

M2R5 Web Designing & Publishing

Introduction to Web Design

Topic Reference | Key Principles of Good Web Design (UI/UX Basics) | September 11, 2026

Topic Summary

Topic: Key Principles of Good Web Design (UI/UX Basics)

Book: (M2-R5) Web Designing & Publishing

1 Key Principles of Good Web Design (UI/UX Basics)

Explore fundamental design principles like hierarchy, consistency, responsiveness, and usability that contribute to a positive user experience.

Key Points:

Good web design goes beyond aesthetics; it's about creating a functional, intuitive, and enjoyable experience for the user. This involves understanding User Interface (UI) and User Experience (UX) principles.

User Interface (UI) Design:

UI design focuses on the visual and interactive elements of a website. It's about how the website *looks* and how users *interact* with it visually.

User Experience (UX) Design:

UX design is about the overall experience a user has when interacting with the website. It's about how the website *feels* and how easy or difficult it is to accomplish tasks.

Key Principles:

- **Usability:** The website should be easy to learn, efficient to use, and satisfying to interact with. Users should be able to achieve their goals without frustration.
- **Navigation:** Clear, intuitive, and consistent navigation is crucial. Users should always know where they are and how to get to other parts of the site.
- **Visual Hierarchy:** Arrange elements on the page to guide the user's eye, emphasizing important content. Use size, color, contrast, and placement effectively.
- **Consistency:** Maintain a consistent look and feel, including colors, fonts, button styles, and layout across all pages. This builds familiarity and trust.
- **Responsiveness:** Design websites to adapt and display correctly on various screen sizes and devices (desktops, tablets, mobile phones). This is essential in today's multi-device world.
- **Feedback:** Provide users with clear feedback when they interact with the site (e.g., button states, form validation messages).

- **Accessibility:** Design for users with disabilities, ensuring content is perceivable, operable, understandable, and robust.
- **Load Time:** Optimize images and code to ensure the website loads quickly. Slow loading times can significantly degrade UX.

Adhering to these principles ensures that a website is not only visually appealing but also effective and user-centric.

Exam Tip:

Be able to differentiate between UI and UX, and list at least three key principles of good web design with a brief explanation.