Website Makeover

Most website design elements consist of typefaces in the form of text, photos and colour. Variations of all three of these elements can have a huge effect on how your site can look.

Text

The text element of your site takes in headings, body text, buttons, links, etc. A good rule is to pick a typeface and stick with it. Don’t use multiple typefaces for your site. Within one font you may have bold, italic, bold italic, condensed, etc. Use these variants to make the text element of your site look clean and classy. Most typefaces fall into 2 camps, serif and sans serif.

The first ‘A’ is serif and the second ‘A’ is sans serif. So basically sans serif means without serifs. Serifs are strokes added to the top and bottom strokes of a typeface.

CAPITALS

Within your site you can also make use of capitals and lower case lettering. Capitals tend to be used for main headings and sub headings. Lowercase can be used in descriptions, blurbs, etc and within these elements you can make use of bold or italic to give emphasis to particular pieces of information.

COLOUR

Within the site you can use colour for your text this will very much depend on the colour scheme you have chosen for your site. Opposite are some examples of colours that work well together.
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Photographs

A good photograph is worth a thousand words. This is true from newspapers to leaflets to web sites. For a photograph to work it has to be:
- In focus
- Not too bright
- Not too dark
- Faces have to be reasonable size

This may seem a fairly easy thing to do, but in many photos this is not the case. Photos play a huge part in your site and the more attention you pay to the photographs the better your site will be. Digital Fife can provide free photo editing software which will help you to produce clear, crisp and relevant photos.

The photo on the left is the original, the photo on the right has been brightened to make it a clearer and crisper image.

Adding borders to photos can help draw your attention to the photo.

The photo to the left shows how a photo can be cropped to show the relevant detail of the photo.

Various effects can be added to photographs.
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**Colour**

Colours can also have a large effect on how your site can look. Bright, gaudy colours, like luminous yellows, greens, etc. can make a site look cheap and definitely not eye-catching. Stick to basic colours and try not to use too many colours as well which can also be off putting.

**Combinations of other colours that work together**