



Importance of color in website development

When designing a website, designers tend to forget about the importance of color. Color should be priority when it comes to **website development**. If you do not give attention to detail while selecting the color, your website might end up looking very plain or with an uncoordinated color combination, which in turn, might cause the surfer to lose interest in your website.

Unfortunately web browsers are limited to only 256 colors. Even the pallet varies from browser to browser, because all browsers do not share a common 256-color pallet. At present they share only 216 common colors. Therefore for **website development** we must try to use colors from within the common 216. If you use one of the other colors, you might have used a color that does not exist within that browser. The browser will then have to create that color by mixing colors native to that browser. To show that color it will take tiny dots from the native colors and come up with an approximate color. This process is known as dithering.

The negative effect of dithering is that, some displays will distort the tiny dots so much that the image is speckled and does not appear to be a solid color. If this occurs, reading the text becomes difficult as it is replaced with the dithered color. So, to be on the safe side one must always use a browser safe color, especially when using solid color design elements.

Even then, browser safe colors should be used carefully when combined. The reason for this is our own eyes. To explain further...

Our eyes get tired just like all the muscles in our body. At the back of the eye there is a thin layer of tissue that contains millions of tiny light-sensing nerve cells called rods and cones. Cones respond to specific wavelengths of light. Your eye is filled with color decoding cones. When you look at a color, say blue, the cones detect the blue wavelength. If you continue looking at the color the cones become tired and fatigued. Now if you see some other color at the same time, this happens to the respective color identifying cones. Eventually, it creates a blurred image in your eye. Now that you know the science behind eye fatigue, apply the theory while coloring your website.

To understand further, another example would be, looking at caution signs. They are mostly yellow in color. Pure yellow strains the eye more than any other color because of that, it is the first color your eye will fix on. Using these colors, banners and advertisements will receive more attention from the viewer's eye. Once the visitor is already on your site, there is no reason to irritate them with bright florescent colors. It is a better option to use colors that do not strain your visitor's eyes.

There should be a minimal use of red and yellow in your website, because they are strain causing colors. They should be used only in areas where you want the visitor to focus. Avoid using them in large parts of your website. Initially it might get their attention, but soon their eyes will begin to get tired and they will not be on your site for a long period of time, which defeats the purpose of creating the website. There are already enough reasons why a person might leave your website. So to cancel out one of the reasons, revise your color combination.



Organizing your website

Organization is the mainstay of website development India. There are a few points to keep in mind while organizing your website.

1. You need to keep in mind what you are trying to make. If you do not have a clear framework of the purpose of your website, then designing it might take forever. Eventually you might reach there, but you will go through a lot of trial and error. Try to have a simple brief and on the basis of that build your entire website just like you organize you day or work timetable.
2. Think of your web design as a piece of art. It can be expressive and should be able to waive the purpose and the theme of your web site entirely in it. That is where your main point helps you focus. After placing your main target, add the sub-points you want to make in the order of their importance. Even though visitors will not pick up everything that your website has to offer, you must keep it simple and cover all the points in the order of their importance.
3. Like an artist, a designer must also give attention to detail and like art, a good design is detail oriented. Similar to masterpieces, an excellent design will contain only what it needs and nothing more. To-the-point details are always important. They will add to the effect and will never take away from it. However, if your site is cluttered with detail, the visitor may get confused about what the main detail or offer is and that is the one thing you want the visitor to notice. A good design will be simple enough to let the visitor understand what you are offering them. If you follow these tips, you will increase your reader's ability to follow what you are saying to the fullest. At Website Development India Company we create websites which will generate more and more revenues and ability to follow what you are saying to the fullest.