**5.1**

**Nicholas LaRaffa, Nathaniel Breeden, Jonathan Winston, Christopher Combs, Da’ Montaye Snipes**

**Typography -** Typography is used to give meaning to any project by allowing users to make meaning of what they are looking at. Whether it is images, backgrounds, or videos, typography is used to coherently explain what and why the project is what it is.

**Colors –** Colors can shape how a user feels about something. For example, people associate red with excitement, so if you use a lot of red on your website people might find it striking. If you use blue people could feel calmer on your site. Not everyone relates colors the same way, some people relate blue to calm, others to sad, and intelligence is also said to be identified to blue. Colors can also help associate your website with a brand or company. An example of this would be McDonalds would have more reds and yellows than blues and greens. Too many colors can make people feel overwhelmed and confused. Certain color schemes can make your design feel flat or to overwhelming.

**Tone of voice-** Tone of Voice isn’t what someone says, but how they say it. It’s the language we use, the way we construct sentences, the sound of our words and the personality we communicate. It is writing what logo, color and typeface are to branding. When we speak to others in person, our non-verbal communication says more than the words themselves. Non-verbal communication consists of facial expressions, tone, cues, gestures, and pitch. Online, we lose all of these except for tone. We can imbue our website with a tone that is distinct, clear, consistent and relevant to the target audience.

**Illustration** & **image** **styles-** Illustrations and images provide visual representation on the topic of the website. If you were working on a website that had to do with a, do it yourself project you would want to have an illustration of someone working. You would also want pictures of things such as tools needed. Images should also coordinate with the background color so the image will not look out of place or cause a distraction.

**Shapes-**

**Communicating meaning**

Shapes can be used to reflect a specific purpose or meaning. Text or icons can help reinforce that meaning when the shape of a surface alone could be ambiguous.

### Shaping components

Shape both helps users identify components and affects how usable they are. The degree to which components can change their shape depends on:

* If a component relies on its shape for identification
* If it has ergonomic requirements, such as a minimum touch target size

**Emphasis**

Because unique shapes stand out, they can direct attention to different parts of a screen.

**Identity**

Shape provides a way for users to recognize components and identify different Material surfaces.

**State**

You can communicate an element’s change of state by using a different shape from the rest of the elements or surfaces in that group. When using shape to indicate a state change, use it consistently with that state, in every instance it occurs.

**Branding**

To express a brand’s visual language throughout an app, use shape in tandem with other customizations (like color) in consistent ways. Small adjustments to shape, applied strategically through an app, contribute to the overall impression a brand makes.