

Ishtiaq Khan Parag

DESIGN CAREER ROADMAP



WHO AM I?



Ishtiaq Khan Parag

An experienced product designer with over 11 years of dedicated focus on user-centric design. I have collaborated with renowned companies such as Elegant Themes, Themeum, JoomShaper, Enclave, Parsec, Ofspace, and early-stage startups affiliated with Y Combinator.

Sessions

THE POWER OF VISUAL STORYTELLING IN WEB DESIGN

PRESENTATION DESCRIPTION

The power of visual storytelling in web design lies in the ability to engage and captivate visitors on a website through compelling visual elements, graphics, and images. Visual storytelling leverages the innate human affinity for visuals to convey a narrative, evoke emotions, and communicate a message effectively. Here's why it's important and how it can benefit web design:

01

Emotional Connection:

Visual storytelling can tap into emotions and create a stronger connection with the audience. A well-designed website can use visuals to evoke feelings of joy, empathy, excitement, or even urgency, depending on the intended message.



02

Memorability:

People tend to remember information better when it's presented visually and in a storytelling format. Visuals make content more memorable, which is essential for leaving a lasting impression on visitors.



03

Engagement:

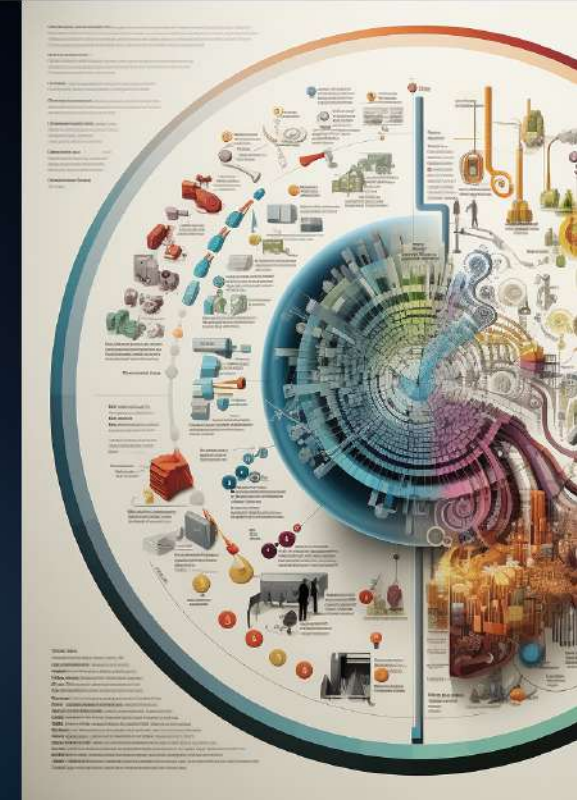
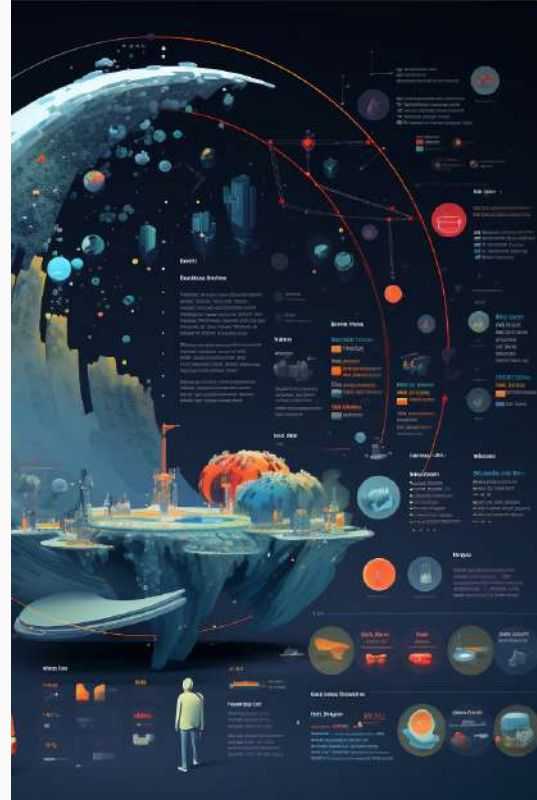
Visual storytelling can keep users engaged and encourage them to explore the website further. Engaged visitors are more likely to stay longer, interact with your content, and take desired actions.



04

Simplicity and Clarity:

Complex information can be simplified and made more digestible through visual storytelling. Infographics, charts, and diagrams, for example, can convey data and concepts more clearly than text alone.



05

Brand Identity:

Visual storytelling helps reinforce your brand identity. Consistent use of colors, imagery, and design elements can create a recognizable and memorable brand image.



06

User Experience:

Effective visual storytelling enhances the overall user experience. It can guide users through your content, make navigation more intuitive, and improve the overall usability of your website.



07

Conveying Information:

Visual storytelling can be used to explain processes, tell the history of a company, or showcase the benefits of a product or service in a way that's easy to understand and engaging.



08

Differentiation:

In a crowded online space, visual storytelling can help your website stand out. It allows you to showcase your unique story, values, and offerings in a way that separates you from competitors.



09

Mobile Optimization:

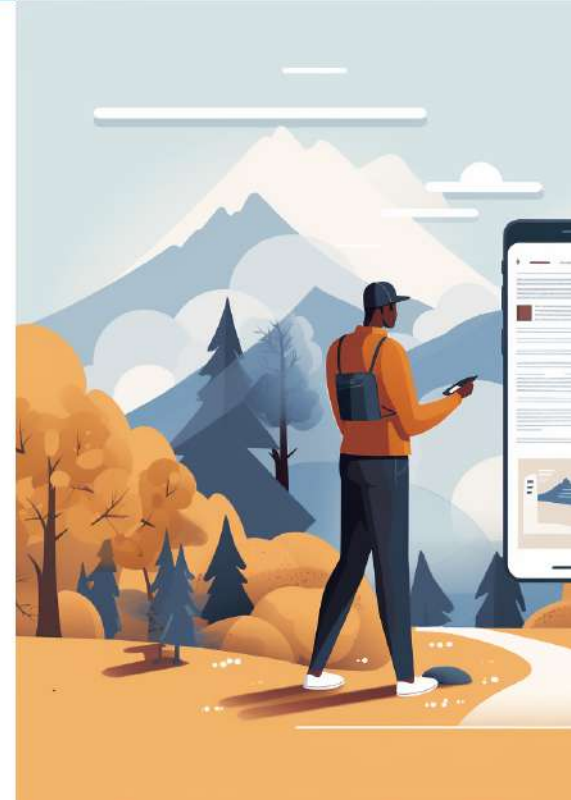
Visual content often performs well on mobile devices, making it an essential component of responsive web design. Mobile users tend to engage more with visuals than with long textual content.



10

Call to Action:

Effective visual storytelling can lead users toward specific calls to action (CTAs) naturally. Whether it's signing up for a newsletter, making a purchase, or sharing content, visuals can encourage these actions.



HOW TO BECOME A GOOD VISUAL STORY TELLER?

In order to be a successful visual story teller you have to be a strong visual designer first.

BECOME A GOOD VISUAL DESIGNER?

Let's drive into it...

THREE HOURS FORMULA

Explore * Design * Read

STORE DESIGN IN FOLDERS

Make every section count

MAKE SEPARATE FOLDERS

1. Header
2. Hero
3. About
4. Services
5. Testimonials
6. Blogs
7. Contact
8. Footer, ect.

TAKING AND SAVING SCREENSHOTS OF YOUR FAVORITE DESIGNS WHILE BROWSING

EAT SLEEP DESIGN REPEAT

The only key of a successful visual designer

LET'S MAKE A QUICK WEBSITE HOMEPAGE

Think like you are cooking your favorite meal

FOR COOKING YOU NEED INGREDIENTS, RIGHT?

So we need ingredients for our web design projects

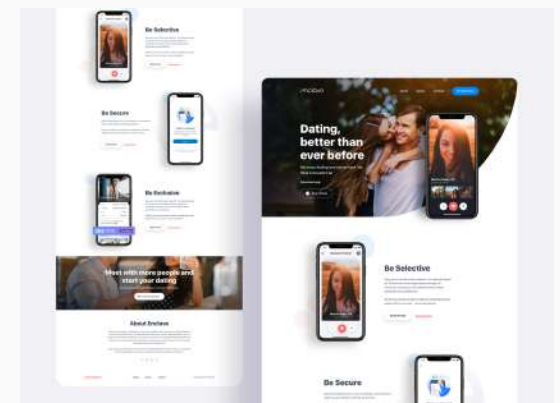
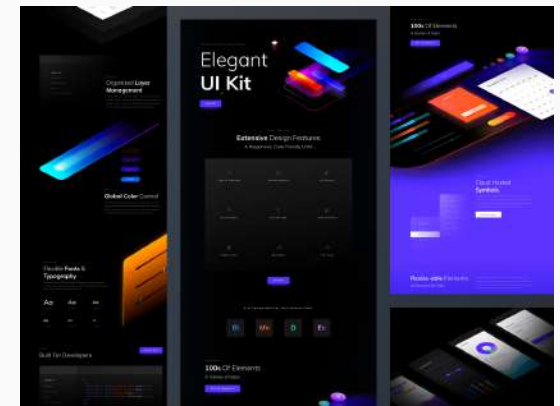
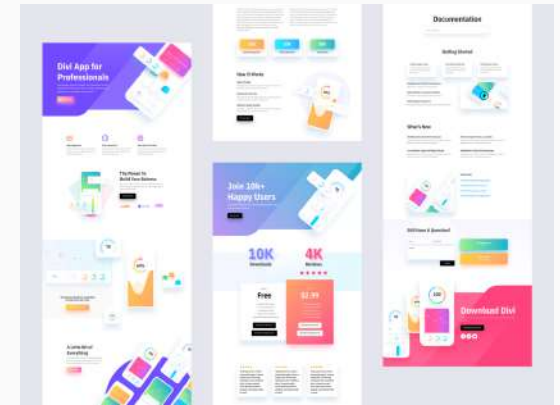
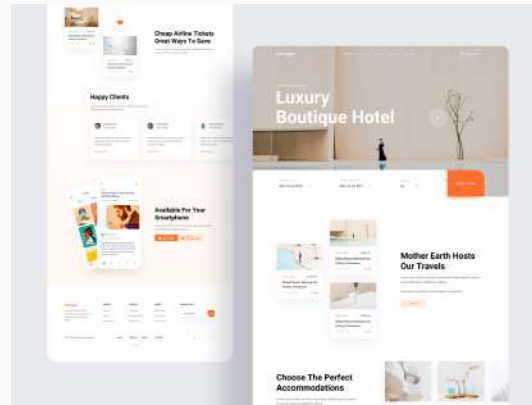
WHAT IS WEB DESIGN INGREDIENTS?

Web design is a multifaceted discipline that involves various elements, principles, and components working together to create visually appealing, user-friendly, and functional websites. These elements are often referred to as the "ingredients" of web design. Here are some key ingredients of web design:

01

LAYOUT

The arrangement of content on a web page, including the placement of text, images, and other elements. A well-structured layout helps guide users and presents information logically.



02

TYPOGRAPHY

The choice of fonts and their styling (size, weight, color, etc.) on a website. Typography affects readability and the overall visual appeal of the site.



REMEMBER

1. Identify your purpose

Before you do anything else, first identify the purpose of your design. What information do you want to convey? What is the medium for your design?

2. Identify your audience

After determining the purpose of your design, identify your audience. This step is crucial because age and interest will influence your font options.

3. Look for inspiration

Look at the work of other designers. Try understand how they made their decisions for type.

4. Font Pairing Inspiration

Beyond just fonts, also look at font pairing inspiration. Font pairing is just as important as the fonts themselves. Good font pairing helps establish visual hierarchy and improve the readability of your designs.

5. Determine font sizes

The next step after settling on a font combination is determining sizing.

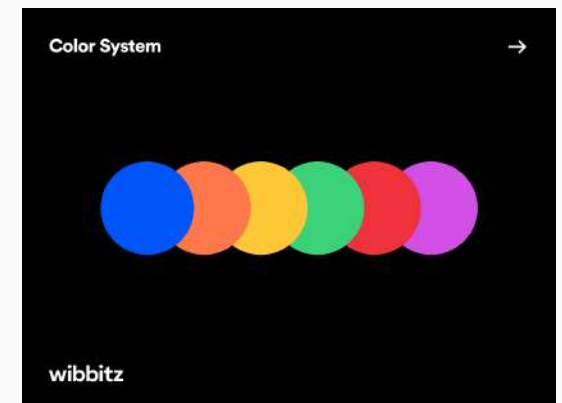
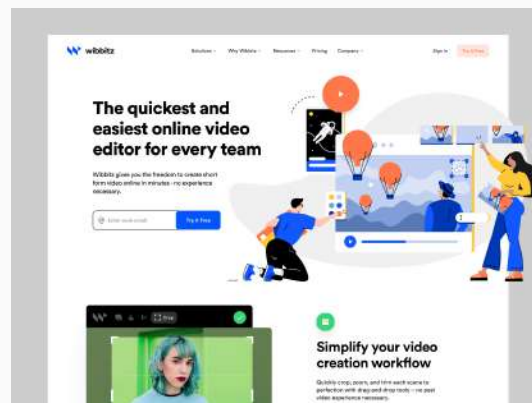
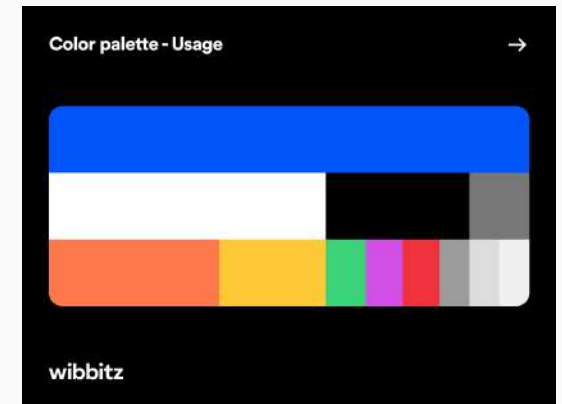
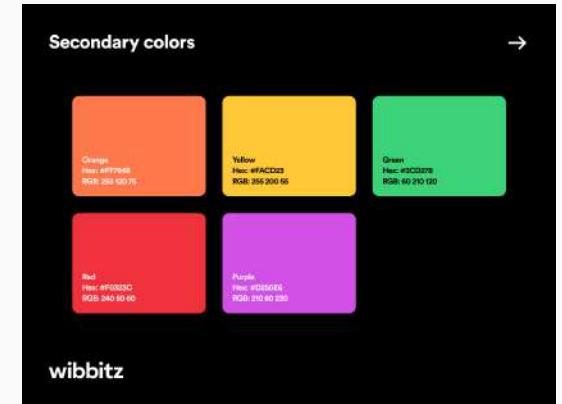
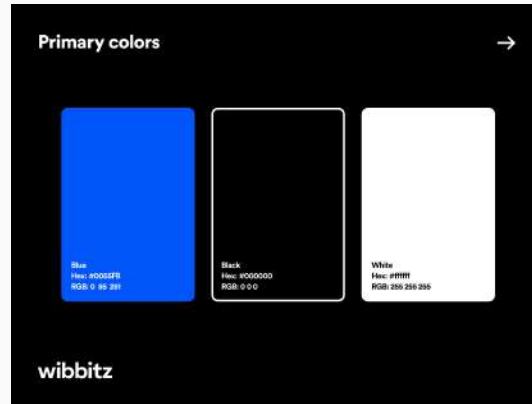
6. Create a typography style-guide

The last step of the process is to create a style-guide for your typography to help standardize type across your designs.

03

COLOR PALETTE

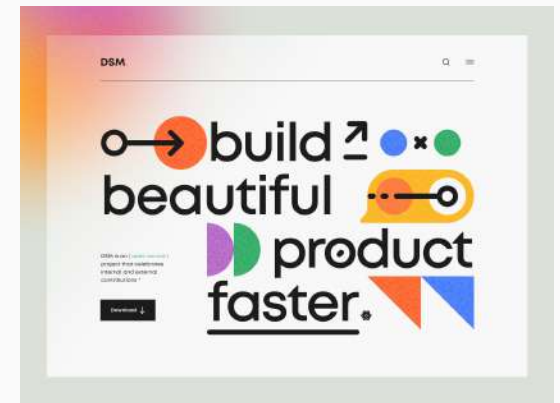
The selection of colors used throughout the website. Colors evoke emotions and can convey the brand's identity or establish a mood.



04

IMAGES AND GRAPHICS

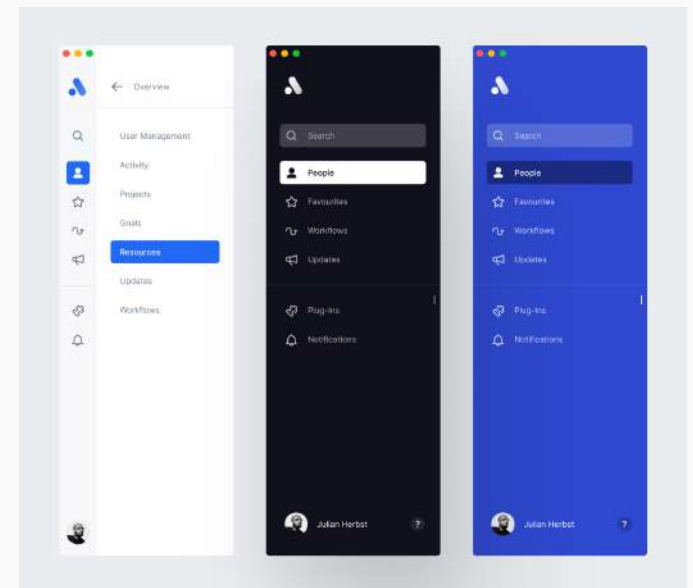
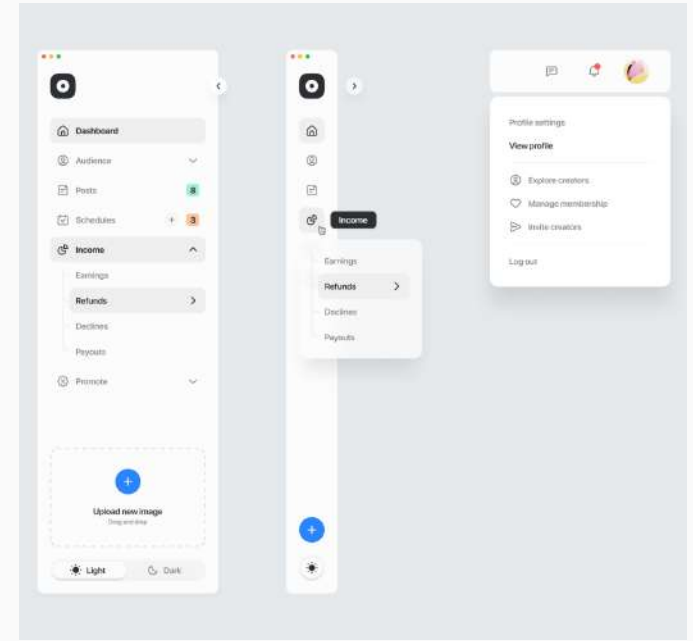
Visual elements such as photographs, illustrations, icons, and logos that enhance the design and engage users. Optimizing images for web use is crucial for performance.



05

NAVIGATION

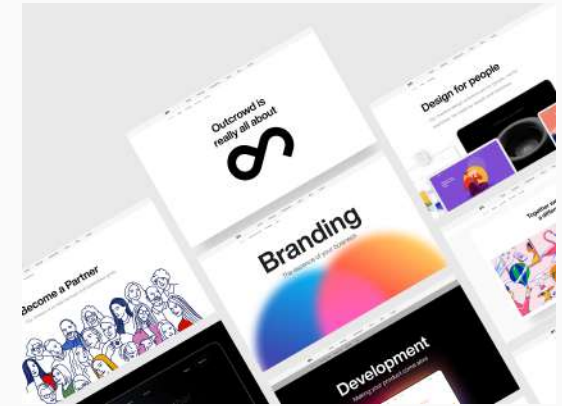
The menu and navigation structure that helps users move through the website. Intuitive navigation is essential for a positive user experience.



06

WHITESPACE

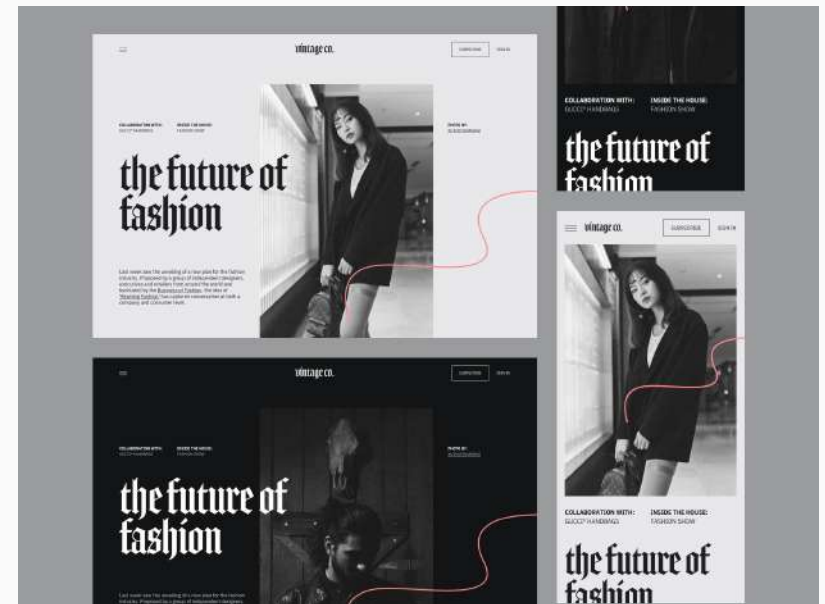
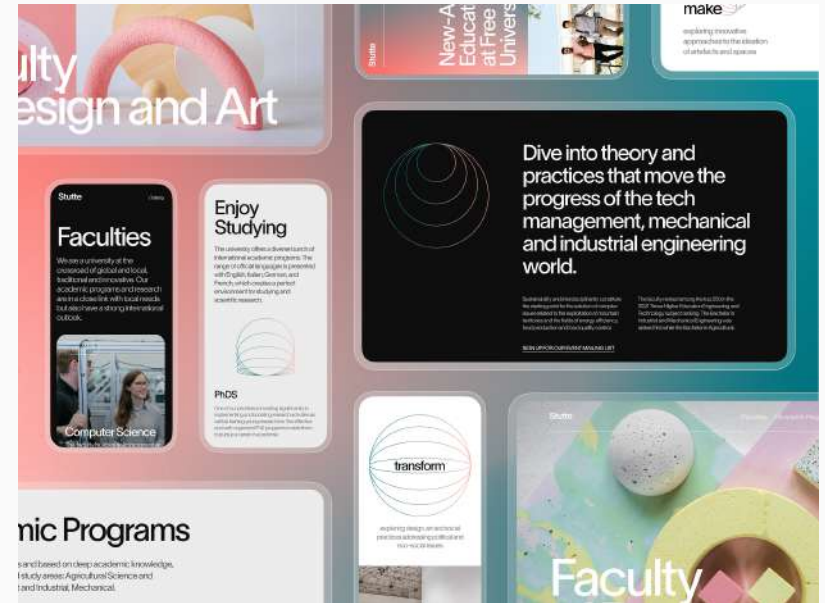
The empty space between elements on a webpage. Whitespace helps improve readability, highlight key content, and create a balanced layout.



07

RESPONSIVE DESIGN

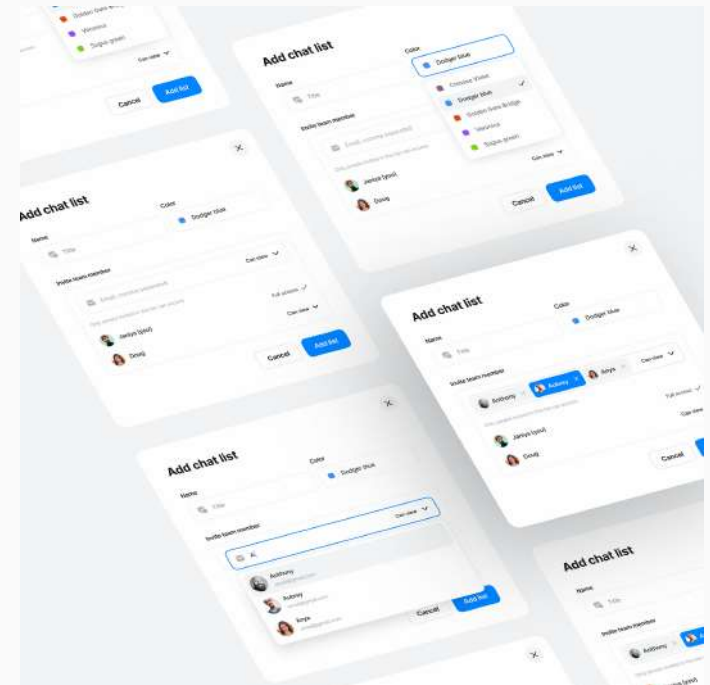
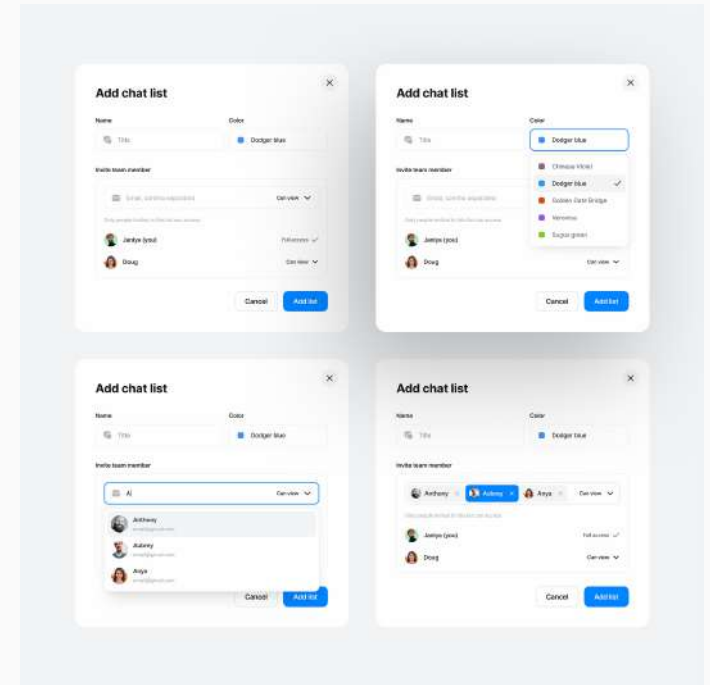
Ensuring that the website is accessible and functions well on various devices and screen sizes, including desktops, tablets, and smartphones.



08

UI ELEMENTS

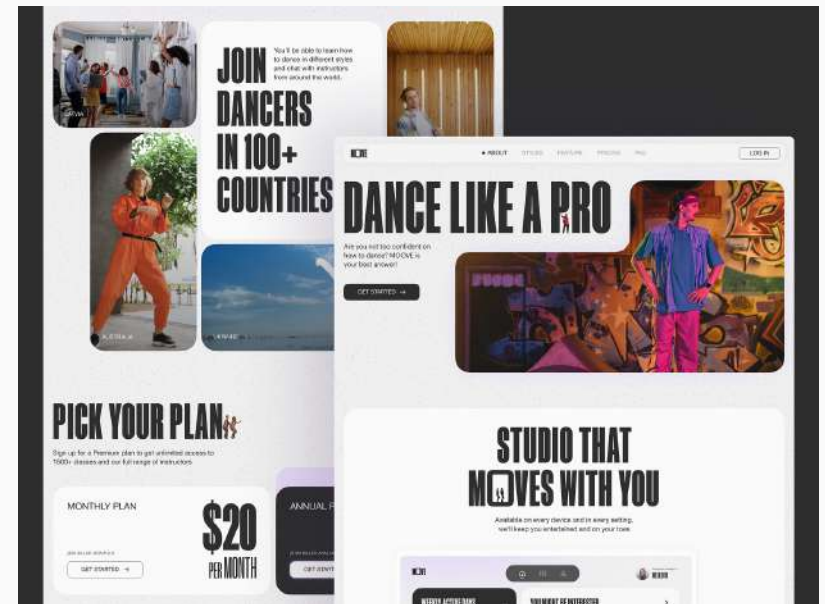
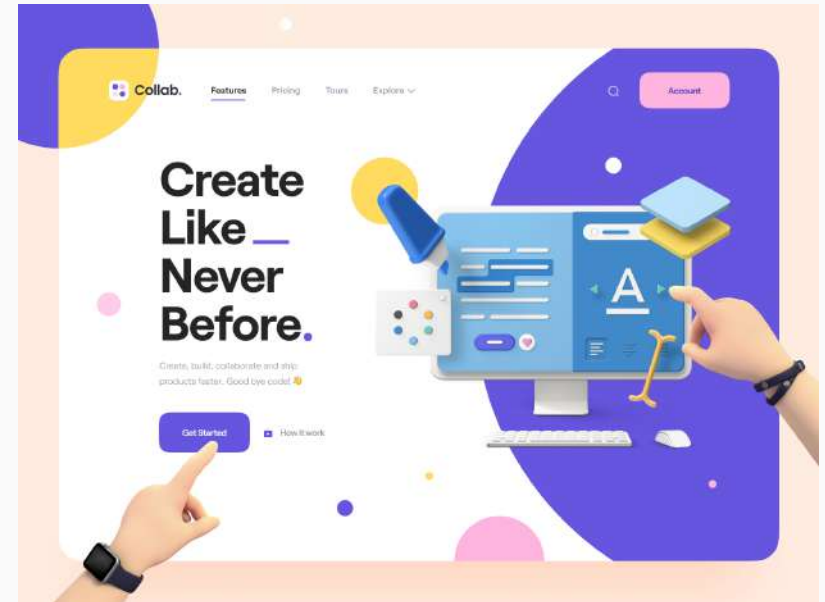
Design components like buttons, forms, checkboxes, and dropdown menus that allow users to interact with the site. Consistent and user-friendly UI elements enhance usability.



09

CONTENT

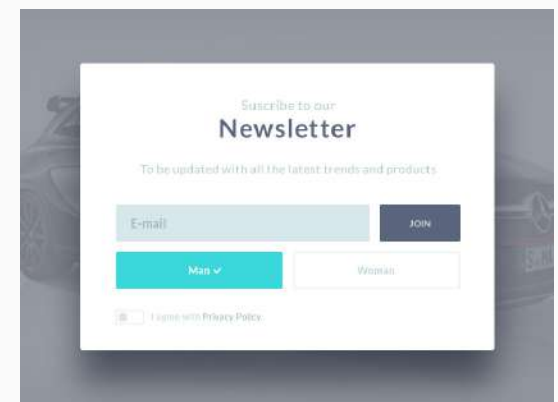
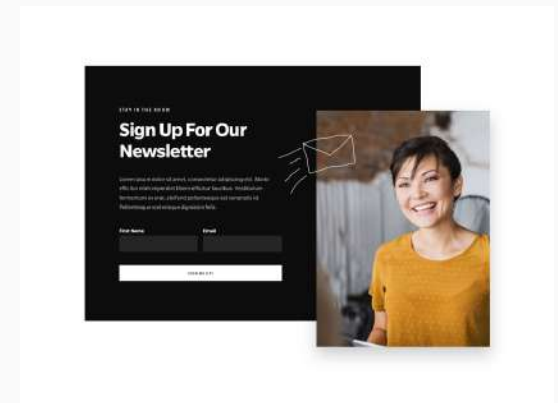
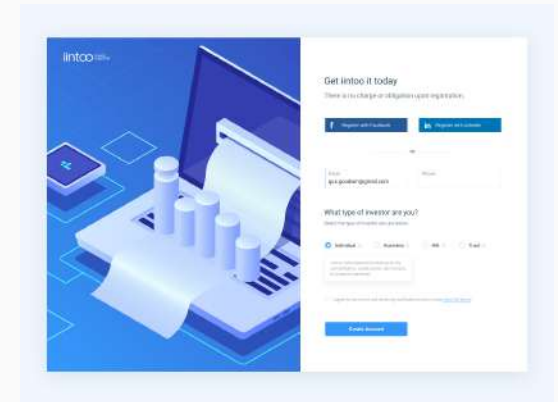
High-quality, relevant text and multimedia content that provides value to the audience. Well-written content is crucial for SEO and user engagement.



10

CALL TO ACTION (CTA):

Prominent elements (buttons, links, banners) that encourage users to take specific actions, such as making a purchase, signing up for a newsletter, or contacting the business.





LOADING SPEED

Optimizing the website's performance to ensure fast loading times. Slow-loading sites can lead to user frustration and high bounce rates.

12

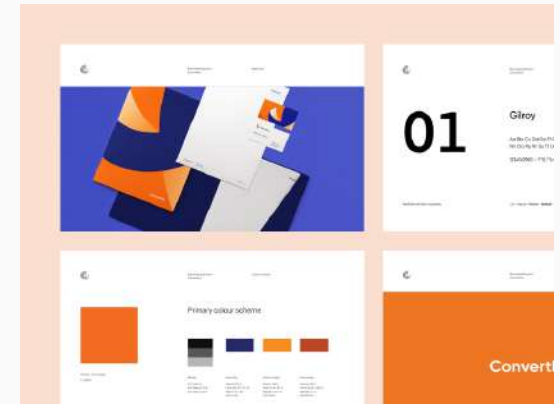
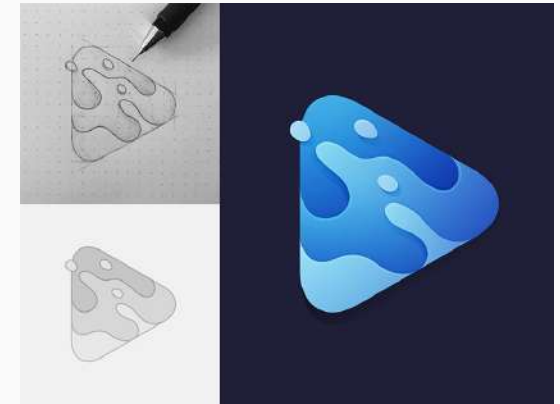
ACCESSIBILITY

Designing the website to be accessible to people with disabilities. This includes providing alternative text for images, ensuring keyboard navigation, and adhering to accessibility standards.

13

BRANDING

Reflecting the brand's identity through design elements, including logos, color schemes, and messaging. Consistency in branding builds trust and recognition.



14

CONTENT MANAGEMENT SYSTEM (CMS):



Selecting and configuring a CMS (WordPress) to manage and update the website's content easily.

Web design is a dynamic field, and these ingredients can be combined and customized in countless ways to create unique and effective websites tailored to specific goals and audiences. Successful web designers carefully balance these elements to create visually appealing, functional, and user-centered online experiences.

THAT'S ALL. :)
YOU KNOW HOW TO
COOK DELICIOUS
WEBSITE NOW!

PRO TIPS

1. Research on your topic very well.
2. Make a list of your competitors.
3. Collect all of the research inspiration (layout, font, color etc.) and create a moodboard.
4. Design without color and images first. Like low fidelity wireframe. Black and white. That will saves your lots of time.
5. Think every section is a Hero/Header. So, design each section separate.
You can combined all of the sections later.
6. Apply color, apply stunning images and illustrations.
7. Your design is ready to rock.
8. Repeat this formula everyday. You'll get better.
9. Happy Designing ;)

THANK YOU



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