

## Communicating with Clarity: Basic Design Principles for Web Sites

A Kentucky Library Association Conference Presentation by Terri L. Holtze  
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### Recommended Reading:

Miller, Brian. *Above the Fold: Understanding the principles of successful website design*. Cincinnati, Ohio: How Books, 2011.

Samara, Timothy. *Making and breaking the grid: A graphic design layout workshop*. Gloucester, MA: Rockport Publishers, c2002.

Holtze, Terri L. "The Web Designer's Guide to Color Research." *Internet Reference Services Quarterly* 11.1 (2006): 87-101.

Grannell, Craig. "Fonts for web design: A primer." Dev.Opera July 3, 2008.

<http://dev.opera.com/articles/view/fonts-for-web-design-a-primer/>. Accessed: September 27, 2011.

Knight, Kayla. "Fixed vs. Fluid vs. Elastic Layout: What's the right one for you?" Smashing Magazine June 2, 2009. <http://coding.smashingmagazine.com/2009/06/02/fixed-vs-fluid-vs-elastic-layout-whats-the-right-one-for-you/>. Accessed: September 27, 2011.

Marcotte, Ethan. "Fluid Grids." *A List Apart* March 3, 2009.

<http://www.alistapart.com/articles/fluidgrids>. Accessed: September 27, 2011.

### Tools:

**Tiny Fluid Grid** <http://www.tinyfluidgrid.com> Specify the number of columns, gutter percentages, and minimum/maximum widths and this free website will generate the CSS code.

**Grid Calculator** <http://gridcalculator.dk/> Specify the number of columns, pixel width of margins, gutters and maximum width and this site will create a visual of the fixed-width design with downloadable files for Adobe Illustrator and Photoshop.

**960 Grid System** <http://960.gs/> Provides sketch sheets, design layouts, and CSS files for designs of 960 pixels wide.

**CSS Drive: Image to Colors Palette Generator** <http://www.cssdrive.com/imagepalette/index.php>

**kuler** <http://kuler.adobe.com/> Hundreds of pre-designed color palettes.