Section 8: Web Design School

**Web Design Principles:**

* Color theory: the art/science of creating the right palette for your website
* Typography: the art of fonts
* User Interface Design
* User Experience Design

# Color Theory

When you’re picking colors, you must be aware of the **mood**. The main color you pick should correlate with the mood you want to convey on your website

* Red: love, energy, intensity
* Yellow: joy, intelligence, attention
  + One of the most attention-grabbing colors. However, it is difficult to look at for too long
* Green: freshness, safety, growth
  + Commonly used for food companies
* Blue: stability, trust, serenity
  + Commonly used by companies that want to convey trust, such as financial companies who want to assure you can trust them with your money
* Purple: royalty, wealth, feminity
  + Commonly used by loan companies

**Combining colors**

* Analogous colors: colors next to each other on the color wheel
  + Looks harmonious together but doesn’t stand out too much
  + Good for navigation bars, footers, logos etc.
* Complementary colors: colors on opposite ends of the color wheel
  + Stands out a lot but clashes.
  + Good for logos, icons, things that should stand out. Not good for text.

# Typography

It’s important to consider the mood of fonts and which fonts you can combine on websites.

**Font Families**

* Serif: traditional, stable, respectable
* Sans-serif: sensible, simple, straightforward
  + One of most readable typefaces
* Script: personal, creative, elegant
* Display: friendly, loud, amusing
* Modern: stylish, chic, smart

Readability and legibility are important when considering fonts.

**Things you should look for in a font:**

* Open shapes
* Ample intercharacter spacing
* Unambiguous forms (they look different)
* Varying proportions

Do not use too many different fonts on your website. It is recommended to just use two.

**When picking two fonts they should have…**

* Similar moods and time era
* Contrasting serif-ness (ex heading to be serif and body to be san serif or vise vera) and weights (ex. heading has hold and body has thin)

**Fonts to avoid**: comic sans, Kristen, papyrus, viner, curlz, and eyuboy

# User Interface Design (UI)

**Hierarchy**: where you eyes look first, conveying importance

How you can establish hierarchy

* Color: contrasting colors stand out more and have higher hierarchy
* Size: bigger items stand out more and have higher hierarchy

**Layout:** Make sure lines of text aren’t too long or too short, or else it can be overwhelming.

**Alignment:** how you position elements on the screen relative to each other

* Reducing the number of alignment points can help make a website look more professional (pesticide extension can help with this)

**White Space:** the white space around text or around elements

* Luxury stores often space out their items to make them look more important and expensive. Whereas items that are just thrown together looks cheaper and messier.
* Likewise, adding space around elements can make it look more professional

**Audience**: consider who the audience is and design your website for them

# User Experience Design (UX)

A website with good user experience means that the website just lets the user do what they want. It is easy and effortless to use, they don’t notice anything wrong when using it.

**It is important to consider the following:**

* Simplicity: it is better to keep things simple so as to not overwhelm the user
* Consistency: keep designs and functionality on the pages consistent. This is especially important for the navigation.
* Reading patterns: keep people’s reading patterns in mind.
  + **F-Layout**: eye starts at the top, goes from left to right, then moves down a row, and repeats. The more important things (such as the logo) should be on the top left
  + **Z-Layout**: eye goes from left to right, zig-zags across the website, then goes left to right at the bottom. This is common on websites like videos/livestream websites.
* All Platform Design: website should be compatible with all platforms (especially mobile). Make sure you think about how it should look on each. Also avoid having too many banners on mobile version.
* Don’t use “dark patterns” or using your UX skills for bad. Don’t trick users into performing actions they don’t want to do.