



# Plum Lovely Designs

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## Step Two: Decide Your Site's "Look and Feel"

The second step in developing a Web site is to choose a "look and feel" that is appealing and attractive, one that suits your message, enhancing the purpose of your site. You can think about it this way, what do you want your visitors' first impressions to be about you and your products and services as well as your Web site?

Here are some words you might use to describe the look and feel you want:

- Professional
- Slick
- Serious
- Fun
- Modern
- Flashy
- Classy
- Polished
- Sophisticated
- Feminine or Masculine
- Earthy
- Pretty

### What Words Would You Use to Describe the Look and Feel You Want?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### The Use of Color on the Web

Think about a color scheme that supports the look and feel you've chosen. If you want a subtle site, bright orange and navy blue will probably not be an appropriate color scheme. If you want a fun, modern, or flashy site, it may be just the thing. For more information about the use of color on the Web, including the effects of various colors and color schemes, visit [www.plumlovely.com/designresources.htm](http://www.plumlovely.com/designresources.htm).





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## Web Templates

By selecting a Web template, you will be able to choose how your site will look with confidence. By purchasing a template and having it adapted to meet your unique needs, you can have a professional site for a fraction of the cost of hiring a graphic designer.

A high-quality template will run about \$30 to \$80 dollars. Consult [www.plumlovely.com/steptwo.htm](http://www.plumlovely.com/steptwo.htm) for recommended sources of templates.

## Images

Images are important on the Web. Text by itself is drab and a combination of appropriate colors and images are necessary to every Web site.

Do you already have a company logo to use on your Web site? Does your company or the look and feel you're developing for your site lend itself to certain images? Do your products or services tie into particular images? Consult [www.plumlovely.com/steptwo.htm](http://www.plumlovely.com/steptwo.htm) for recommended sources of images.

