# What is Web Design? – Part 3

What is good web design?

## Design for web content

“Good web design is a balance between aesthetics and ethics.”

Elliot Jay Stocks

“…design seeks to negotiate the qualities of the content with the affordances* of the format to produce a cohesive whole greater than the sum of the parts.”

Frank Chimero

Affordance

www.bbc.co.uk/tv

(02.10.06)

www.bbc.co.uk/tv

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www.bbc.co.uk/tv

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www.bbc.co.uk/tv

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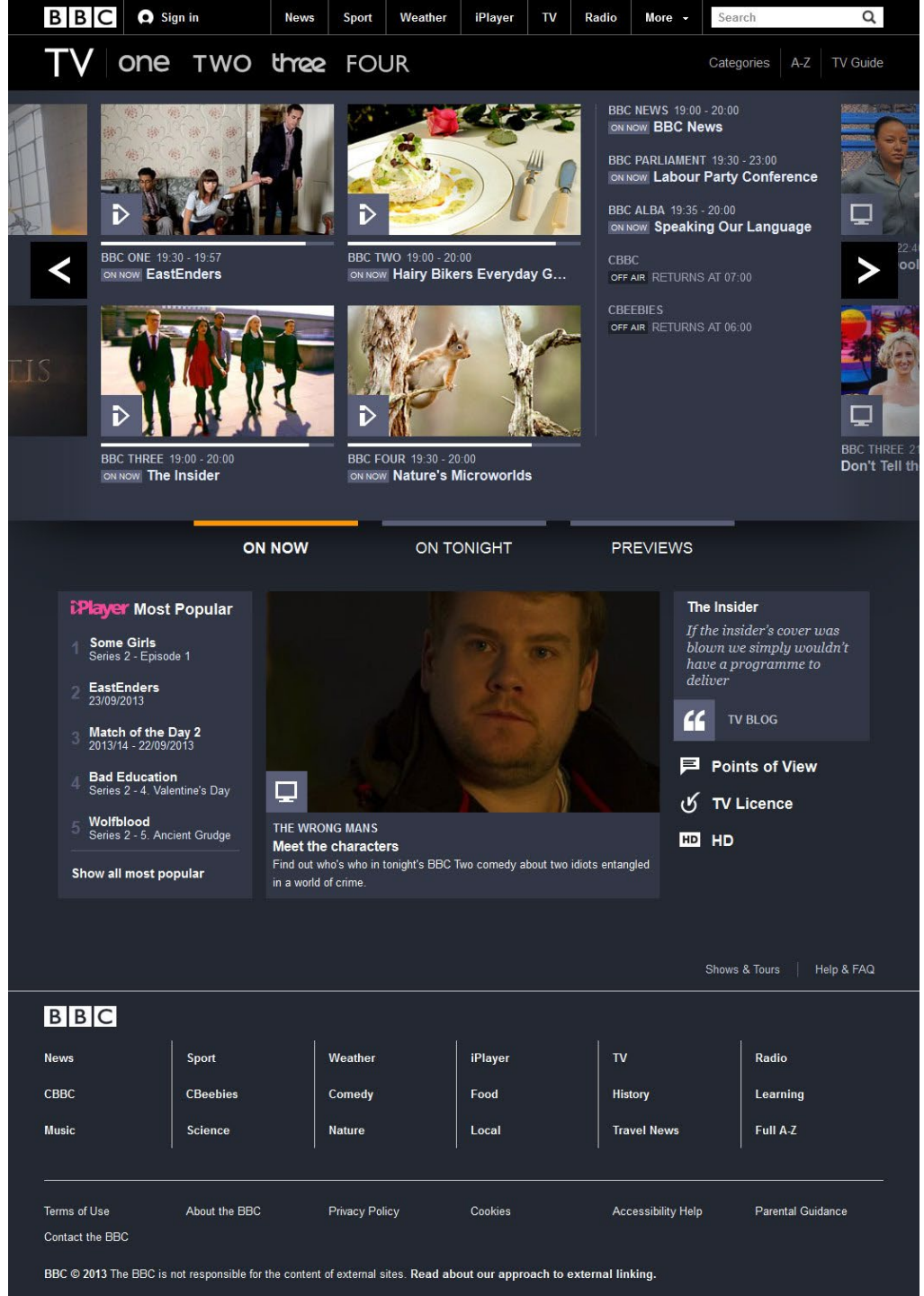


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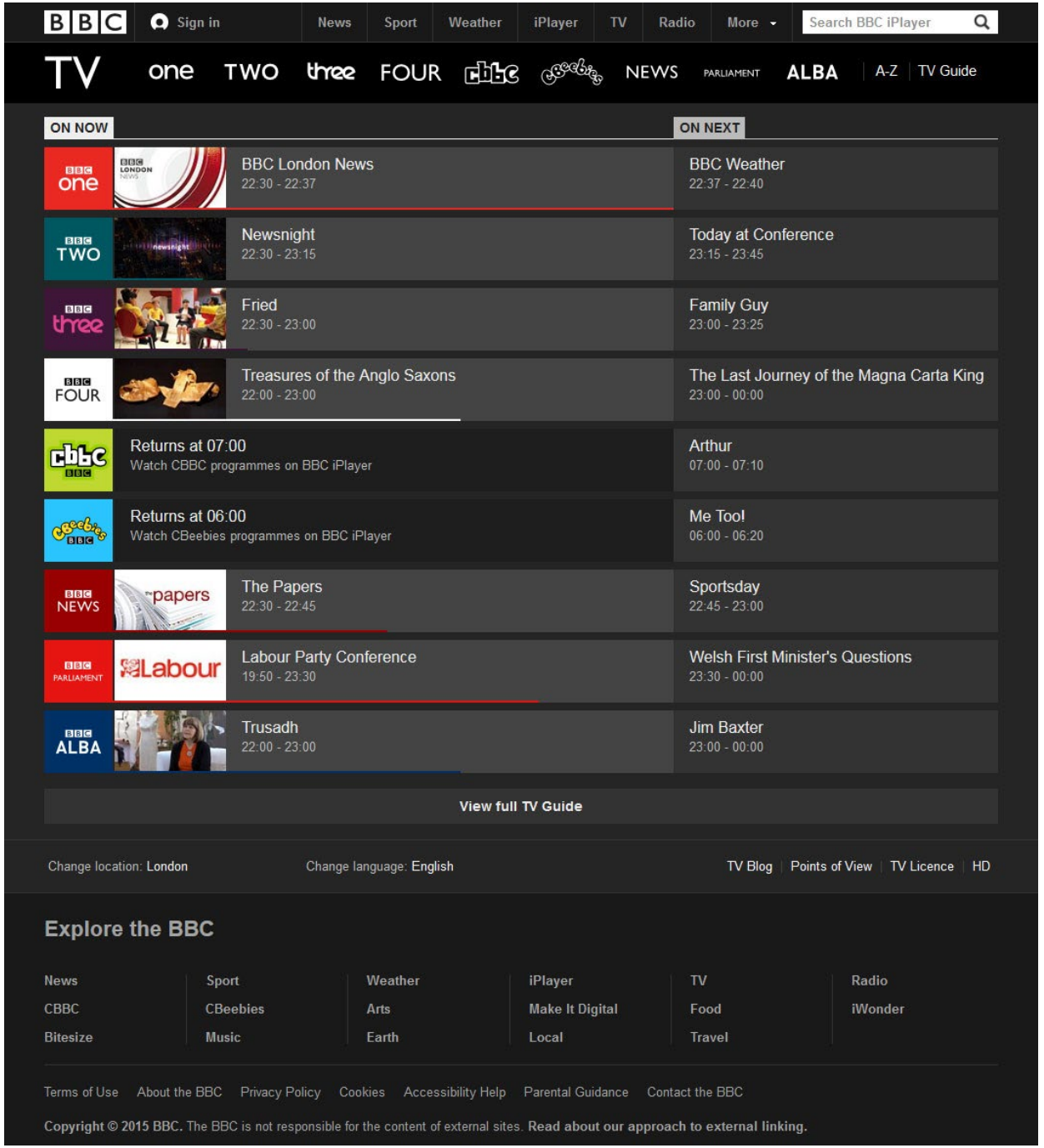


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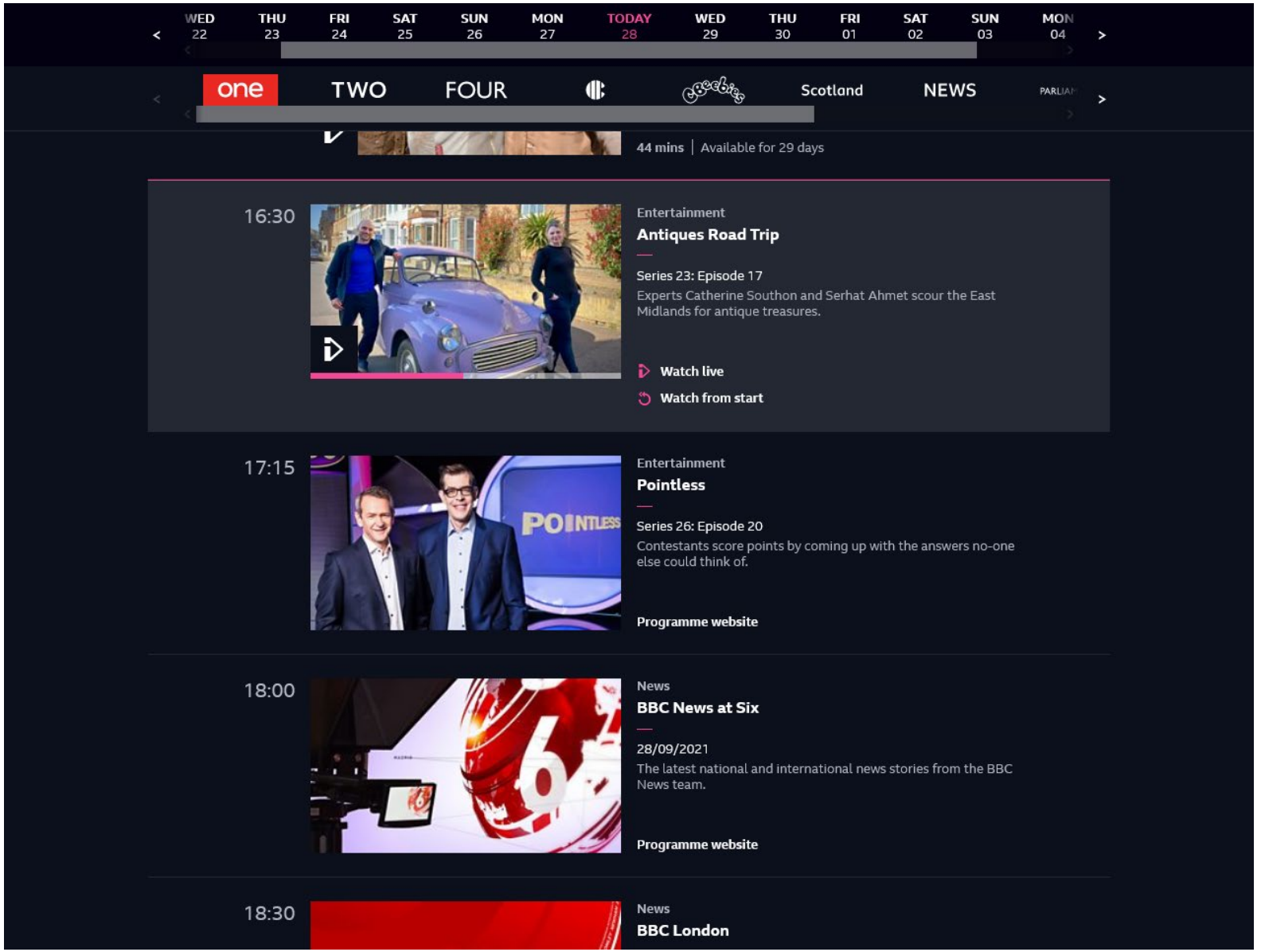


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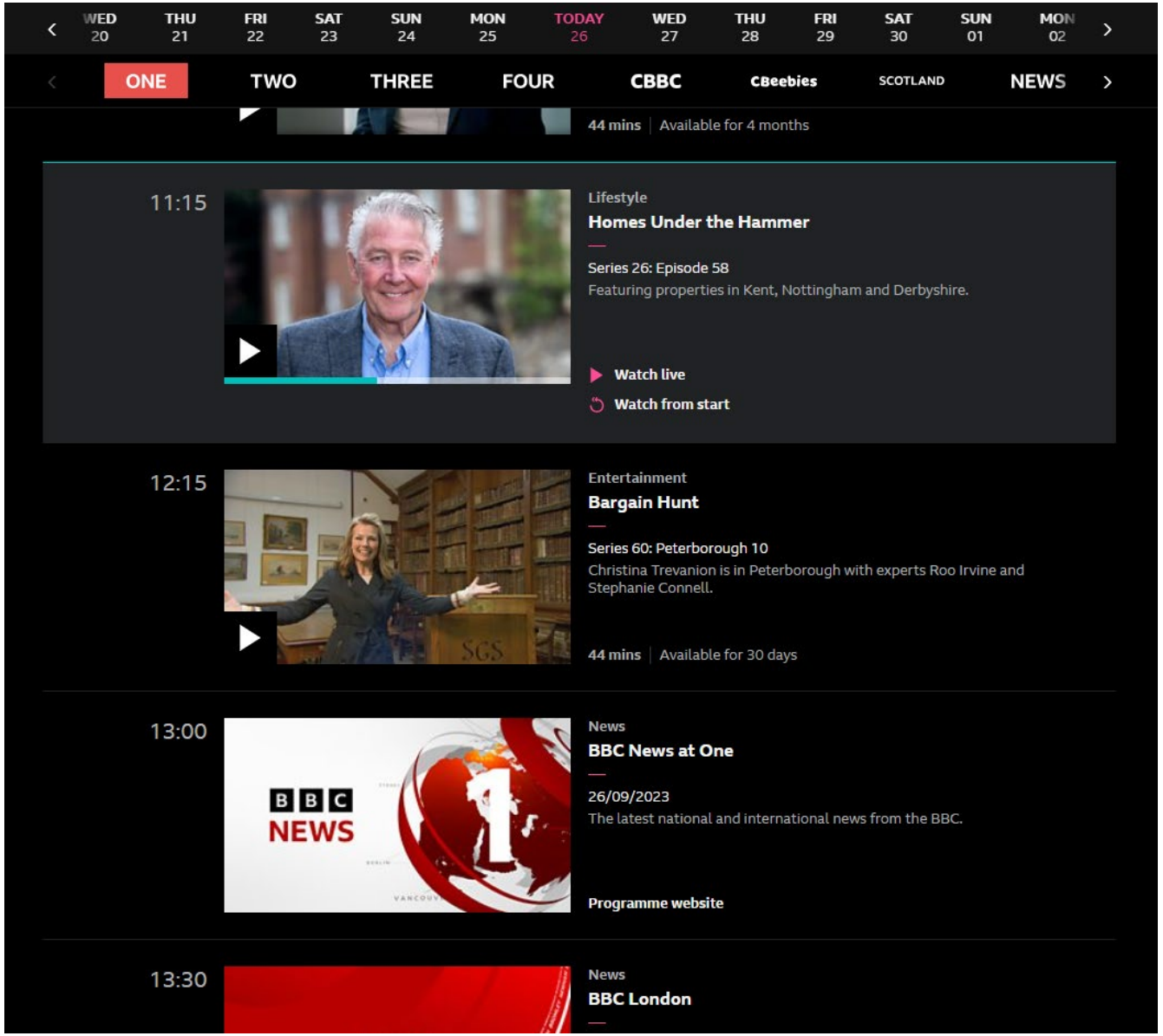


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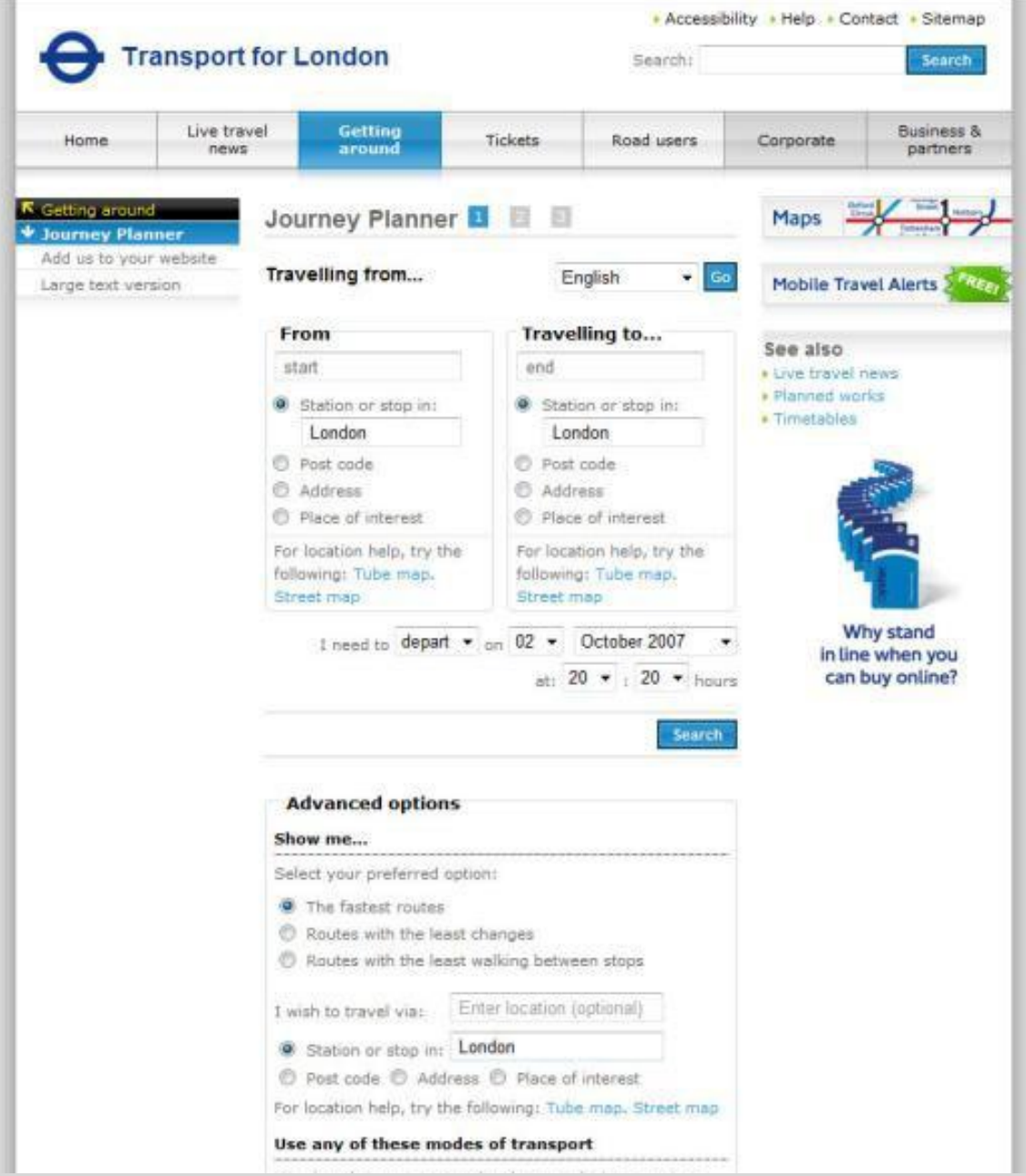
“Indifference towards people and the reality in which they live is actually the one and only cardinal sin in design.”

Dieter Rams

http://journeyplanner.tfl.gov.uk (02.10.06)

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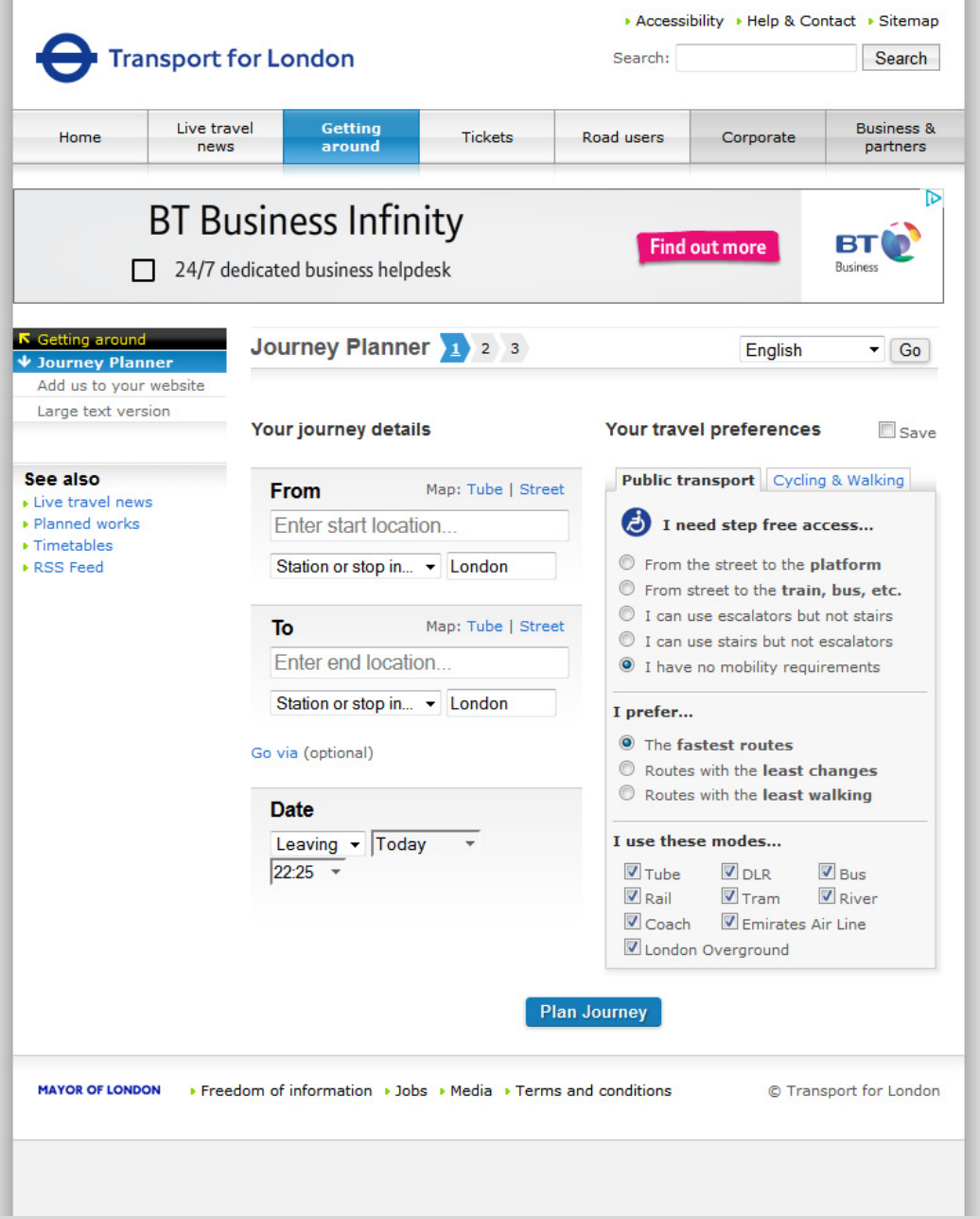


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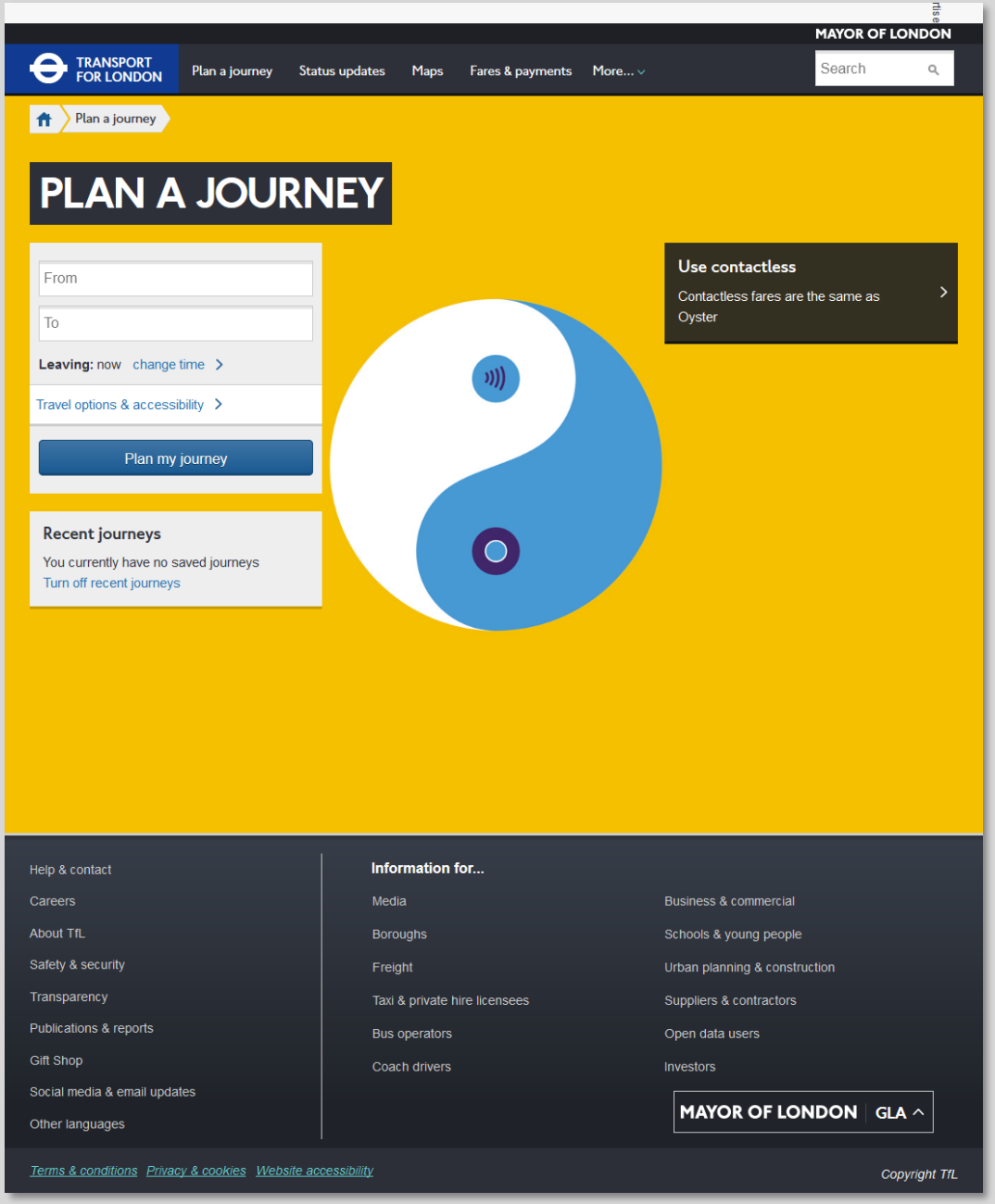


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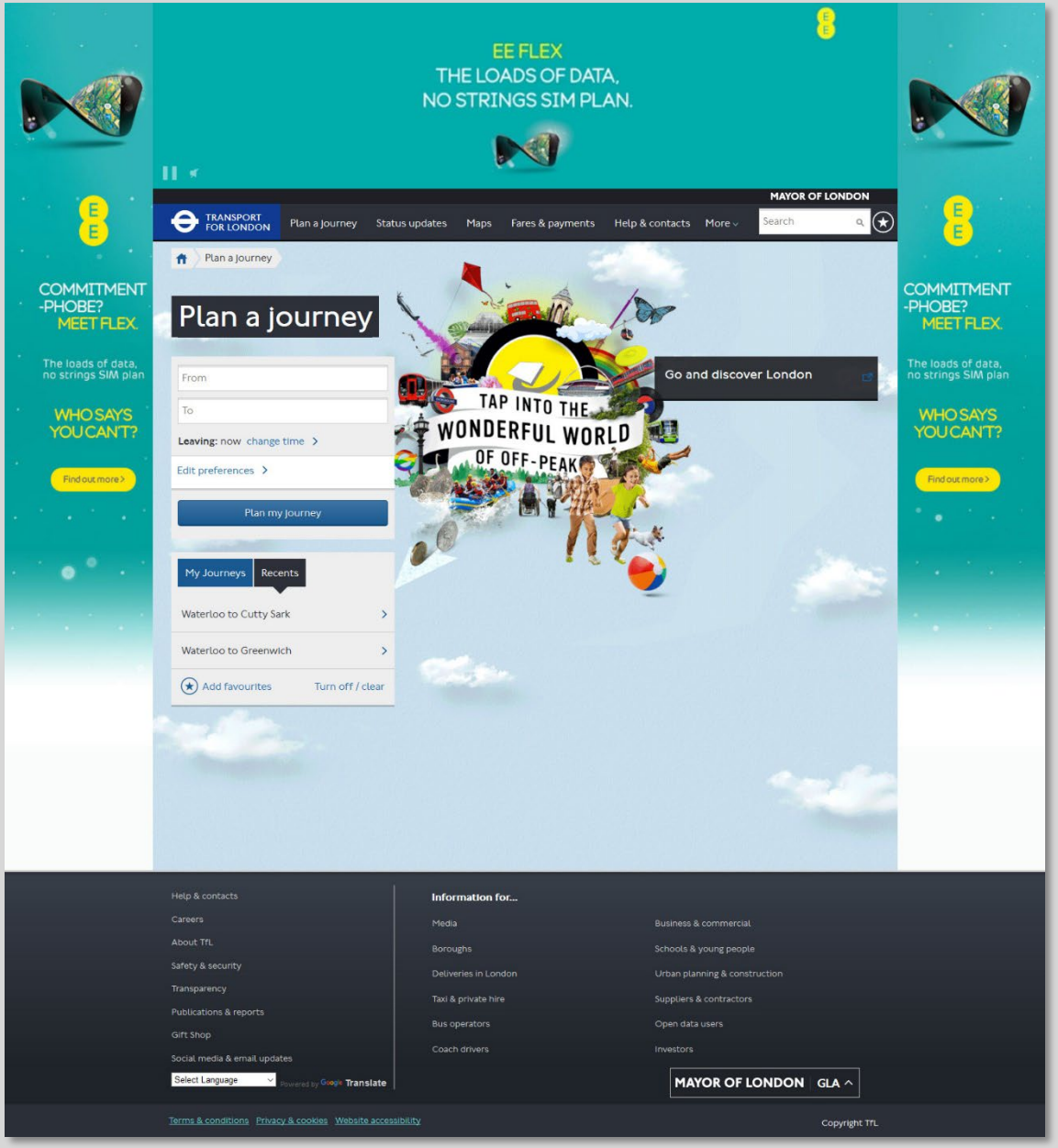


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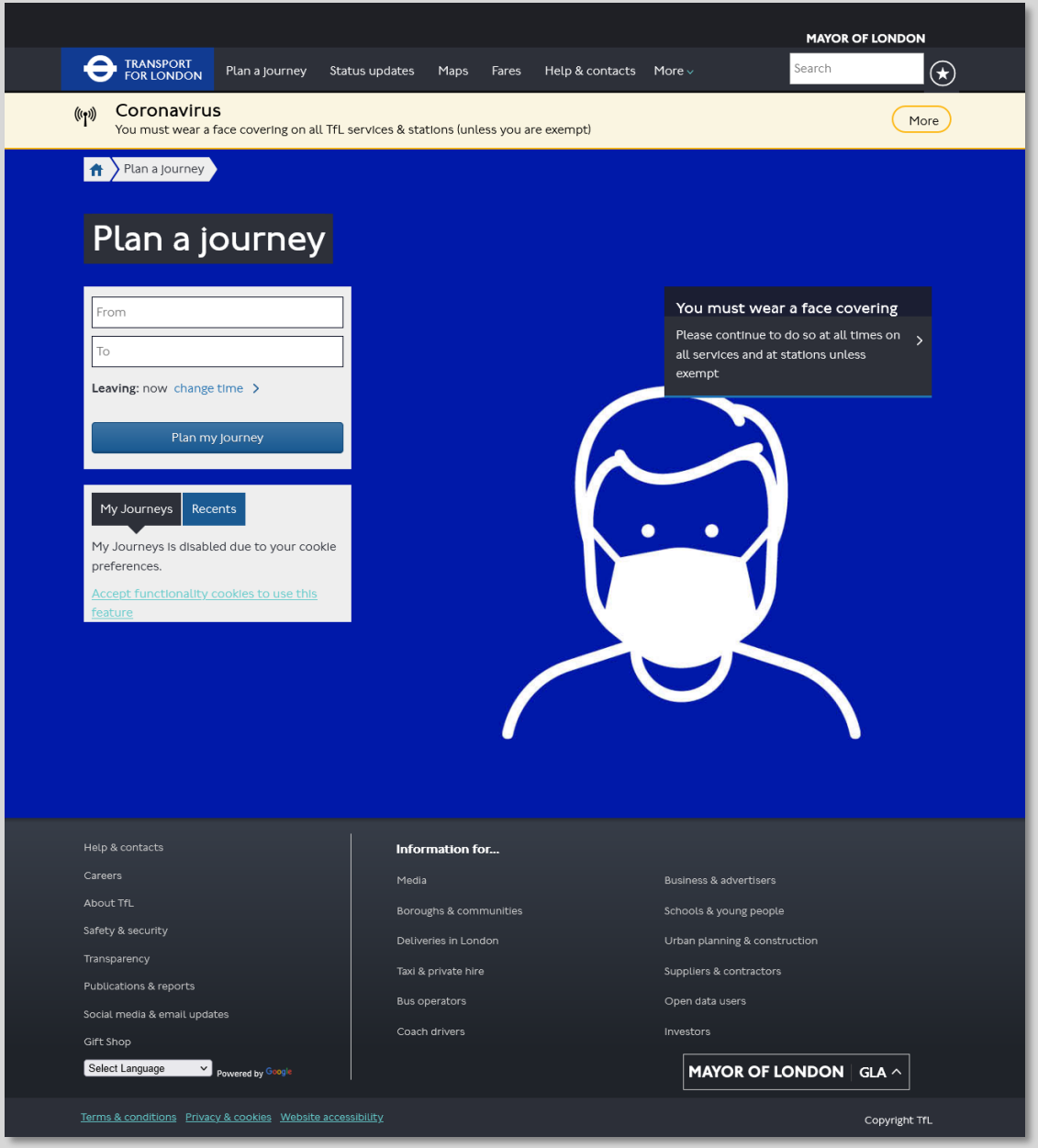


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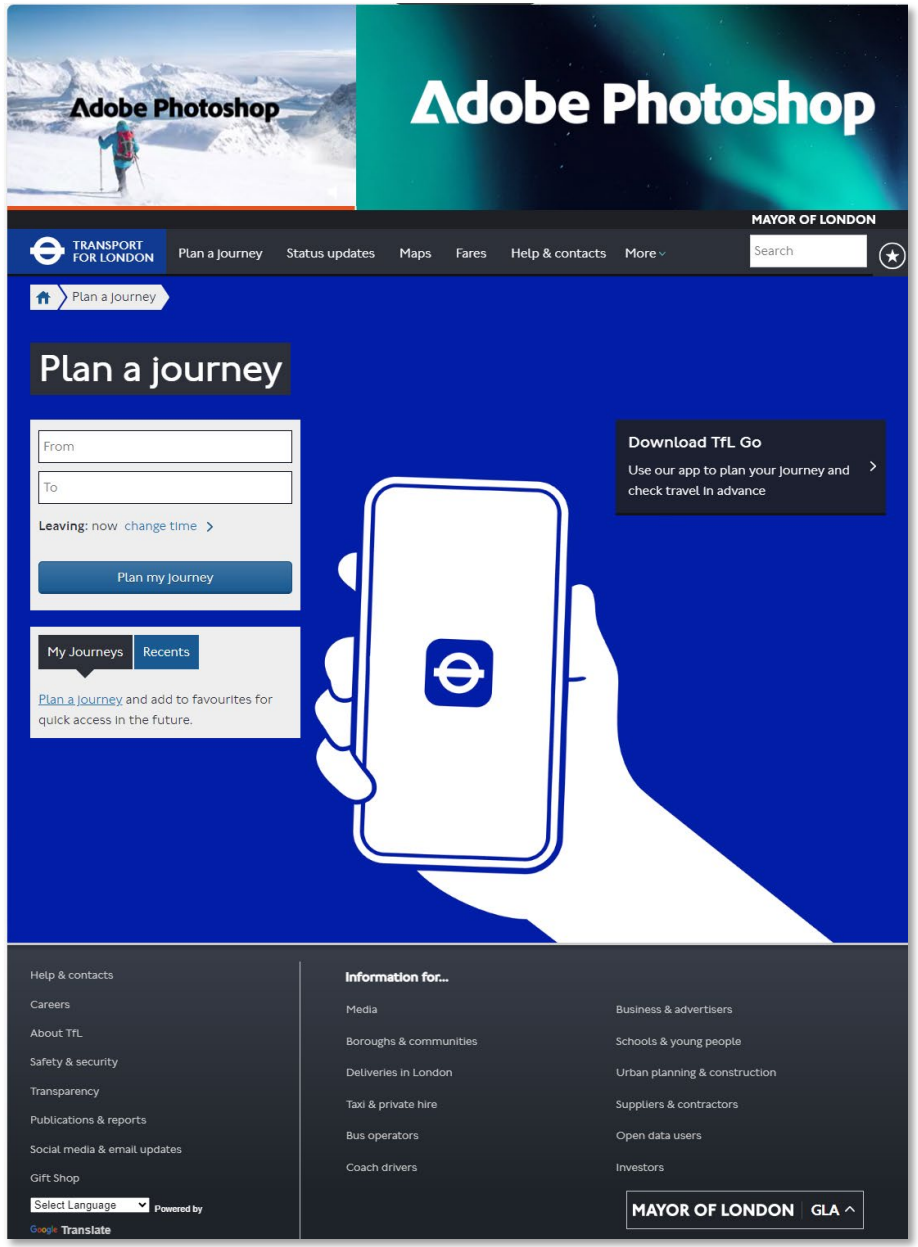


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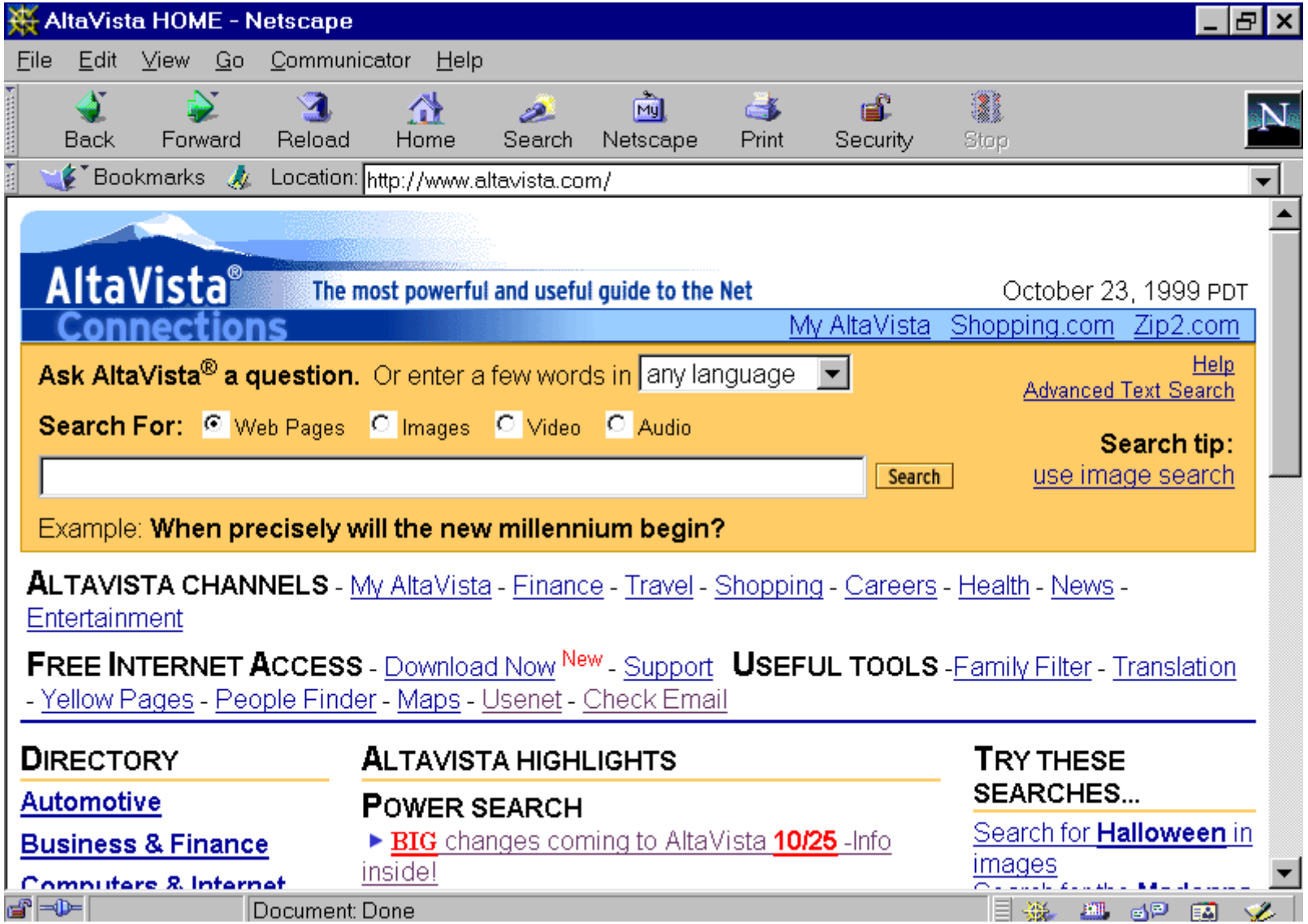
“Less is more.”

Ludwig Mies van der Rohe

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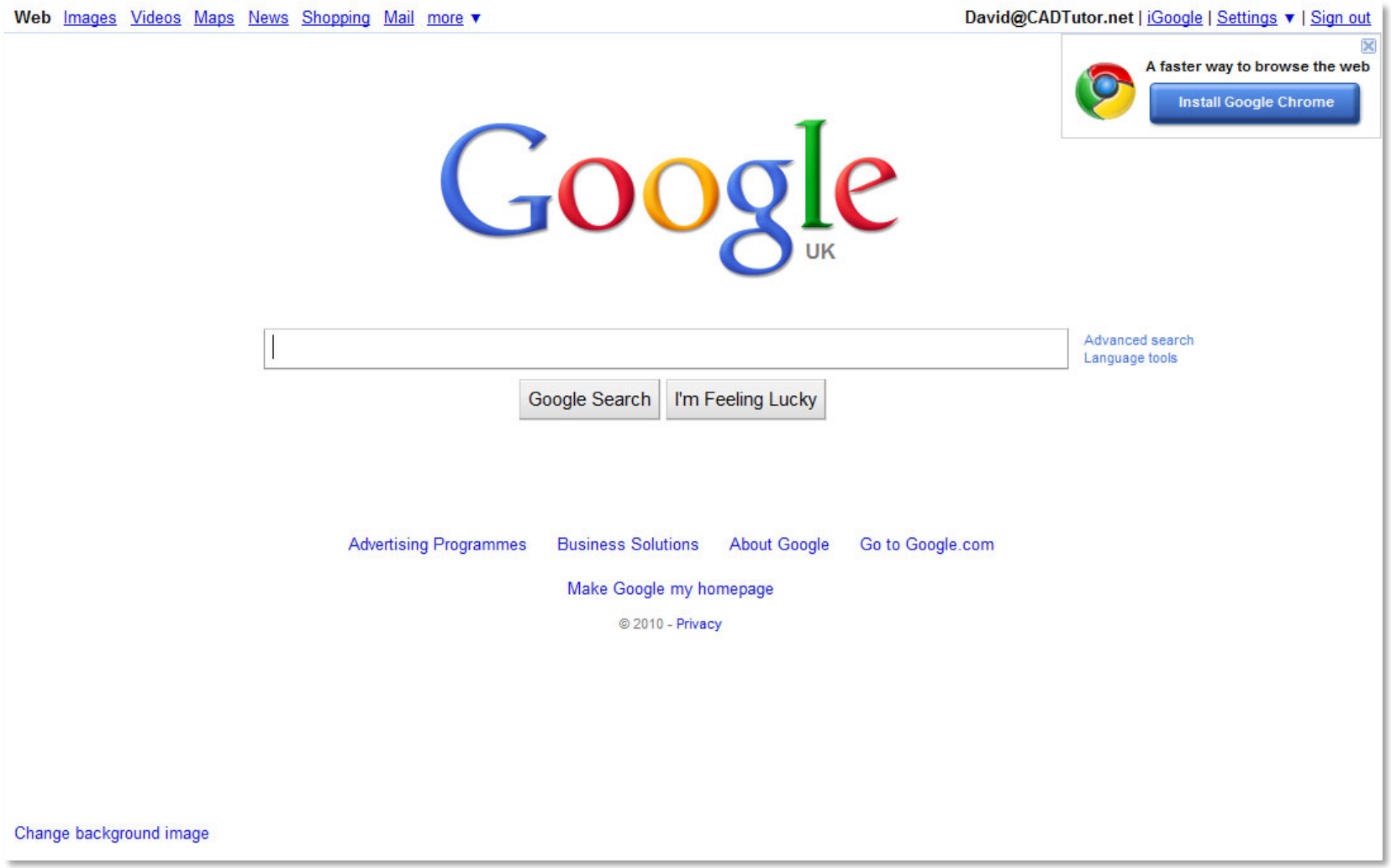


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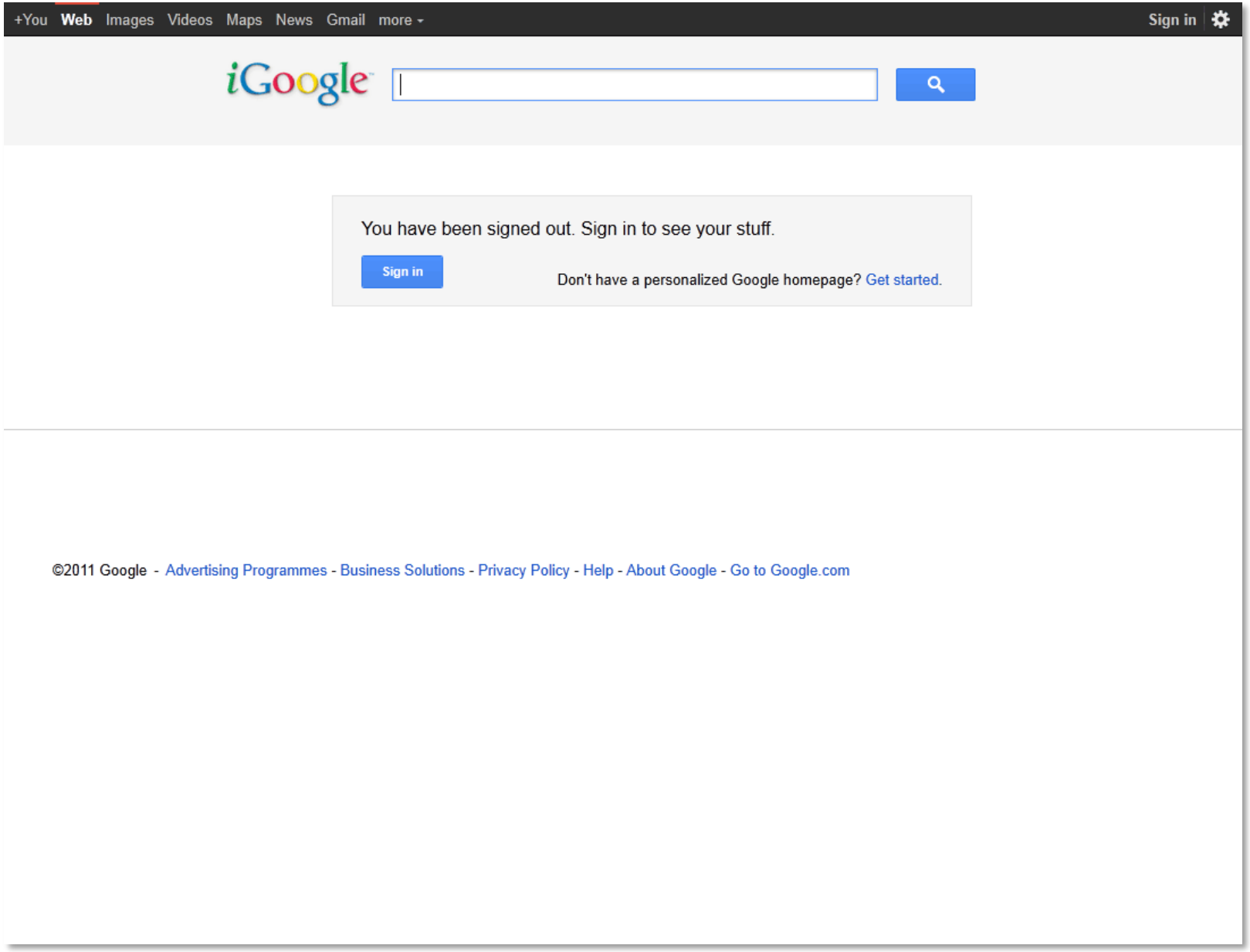


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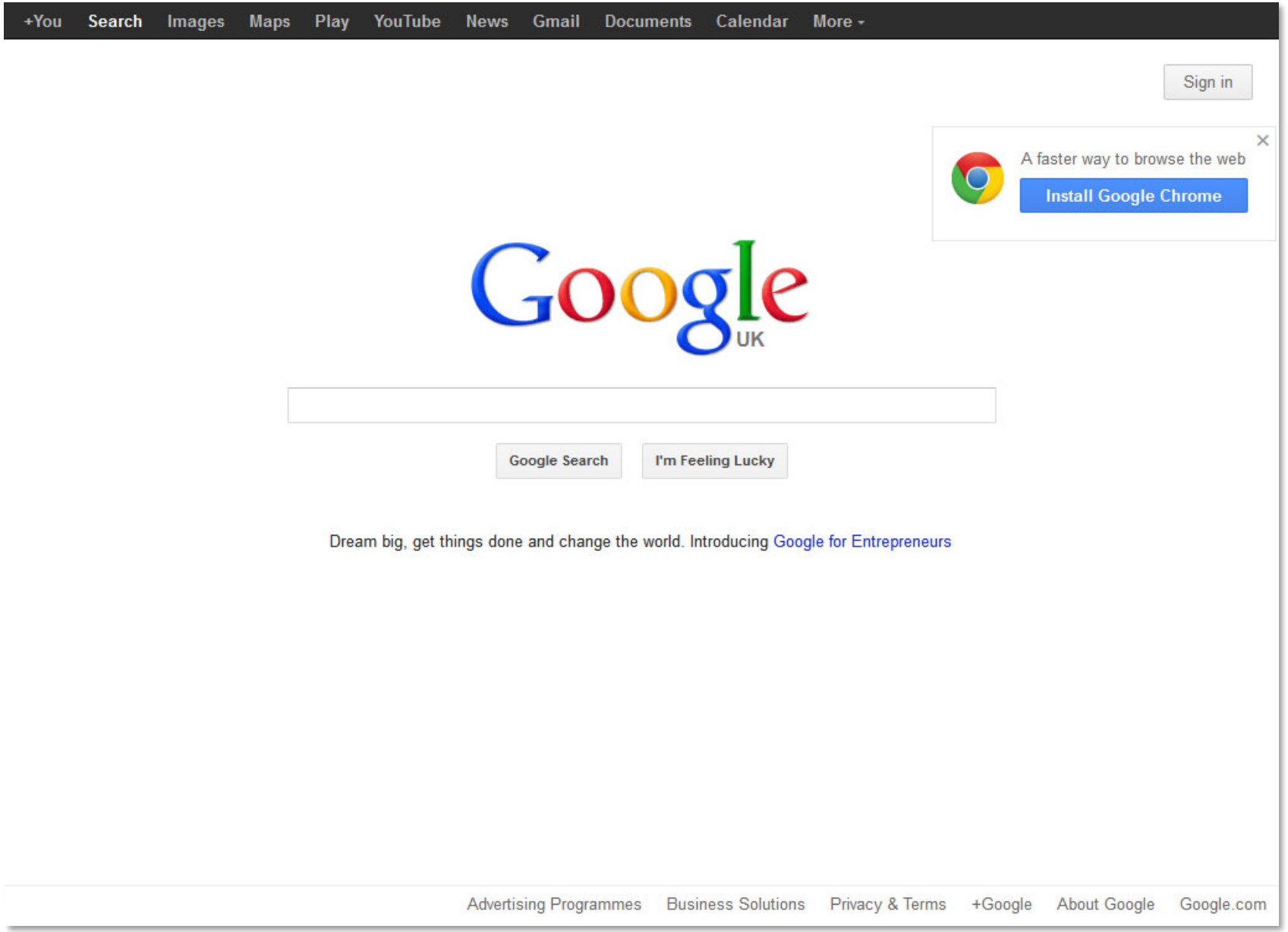


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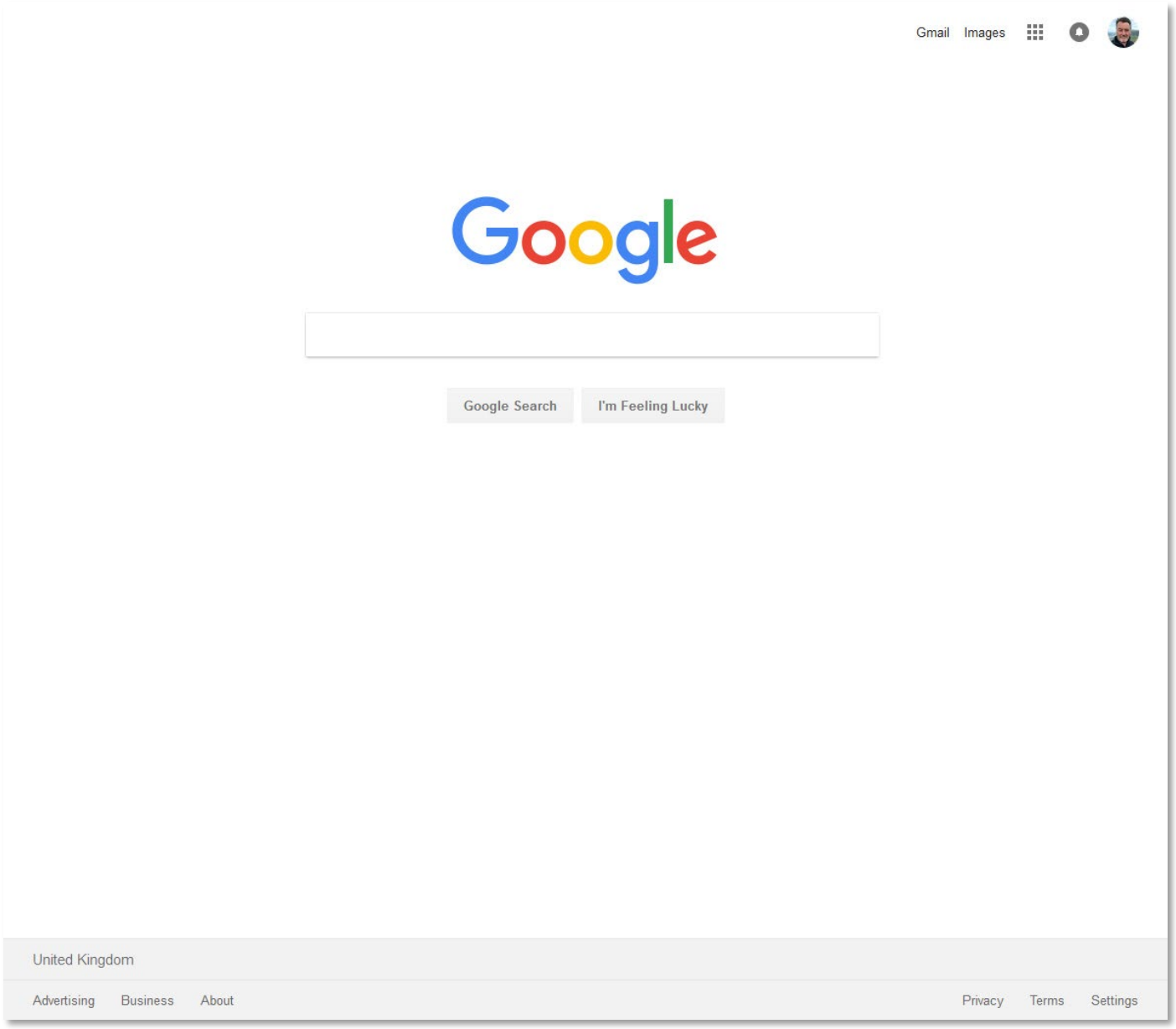
September 2015

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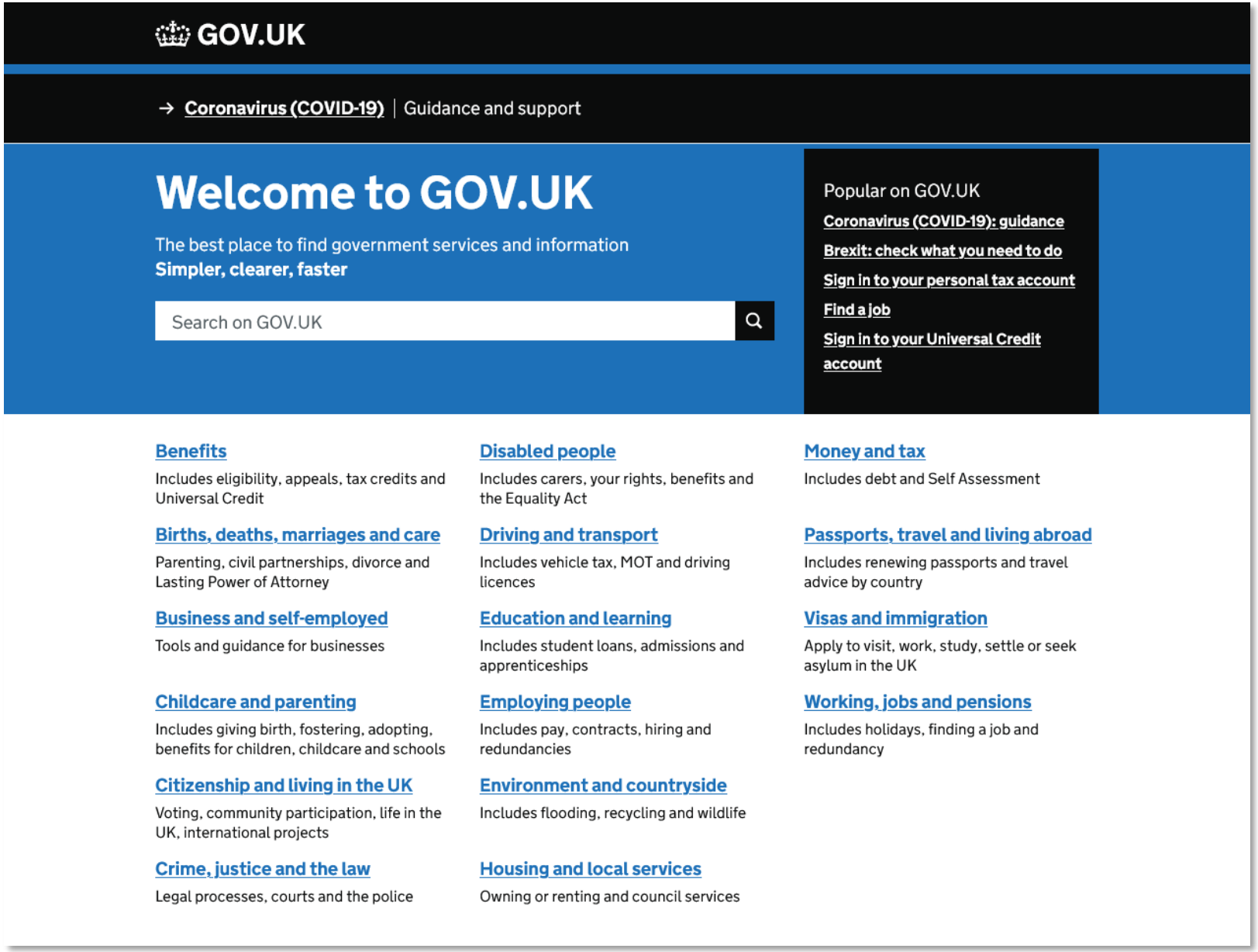
Good web design is *user-centred*. When we build web properties or create web content, we do it for the user, we do not do it for ourselves, and we do not do it for our client.

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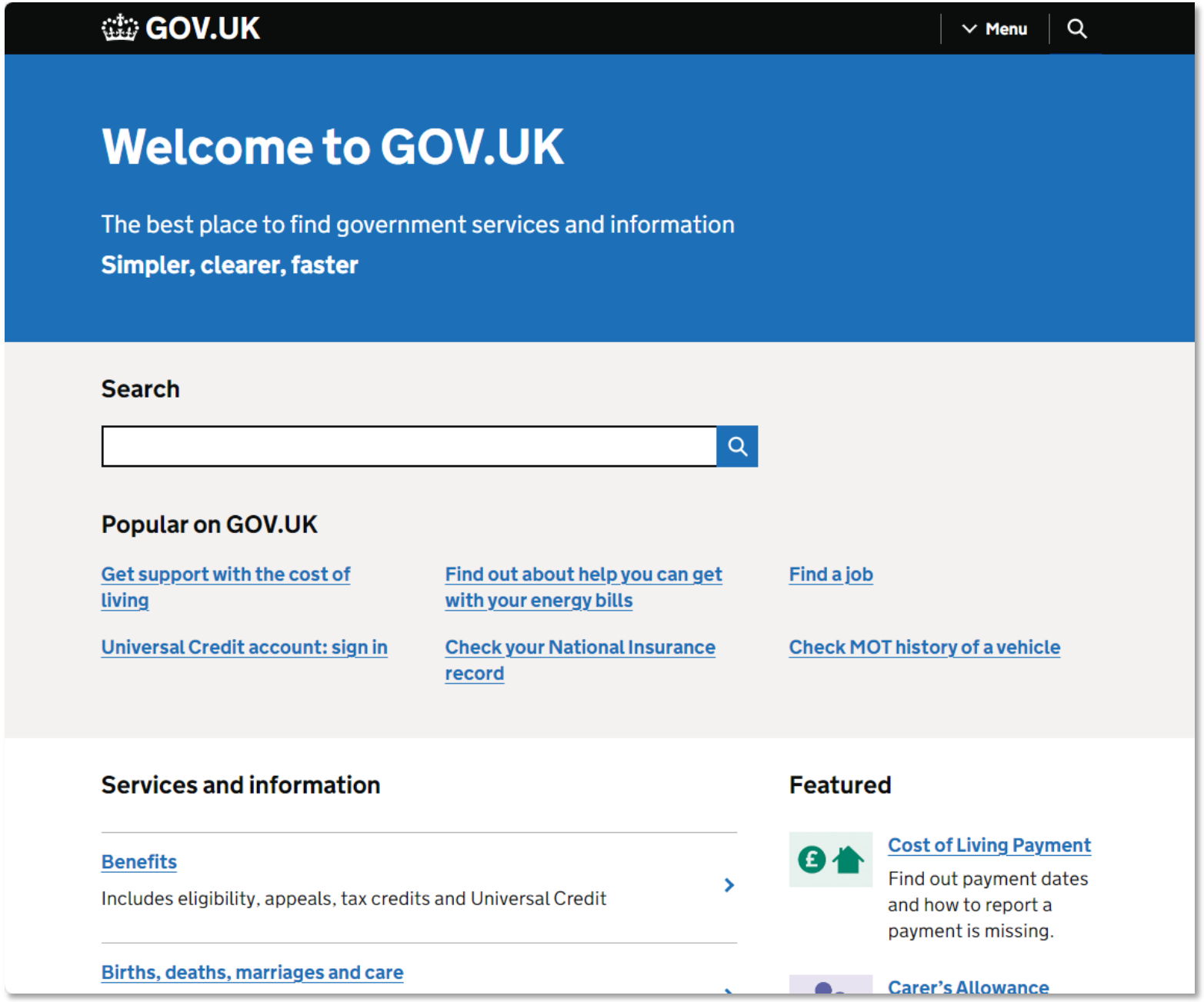


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Good web design constantly evolves as our research and understanding of user needs improves. Good web design is not just about aesthetics, it’s about inclusivity and sustainability.

“In a world where content creation is cheap and 90% of it is crap, we have a decision to make: do we want to be part of the 90% noise or the 10% signal of the web.”

Brad Frost

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