

# Web Design Principles

**Colors:** RED → Love, energy, intensity  
YELLOW → Joy, Intellect, Attention  
GREEN → Freshness, Growth, Safety

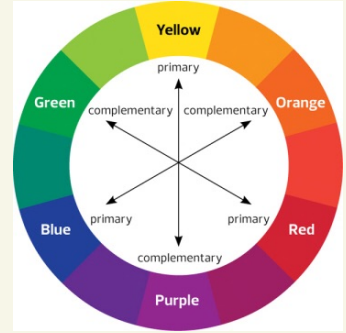
BLUE → Stability, trust, Serenity  
PURPLE → Royalty, wealth, Femininity

## COMBINING COLORS:

- Analogous Color Palette:  
Picking colors next to each other on the color wheel.
- Complementary Color Palette:  
Picking colors opposite to each other on the wheel.
- etc..

## Websites for colors and color schemes:

AdobeColors, colorhunt.co, paletton etc.



COLOR WHEEL

## Typography:

There are two major font families in typography:

1. **Serif**: These fonts have little feet at the edges.
  2. **Sans-serif**: These fonts don't have little feet at the edges.
- It is normally recommended to use only two fonts per design and both should have similar moods.

## Affective UI

1. You can use color knowledge to define hierarchy. Colors that contrast with background for text, draw users' attention.
2. Focus on the layout of your website for good design.
3. Take care of the alignment.
4. Give white space.
5. Design for your audience

## User Experience Design

1. Keep things simple.
2. Keep your designs and functionality consistent.
3. Keep a track of reading patterns. Use the 'F' layout or the 'Z' layout.
4. Make sure that your website is responsive.
5. Don't use your powers for evil.