Color wheel

Primary and secondary colors

Hue, Saturation, and value

Hue: Color essentially

Saturation: Intensity

Value: How dark or light

Monochromatic: One color, different hues

Analogous: Colors next to each other on the wheel

Complementary: Colors opposite of each other on the wheel, use different hues and saturation to avoid being tacky

Split-Complementary: Make an acute triangle with the colors on the wheel

Triadic: Make a equilateral triangle with the colors on the wheel

Tetradic: Make a rectangle with the colors, let one color dominate

***Typography:***

Serif, little strokes, traditional look and prints

Sans Serif, French for without serifs, clean and modern, easier to read

Display, Decorative, small amounts of texts, graphic heavy designs

A bunch of over used ones too, Less is more

Opposites attract

Bold and light

Serif and sans serif

Short and tall

Hierarchy, guides users eye using emphasis

Leading, line spacing, default is normally good, make it comfortable to read

Tracking, space between characters

Kerning, tracking but more specific