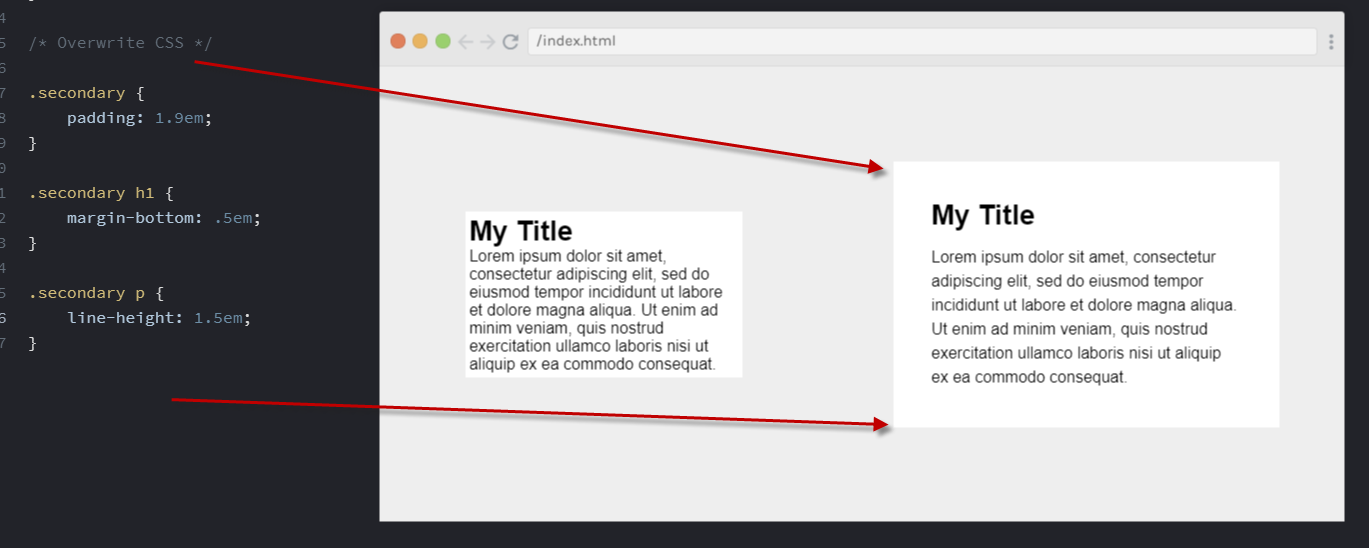
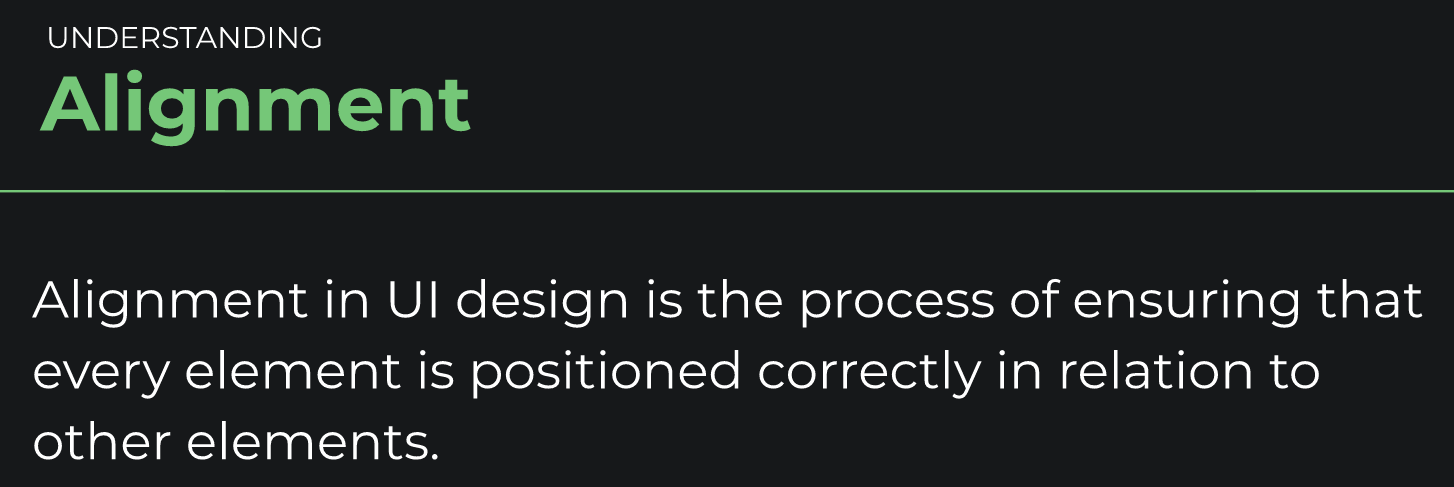
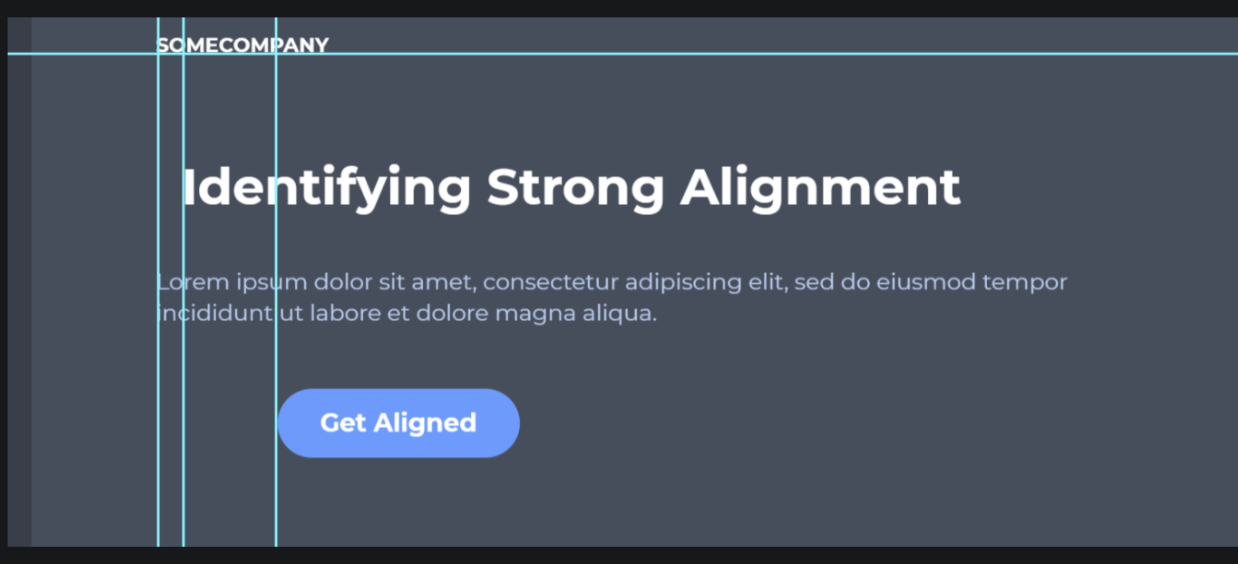
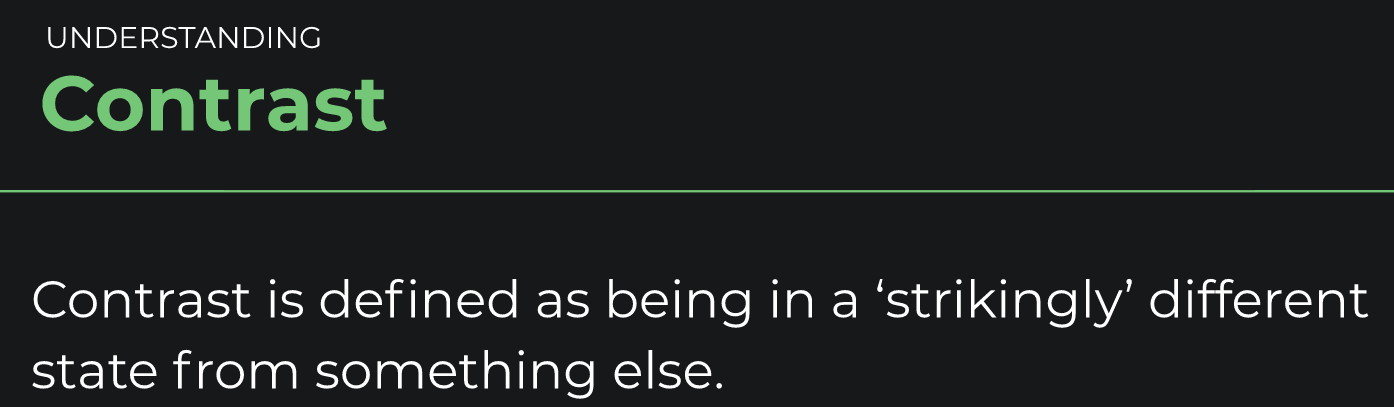
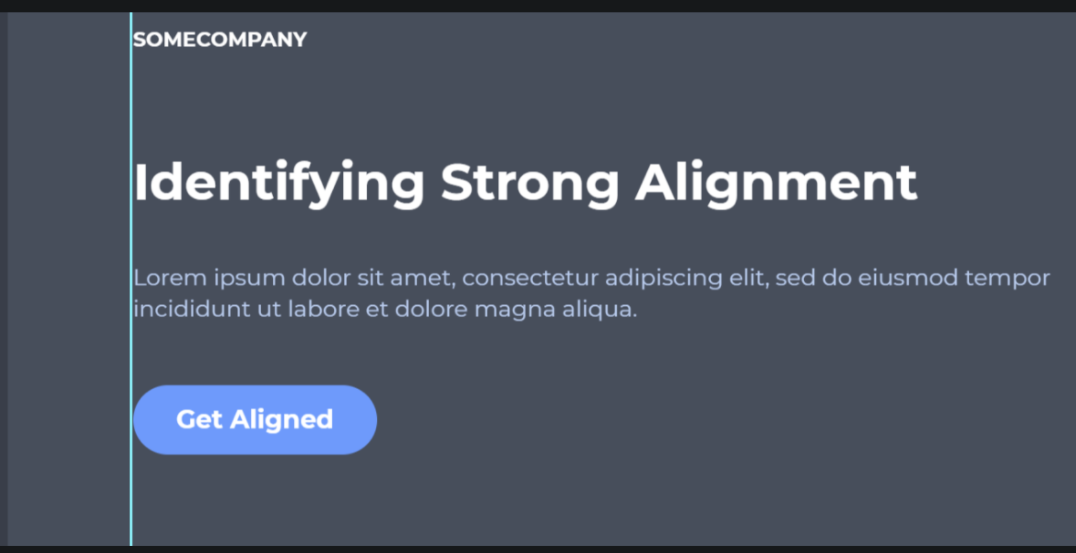
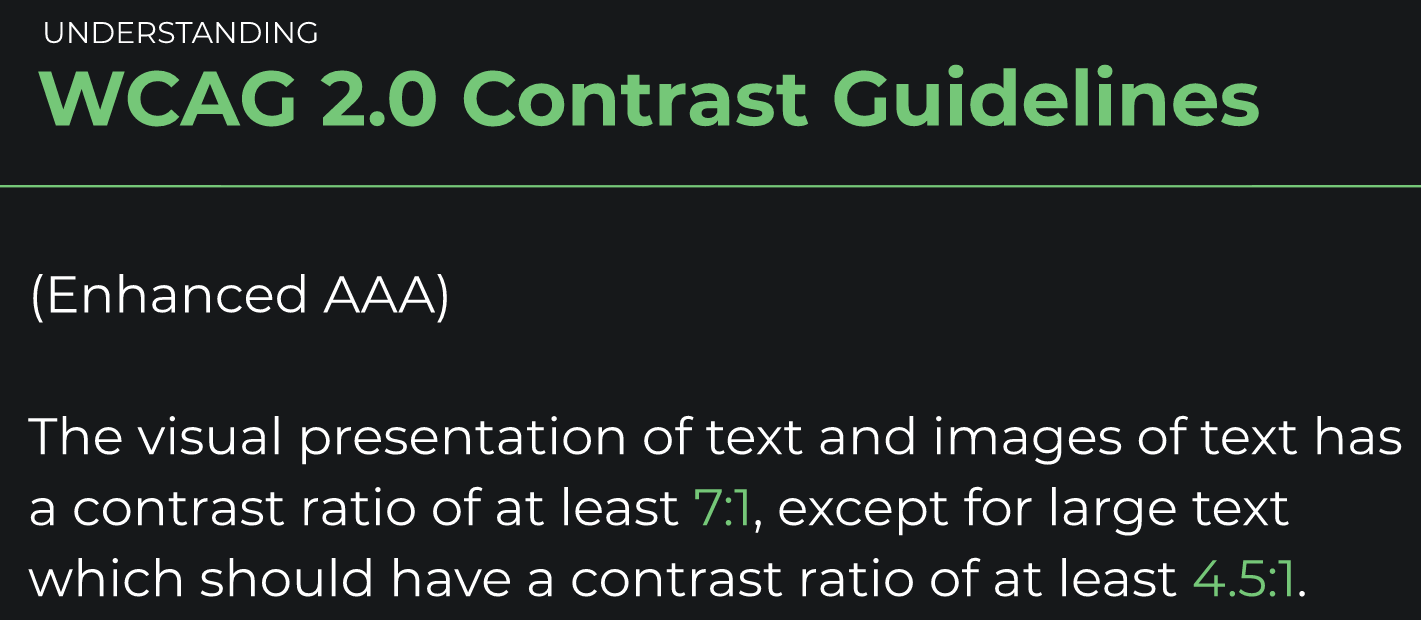
em is good for padding and responsive design 



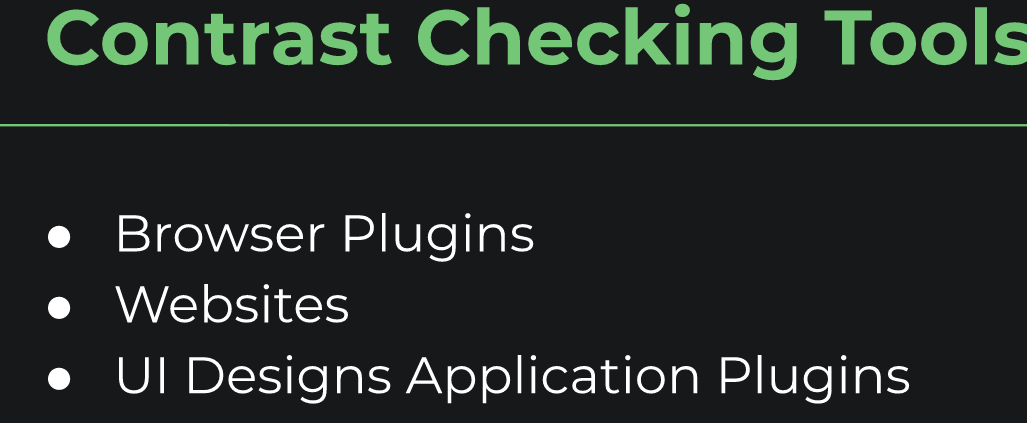


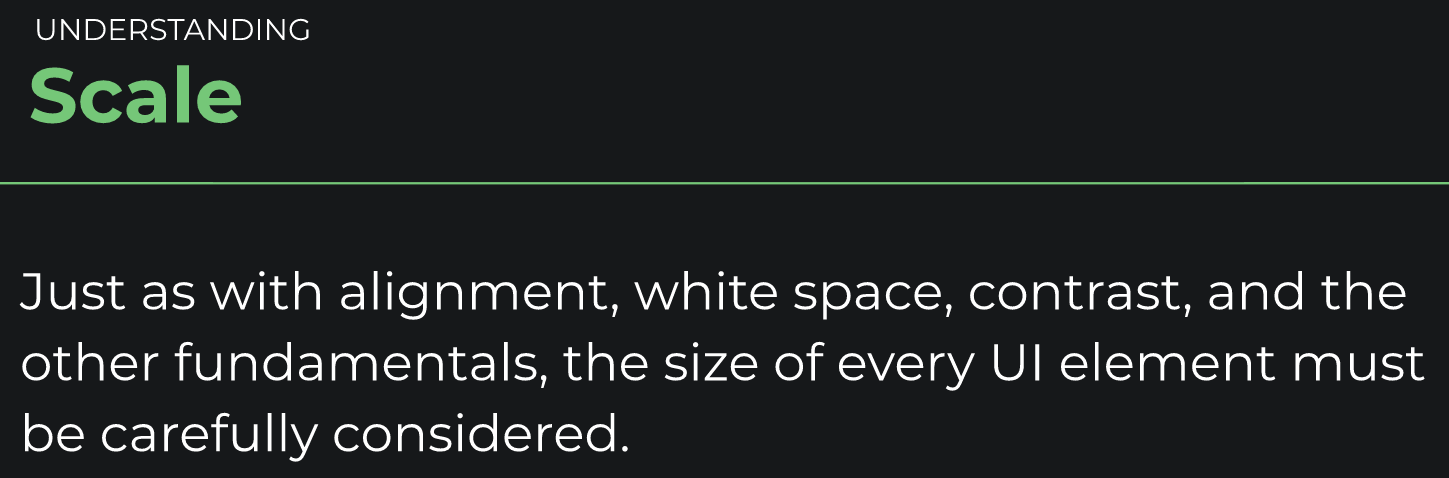


Web Content accessibility guidelines 

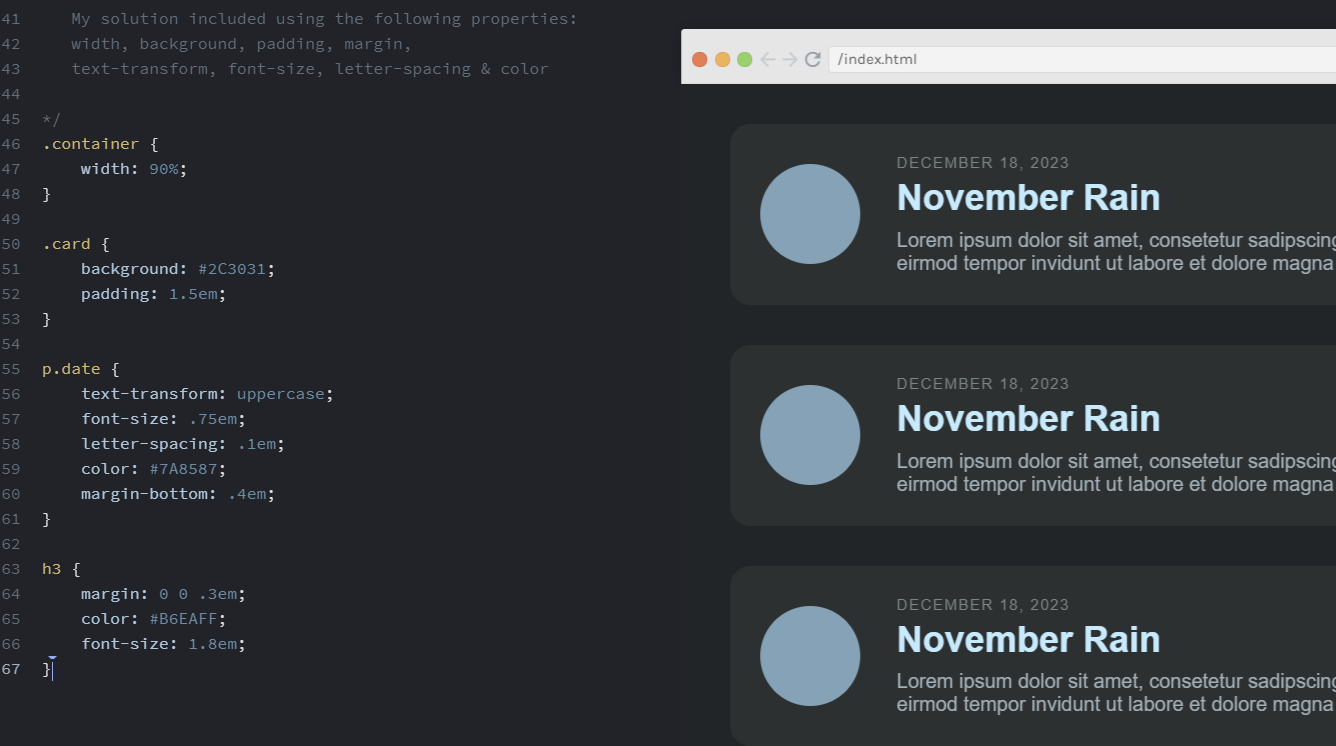


To find out what yours are – could use a chrome extension google WCAG guidelines

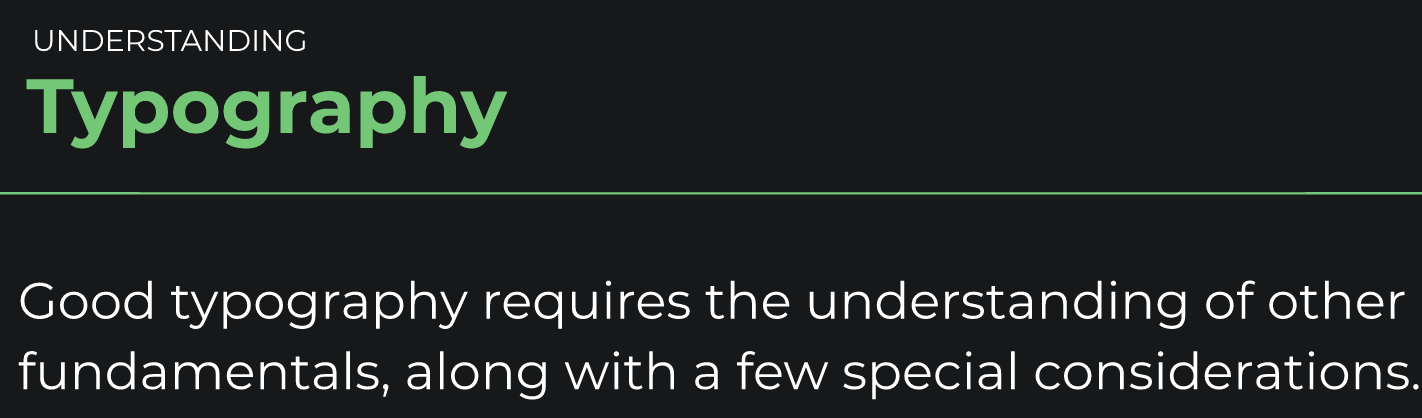


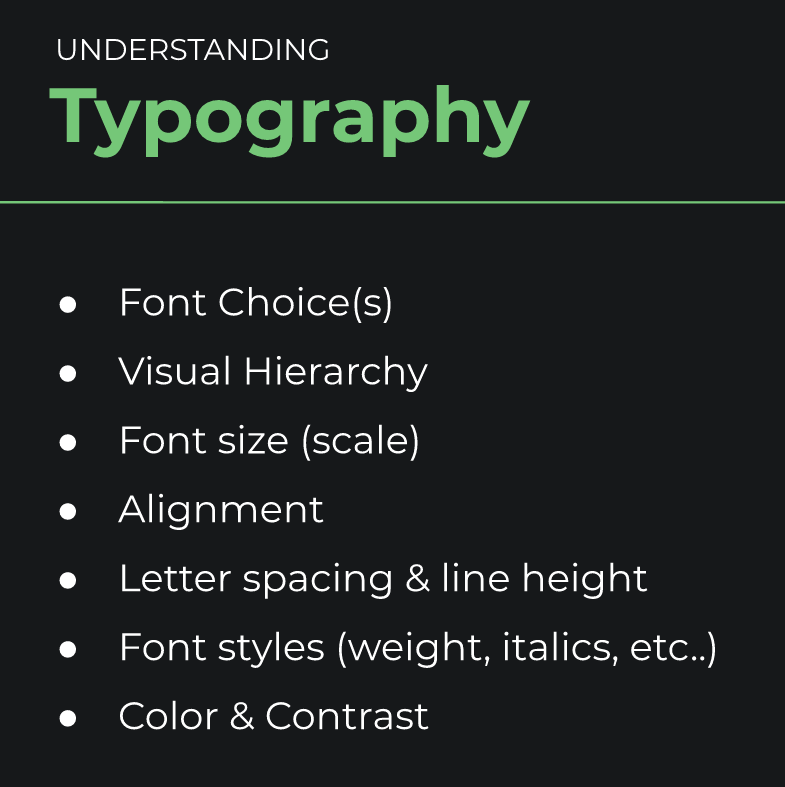
Scale 

Design challenge



Typography



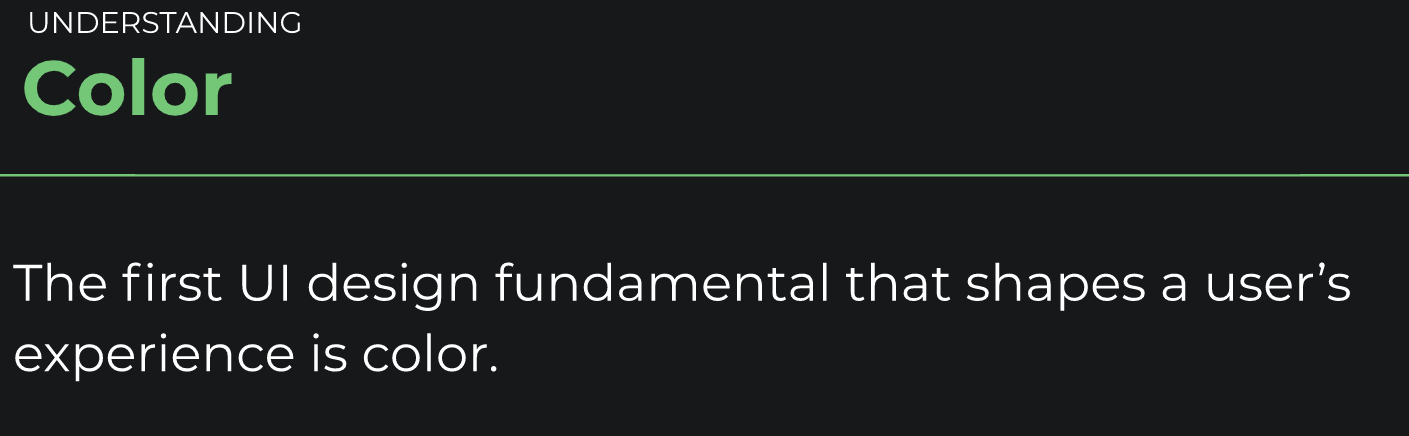


Use 1 or 2 fonts only

Visual Hierarchy important things bigger font

line-height can help with spacing between lines

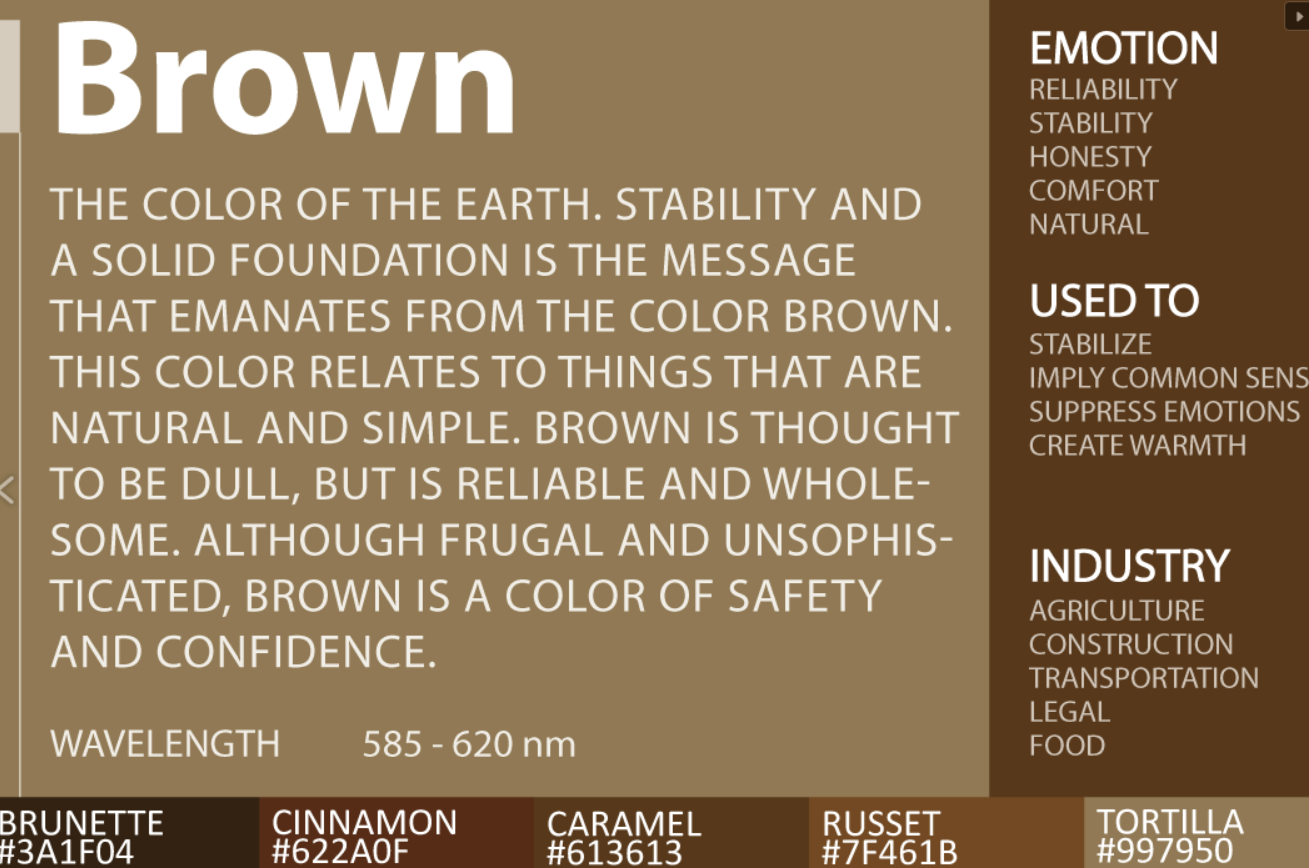
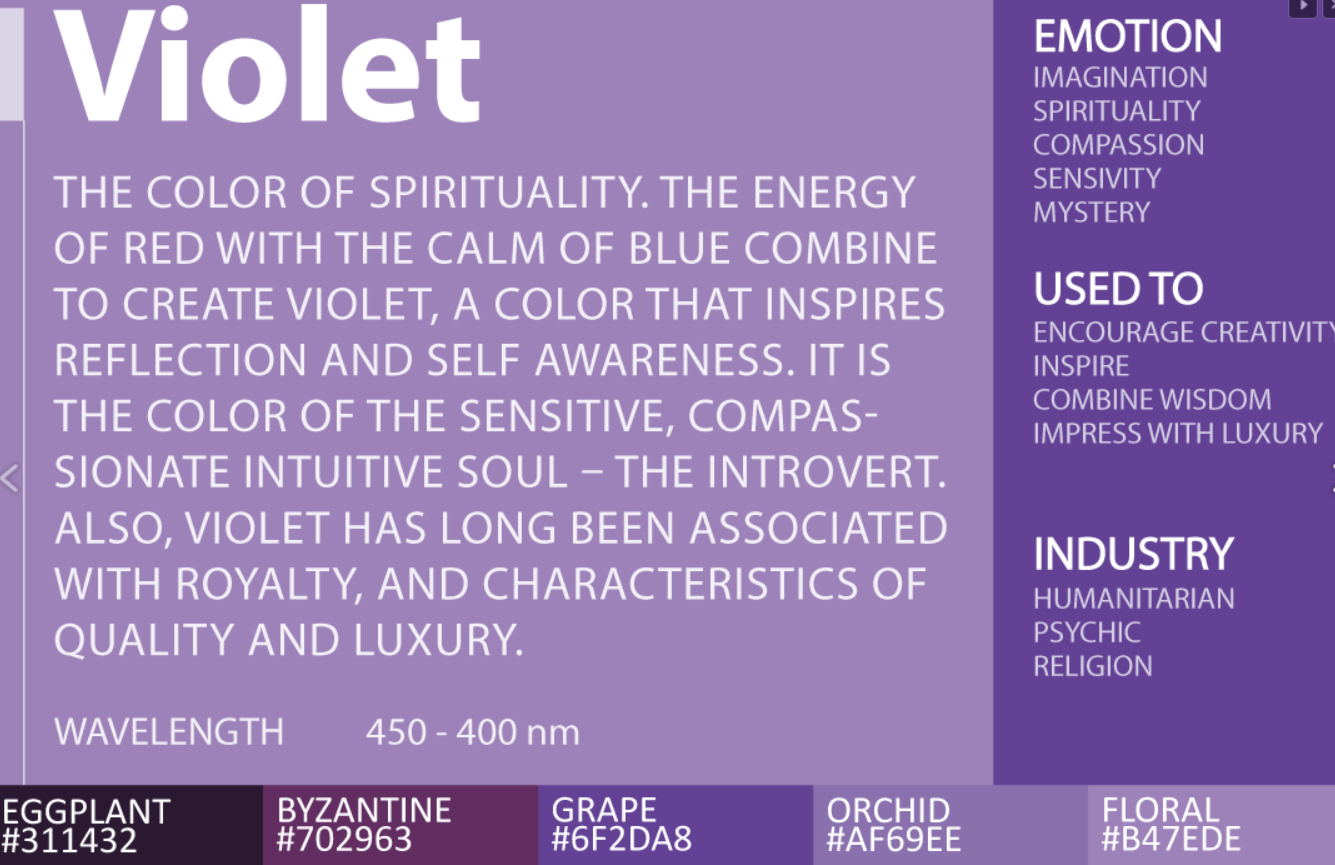
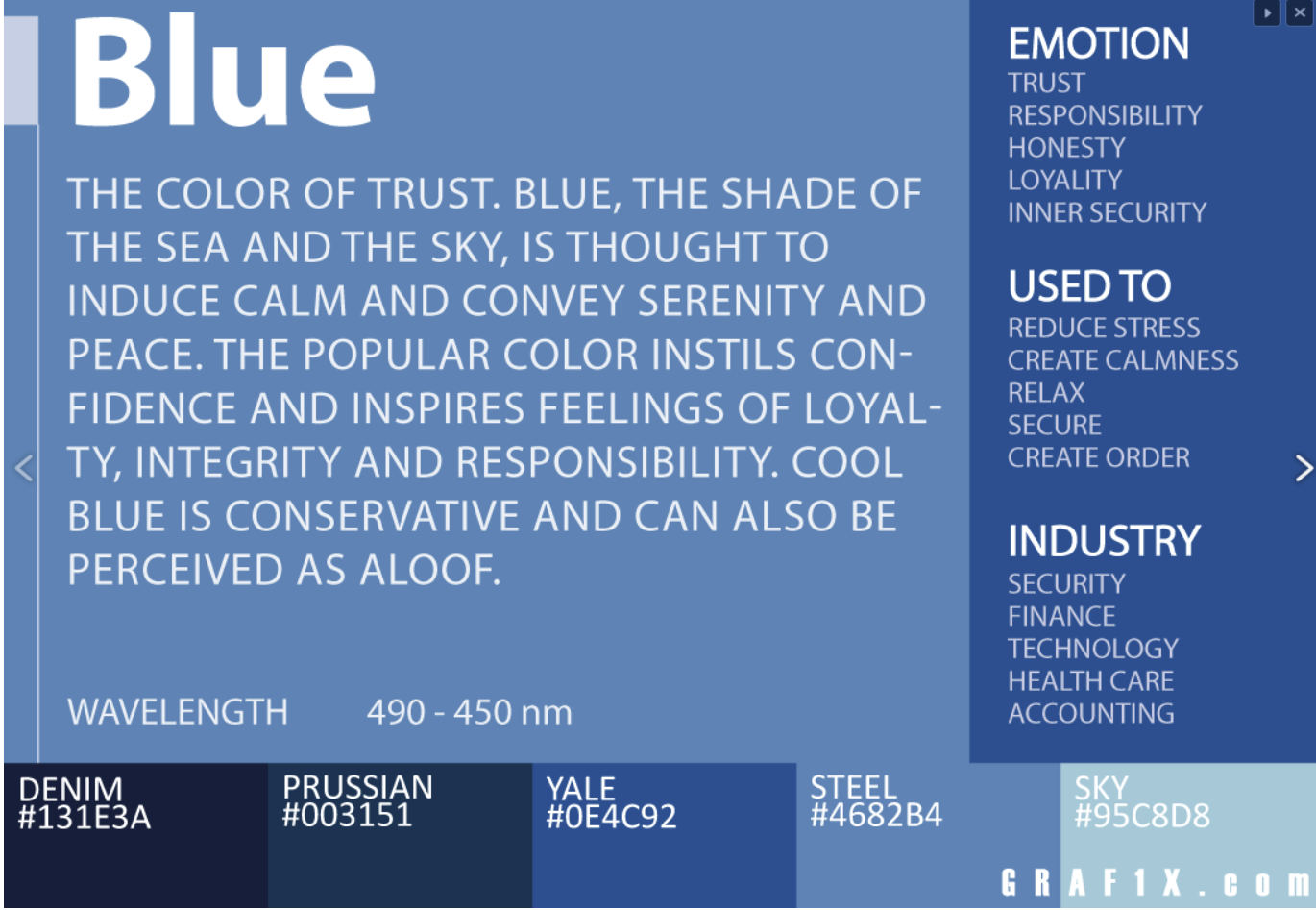
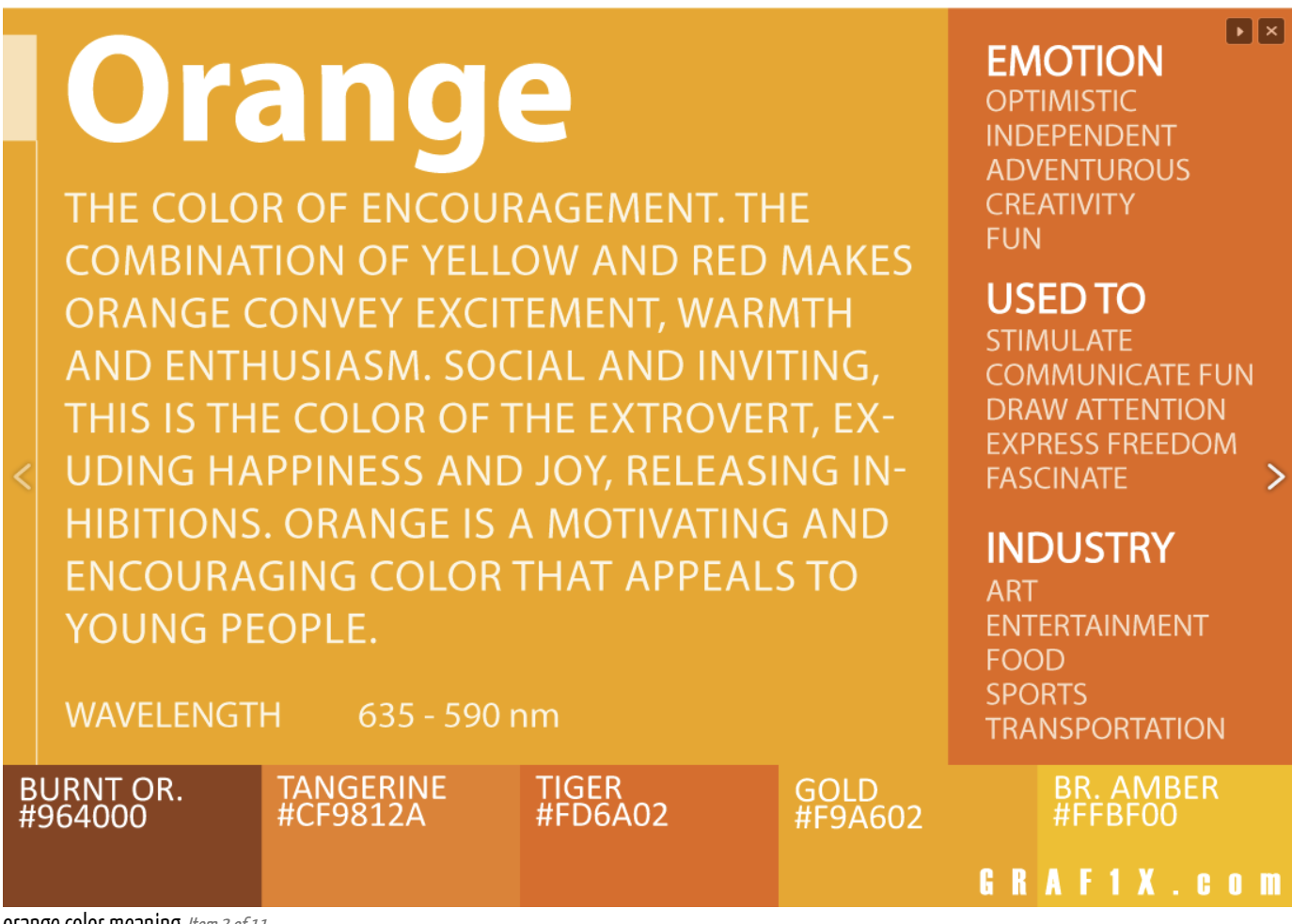
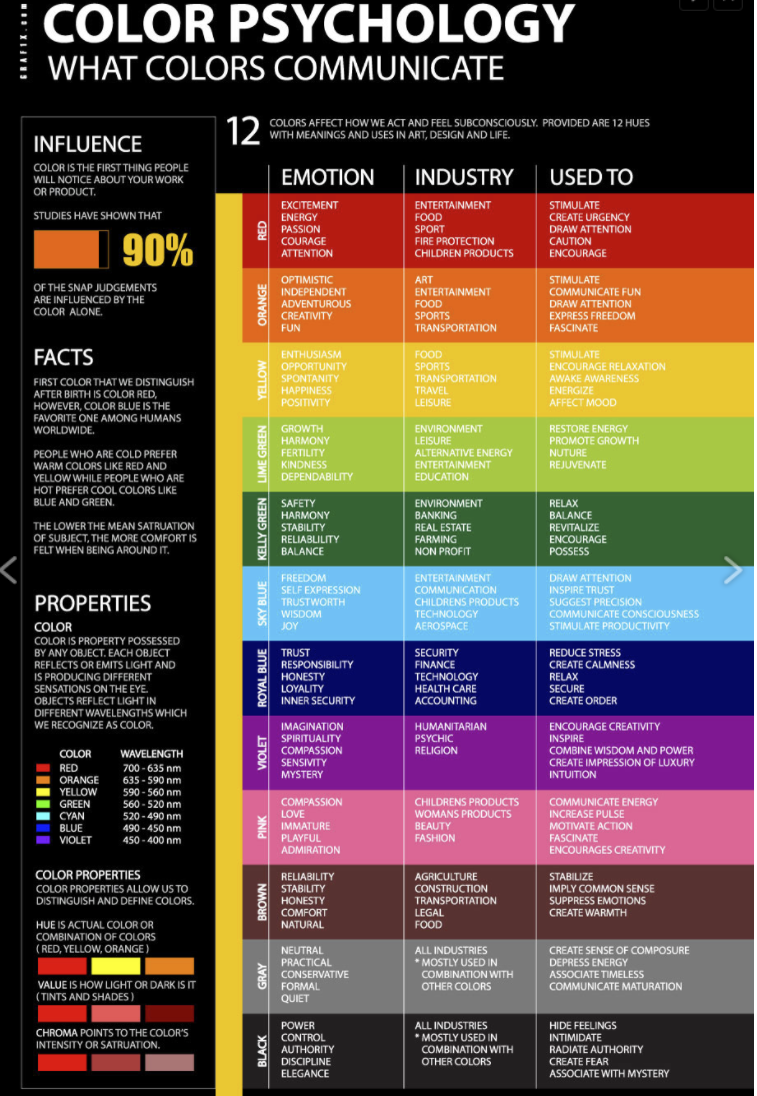
color and contrast can help emphasize or de emphasize



Colors can illicit meaning – may differ with different cultures need to know audience

Black 

Green 

[https://graf1x.com/color-psychology-emotion-meaning-poster/](https://graf1x.com/color-psychology-emotion-meaning-poster/###########)

