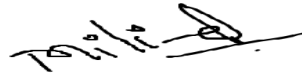## Subject:- Web Designing & Internet Applications

e-Content-L1:Web Design

SIR CHHOTU RAM INSTITUTE OF ENGINEERING AND TECHNOLOGY

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Web Design

Web design refers to the design of websites that are displayed on the internet. It usually refers to the user experience aspects of website development rather than software development. Web design is the process of creating websites. **web design** refers to both the aesthetic portion of the **website** and it's usability. **Web** Developers on the other hand, take a **website design** and actually make a functioning **website** from it. **Web** developers use HTML, CSS, Javascript, PHP and other programming languages to bring to life the **design** files. It encompasses several different aspects, including webpage layout, content production, and graphic design. While the terms web design and web development are often used interchangeably, web design is technically a subset of the broader category of web development. Websites are created using a markup language called HTML. Web designers build webpages using HTML tags that define the content and metadata of each page. The layout and appearance of the elements within a webpage are typically defined using CSS, or cascading style sheets. Therefore, most websites include a combination of HTML and CSS that defines how each page will appear in a browser.

Some web designers prefer to hand code pages (typing HTML and CSS from scratch), while others use a "WYSIWYG" editor like Adobe Dreamweaver. This type of editor provides a visual interface for designing the webpage layout and the software automatically generates the corresponding HTML and CSS code. Another popular way to design websites is with a content management system like Word Press or Joomla. These services provide different website templates that can be used as a starting point for a new website. Webmasters can then add content and customize the layout using a web-based interface.

While HTML and CSS are used to design the look and feel of a website, images must be created separately. Therefore, graphic design may overlap with web design, since graphic designers often create images for use on the Web. Some graphics programs like Adobe Photoshop even include a "Save for Web…" option that provides an easy way to export images in a format optimized for web publishing.

The Eight Benefits of Having a Professional Web Design

1. Provides a Better First Impression.
2. Helps Keep Up with Competitors.
3. Boosts Revenue.
4. Improves Search Rankings.
5. Reduced Bounce Rates.
6. Saves Money.
7. Makes it Simpler to Add Future **Website** Functionality
8. Establishes Consistent Brand Identity.