some clever shortcuts, you can create stunning designs even if you don't have any formal design training.

Design Fundamentals

Before you can start creating designs, it's important to understand the basic principles of design. These principles include:

- **Hierarchy:** This is the arrangement of elements in a design to create a visual hierarchy. The most important elements should be the most

prominent, while less important elements should be less noticeable.

- **Contrast:** This is the use of different colors, shapes, and textures to create visual interest. Contrast can be used to draw attention to important elements or to create a sense of depth.
- **Repetition:** This is the use of the same elements throughout a design to create a sense of unity and consistency. Repetition can be used to create patterns or to reinforce a brand identity.
- **Alignment:** This is the arrangement of elements in a design to create a sense of order and balance. Elements can be aligned horizontally, vertically, or diagonally.
- **White space:** This is the empty space in a design. White space can be used to create a sense of openness and to improve the readability of text.

Design Shortcuts

Now that you understand the basic principles of design, you can start using some shortcuts to help you create visually appealing designs. These shortcuts include:

- **Use templates:** Templates are pre-designed layouts that you can use to create your own designs. This can save you a lot of time and effort.
- **Use stock images:** Stock images are high-quality photos that you can use in your designs. This can save you the time and expense of hiring a photographer.
- **Use online design tools:** There are many online design tools available that can help you create stunning designs, even if you don't

have any design experience.

- **Get feedback from others:** Once you've created a design, get feedback from others to see if there are any areas that can be improved.

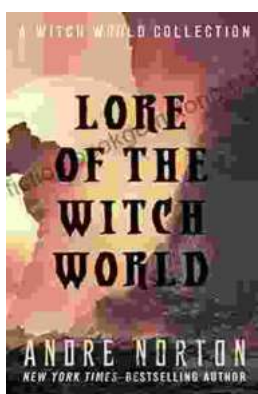
With a few basic design fundamentals and some clever shortcuts, you can create visually appealing designs even if you're not a professional designer. So what are you waiting for? Start creating today!



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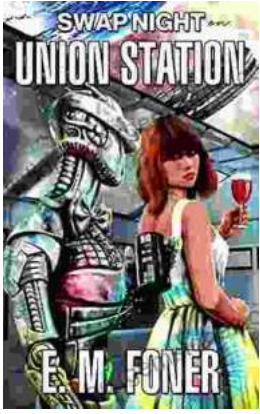
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