

УДК 004

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## **WEB DESIGN**

Web design — the industry of web development and a type of design whose tasks include web user interfaces design for sites or web applications. Nowadays, the term web design is understood as the design of the structure of a web resource, ensuring the convenience of using the resource for users. The different areas of web design include web graphics design; interface design; user experience design.

Web designers use various tools. These tools are updated with new standards and software, but principles remain the same. The technologies used to create websites include W3C standards, such as HTML and CSS. Web designers can use other tools that include markup validators and other testing tools for convenience and accessibility.

HTML (Hypertext Markup Language) — is the standard markup language for creating web pages and web applications. Any HTML document is a set of elements with the beginning and end of each element indicated by special marks — tags.

CSS (Cascading Style Sheets) — a language for describing the appearance of a document written using a markup language. CSS works with fonts, colors of symbols and background, borders, height and width of elements of display, background images and etc.

Creating websites include 2 main positions: web designer and web developer. Web designers are responsible for the visual aspect, which includes layout, coloring and typography of the web page. A web developer is a specialist who develops websites and online applications.

Home page — the face of the company. How it will look and how it is positioned will determine the overall image of the company in the eyes of visitors. Thus web design is important.