

→ How to make a website that people will love

Color Theory:-

→ "is the art and science of creating the right palette for our website"

→ When we build a website beware of Moods of color palettes

Red → Love, energy, intensity.

Yellow → Joy, Intelligent, Attention.

Green → Freshness, safety, growth.

Blue → Stability, trust, Serenity.

Purple → Royalty, wealth, Femininity.

→ We also need to think about what color combo is better.

→ Taking 2 colors that are right next to each other on the color wheel is called Analogous colors. useful for Navigation bars, body of the website.

→ Taking opposite colours on the color wheel is called Complementary Colours.

⇒ colorhunt.co

Typography:-

→ fonts really do Matter.

→ combine fonts with moods

→ Eg: Times new roman for formal sectors.

Serif → Traditional (Minion pro font), Stable (Trajan), Respectable (Baskerville).

~~Sans-serif~~ →

Sans-serif → Sensible (Helvetica), Simple (Avenir), Straight forward (Din)

Script → personal (Prestige script), Creative (Adios script pro), Elegant (Spell Roundhand).

Display → Friendly (Vag Rounded), Loud (Gin), Amusing (Thirsty Rough).

Modern → Stylish (Sackers Gothic), Chic (Gotham), Smart (Futura).

User Interface Design :-

① Hierarchy :-

Make topics as more weight to see it first and make body as less weight to see it next. Or else highlight the words which the user should notice first and it should be easily understandable to them by increasing font weight / change colors for high hierarchy.

② Size :-

Make the primary buttons comparatively large as per hierarchy. It can attract the user's eyes.

③ Layout :-

Create more attractive and interesting by using a attractive layouts.

④ Alignment :-

Align correctly Mostly starting point of both heading and body should same. use grid lines to align.

⑤ Empty space :-

Eg :- dumping large products in a same rack \Rightarrow X
minimum content with high of information \Rightarrow ✓

⑥ Audience :-

create your webpage in the basis of end users. [Eg : funny fonts for childrens etc...]]

User Experience Design [UX]:-

→ Makes every thing easy for user.

① Simplicity:-

chop the content and make the user too use easier.

② Consistency:-

Keep the website consistent.

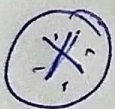
Eg:- Make each navbar as same for all page in the website.

③ Reading Pattern:-

use 'F' pattern / layout as per research.

④ All platform design:-

works ~~as~~ good on Mobile, system etc.,
landscape & Portrait.



Use Canva.Com for practicing the UI Design without Codings.