

shrinking text

This web design tip I just read is ingenious and priceless, if we can just get our clients to accept the condensed versions.

Speaking generally, Steve Krug's Third Law of Usability states: "Get rid of half the words on each page."

This was contributed to the [University and College Webmasters Digest](#) on 26 Nov 2007 by Bill Denneen of Mount Holyoke College.

[Don't Make Me Think](#) – Steve Krug

Revision #3

Created Wed, Nov 28, 2007 9:52 PM by Franks, Mike

Updated Wed, Nov 28, 2007 9:59 PM by Franks, Mike