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Web Design Ideals

KISS Principle

Avoid ✈ **Clashing Colors, Repeating Pictures, Pictures for the sake of pictures, Long Narratives, Dead or Misguided Links, Multi-multi-page Layouts**

Use ✈ **White Space, Neutral Colors, Clear Dark Text, a Screen Full (or Two)**

Consider your target audience:

A page designed for parents is different from a page designed for students

28.8, 33.6, 56, 128, Broadband, T1 ???

First Page Goals:

Aim for One Screen of Information

Make it Visually Pleasing

Use Graphics and Links that Make Sense

Link All Indications of a Subject

DON'T Over Do It!!