**😁Github account:** reymondturbanada2@yahoo.com

<https://codingheroes.io/resources/> - Coding heroes resources

**Designer** – creates the look and feel

**Developer** – builds it.

📝Beautiful Typography

“**Typography** – is the art and technique of arranging type to make written language readable and beautiful.”

1. Use a font-size between 15 and 25 pixels

2. Use (really) Big font sizes for Headlines (32px – 60px)

3. Use line-spacing between 120 and 150%

4. 45 to 90 Characters per line

5. Use good Fonts

Sans-serif = [‘more neutral’, ‘clean’, ‘simple’, ‘modern websites’]

Serif = [‘traditional purposes’, ‘storytelling’, ’long reading’]

How to Choose a Font?

1. Chose a font which reflects the look and feel you want for your website

2. Decide: sans-serif or serif typeface?

3. Use a good font

4. Use only that one typeface

📝 Using Colors like a Pro

1. Use only one base color

2. Use a tool if you want to use more colors

3. Use color to draw attention

4. Never use Black in you design

5. Choose Colors wisely

Psychological effects behind each color

1. **Red** – is a great color to use when power, passion, strength and excitement want to be transmitted. Brighter tones are more energetic and darker. Shades are more powerful and elegant.
2. **Orange** – draws attention without being as overpowering as red. It means cheerfulness and creativity. Orange can be associated with friendliness, confidence and courage.
3. **Yellow** – is energetic and gives the feeling of happiness and liveliness. Also, it associates with curiosity, intelligence, brightness.
4. **Green** – is the color of harmony, nature, life and health. Also, it often associated with money. In design, Green can have a balancing and harmonizing effect.
5. **Blue** – means patience, peace trustworthiness and stability. It is one of the most beloved colors, especially by men. It is associated with professionalism, trust and honor. And that’s actually why the biggest social networks out there use the color blue.
6. **Purple** – is traditionally associated with power, nobility, luxury and mystery.
7. **Pink** – expresses her romance, passivity, care, peace, affection.
8. **Brown** – itself means earthiness, nature, durability, comfort and reliability

📝 Working with Images

1. Put text directly on the image

2. Overlay the image

3. Put your text in a box

4. Blur the image

5. The Floor Fade

📝 Working with Icons

1. Use Icons to list features/steps

2. Use Icons for actions and links

a. Icons should be recognizable

b. Label your icons

3. Icons should not take a center stage

4. Use Icon fonts whenever possible

a. Static Image

b. Vector icon font

📝 Spacing and Layout

1. Use Whitespace

🟡Put whitespace between your elements

🟡Put whitespace between your groups of elements

🟡Put whitespace between your website’s sections

🟡But don’t exaggerate

2. Define Hierarchy

- Whitespace describes invisible relationships between the elements of your website.

a. Define where you want your audience to look first.

b. Establish a flow that corresponds to your content’s message

c. Use whitespace to build that flow

📝 Introduction to User Experience

**User Interface** – is the presentation of a product, how it looks and feels.

**User Experience** – is the overall experience the user has with a product.

*“It’s not just what it looks like and feels like. Design is how it works.”*

-Steve Jobs

📝 Getting Inspired: The Secret Ingredient for Stunning Web Design

Inspiration is absolutely essential, especially for a beginner like you. Believe me, without inspiration, you'll have a hard time to even start anything.

Use other websites as inspiration to see what other leading designers are **Doing Right.**

🟡Collect designs that you like

🟡Try to understand everything about them

🟡Why do they look good?

🟡What do these sites have in common?

🟡How were they built in HTML and CSS?

**Steal** like an artist

📝 8 Super Effective Ways to Improve Your Website’s Conversion

1. Build trust with your future customer
2. Repeat your primary action
3. Grab your user’s attention
4. Tell your user the benefit
5. Don’t ask for too much information
6. Use social proof
7. Use urgency
8. Use scarcity

PRACTICE, PRACTICE, **PRACTICE**

NEVER. STOP. **LEARNING**