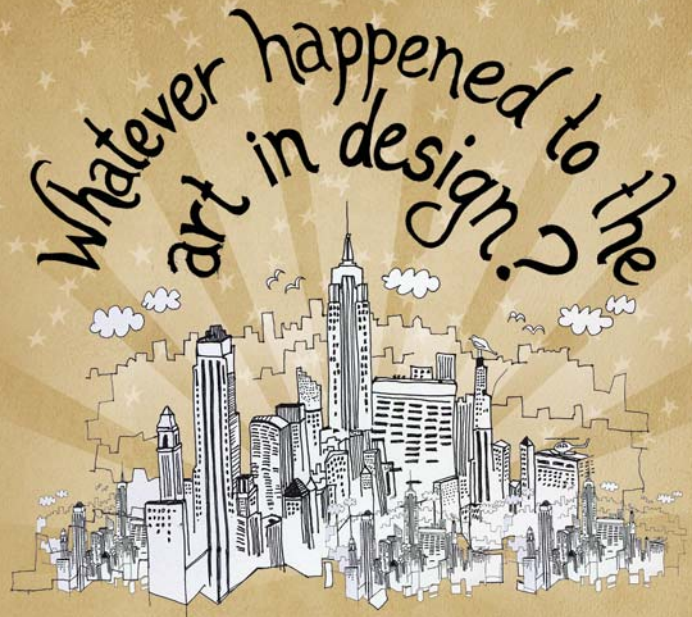


Web design is art...
and we are artists.



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by Mike Kus.

Future of Web Design
The Roseland Ballroom
New York
4th November 2008

Putting the art into design

The 50% thing

Remember the visible pixels on the screen are only 50% of your canvas. There's an opportunity to weave a clever concept or story into your design that will make the user think, talk about it and ultimately return to your site.

Preparation

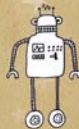
Be prepared. By knowing your subject matter well you will arm yourself with the knowledge to create well thought and meaningful ideas.

"Spectacular achievement is always preceded by unspectacular preparation".
Robert H Schuller

You've done your prep... now get fired up and inspired! This might sound obvious but I'm not just talking about flicking through a copy of your favourite design mag. I'm talking about getting yourself into a headspace where you're totally consumed by ideas for your project. Go for a run, go to the beach or whatever works for you. Take a sketchbook - think, write and draw.

Do it all to music. For me this is the best way to get inspired. When you listen to music your ideas tend to be bigger, better and more meaningful. Think about how your work is going to make people *feel*!

Get Inspired



This is super important! It's the idea, concept or story within your design that can take a website from a good design to a work of art.

Idea

This is where you have the chance not only to draw the user in with a beautiful aesthetic but with a mysterious sub plot that subtly weaves through your design. It can be obscure, abstract or communicate through metaphor and symbolism. However you choose do it you have the chance to pull the user in and connect with them emotionally. Don't let this great opportunity pass!

Concept Story



Ditch your Mac



"Computers are useless. They can only give you answers".
Pablo Picasso

Ditch your Mac... or PC. Get back to basics with pencil and paper. Drawing is the very essence of art and working without pixels can open up a whole new realm possibilities.

It's also nice to get away from your screen and clear your head... and you might even end up using your sketches in your work which are completely unique to you.

EXECUTION

An amazing work of art is executed perfectly. It doesn't degrade as you head to the corners... and neither should our websites. Attention to detail is key to helping your site become a work of art. There's no point creating an amazing home page only to neglect the subsequent pages. Every last detail on every page needs to be cared about.

Human beings can tell when something has been made with love... and if this is the case there's every chance they'll love it too!

