**Ch. 8 - Web design**

**Color theory:**

Red – energy, love (cars)

Yellow – attention grabbing, intellect

Green – freshness, growth, safety (food stores)

Blue – stability, trust, serenity (cryptocurrency)

Purple – royalty, wealth, femininity (payday loans)

Analogous color palette - Two colors next to each other on color wheel, useful for logo and making harmonious colors. Does not stand out.

Complementary/clashing color palette: Use two colors from opposite ends of color wheel to make things stand out. Do not use this for text.

**Typography:**

Serif: letters have feet (horizontal lines) – more serious, authoritative, traditional, stable, respectable

Sans-serif: sensible, simple, straightforward

Stick to 2 or less fonts and keep to similar moods/time era

You can create interest by contrasting serif and sans-serif and the weights (thick and thin)

**User Interface (how you create your website):**

1. Hierarchy: Can be established by use of color (popping colors via contrasting with background)
   1. Use accent tones that are different from general theme
   2. Size (larger objects catch the eyes first)
2. Layout: mix things up with words and text to have website appear more interesting
   1. Keep text line length around 40-60 characters so its not too hard to read.
3. Alignment: Line up different items together to make things look more coherent (right aligned on same line)
4. White space: Use it, it’ll look better and less cluttered.
5. Audience: Keep audience in mind when designing a website.

**User experience (how the user feels when using your website):**

A good user experience won’t be noticed. A bad one will

1. Simplicity: keep things simple and clutter-free
2. Consistency: Be consistent between webpages
3. Use the F-layout: people normally read the first line then the left side. Keep important things on the left hand side.
   1. Alternatively use the Z-pattern
4. All platform design: Have a website that scales between the different platforms
5. Avoid evil practices or forcing people to do things they don’t want to (forcing people to turn off addblock)