

## ABSTRACT

*As the website world and its application continue to expand, website as a representation of a personal entry, institution and company image will hold a crucial factor in an information spread. In that case, website programming and its visual design hold a key to successful website.*

*The rule in website design are not for different from those of graphic design. The essential elements, such as typography, illustration, symbolism, and photography, act as the key design in producing the web sites.*

*Keyword : web-site, design criteria, graphic design*

