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# Web Design Creativity

Websites are being published at an astounding rate on a daily basis. They are quickly becoming the way in which people communicate their products and services to potential customers as well as the method by which information is provided on an endless number of topics. A website faces an uphill battle for exposure and recognition, and this is where the importance of being creative with web design comes into play.

Like the content contained on the site, creativity is a hugely important component of web design. The purpose of a website is to convey information, whether simply to inform readers about a certain topic or to provide information about a company and its products in order to sell something. Because there is a nearly endless supply of sites attempting to perform the same task, their designs and formats need to stand out. A standard, run-of-the-mill site will look just like too many others and become lost in the shuffle. The idea is to catch grab someone's attention so that they look at the rest of the pages on the site. A creative web design will create curiosity and entice readers to delve further.

The designer himself has much to gain from a creative site design as well. Chances are good that the designer is in the game to make some money, and a creative design will cause interest in potential customers. The person for whom the site is designed will spread recommend the designer if the site was particularly creative, and those who happen upon a site because it looked intriguing will be more apt to contact the designer if they need a site themselves. A designer who produces a site that displays flash and flair is more convincing in his or her abilities and therefore more attractive to possible clients.

Because the competition is truly global on the internet, marketing is of the utmost importance. A website is a sales page, information center, and advertisement all rolled into one. The design must act as an attractive flyer (so to speak) that encourages further exploration of the content within. Think about paging through the ads in the newspaper or the commercials that bombard you while watching television. You are more prone to pay attention to ones that are bright, funny, and present information in a unique and creative manner. The same holds true for the internet. A site that is different and intriguing will get more hits than those that are rather plain.

When it comes to web design, the importance of being creative cannot be overstated. It is what gets the site noticed in the first place. And a site that gets noticed is a site that gets more and more viewers.

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