

Section 8 → Web Design School.

① Introduction to Web Design.

- "You have only 3 secs to make a good impression". There are thousands of websites, you should stand out.
- Web design is the cheapest way to make your product look expensive.

→ Web Design Principles

- ① Colour theory
- ② Typography
- ③ User Interface Design
- ④ User Experience Design.

② Colour Theory.

- While picking colour be aware of the mood of colour palette.
- a) → Red → Love, Intensity, Passion. [Car, Love]
- b) Yellow → Attention grabbing (not readable). [In ads]
- c) Green → Freshness, Growth, Safety. [In Grocery]
- d) Blue → Trust, Serenity, Stability. [In bank websites]
- e) Purple → Royalty & wealth.

Combining Colours

- Colour wheel.
 - opposite (for the 'pop' effect).
 - Same i.e. next to each other (for body, logos, etc). [Don't style text & bg with it].

Adobe Colour.com
Colorhunt.com.

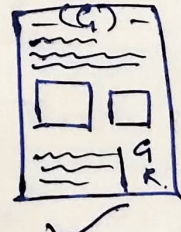
③ Typography

- Fonts matter, imp to make your design look professional and slick.
- 2 large family
 - Serif
 - old
 - modern
 - Sans-serif
- Fonts also have emotional attached like in case of colours.
- In a design stick to just 2-3 fonts max. & don't combine modern with old.
- Don't use Comic Sans, Kristen, Curlz, Papyrus, Viner.

fontsmoods.spaghetti
wires.com.

④ User Interface Design.

- We are always drawn to the bigger boulder, more squarer things.
- Layout should be interesting
- Alignment is important.
 - Alignments should be kept to minimum.
- White space. → Signifies luxury.
- Target your audience.



⑥ User Experience Design

⇒ If a website feels easy to use, you find every thing going smoothly.

⇒ Keep your website simple.

⇒ Consistency (so from one part of website to other tools like navbar remain same).

⇒ Reading pattern → The F pattern.
The Z pattern.

⇒ Think about how website run of diff platform (Responsive).

⇒ Get feedback of User Experience from people.

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