UX Myths collects the most frequent user experience misconceptions and explains why they don't hold true.

And you don’t have to take our word for it, we’ll show you a lot of research findings and articles by design and usability gurus.

A common pitfall in web design is to emphasize an important piece of content with a graphic-heavy and flashy presentation. This approach, however, often makes it less visible. When people look for something specific on a website, they search for text and links where they assume the information would be found. Very often people mistake visual, colorful page elements for ads and avoid them altogether.

It doesn’t mean though that you can’t use any emphasis. Contrast does work well and is essential for prioritizing content and thus creating effective web design.

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GRAPHICS WILL MAKE A PAGE ELEMENT MORE VISIBLE

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