**Important Web Design Tips**

Typography:

* Font size: 15-25px for body text (22px ideal), headlines and titles (30+ px)- reduce font weight for large text for modern, clean look.
* Line Spacing: 120-150%.
* 45-90 characters per line.
* Good fonts: sans-serif typeface (modern websites use this), serif typeface (storyingtelling, long reading).
* Google Web Fonts (no need to download/import to use).
* Google Web Fonts (Sans-Serif): Open Sans, Lato, Raleway, Monsterrat, PT Sans.
* Google Web Fonts (Serif): Cardo, Merriweather, PT Serif.

Use of Colors:

* Use only one base color for the design (besides black, white, or shade of grey).
* *Resource:* “Flat UI Colors” to choose base color and create color palette.
* Always create a color palette before finalizing design.
* Use a stand out color to draw attention (call-to-action buttons).
* Complete black not a common color in modern designs.

Working with Images:

* Use background images to make website more attractive and create more user engagement.
* Can put text over image (but may be unreadable)
* Overlay image with a color then put text over that (much better solution, black overlay looks good but can use other colors and gradient too!):

**.darken {**

**background-image: linear-gradient(rgba(0, 0, 0, 0.5), rgba(0, 0, 0, 0.5)), url(YOUR IMAGE HERE);**

**}**

* Put text in an opaque textbox over image:

**.text-box {**

**background-color: rgba(0, 0, 0, 0.5);**

**color: #fff;**

**display: inline;**

**padding: 10px;**

**}**

* Image blur (powerful and good looking), or out-of-focus area in image (but text must be placed on blurred/out-of-focus area of image in all resolutions -important for responsive web design).
* Floor fade (image fades to black at bottom, overlay with white text). Used when we want text to be placed at bottom of image:

**.floor-fade {**

**background: linear-gradient(to bottom, rgba(0, 0, 0, 0), rgba(0, 0, 0, 0.6) ), url(YOUR IMAGE HERE);**

**}**

Working with Icons:

* Icons improve aesthetics of website and user experience.
* Can also cause confusion to users if used poorly.
* Use icons to list features/products/steps: allows users to quickly browse a website and understand what it’s about.
* Use icons for actions and links (icons should be recognizable and must be labelled).
* Icons should not take center stage in a website.
* **2 types of icons:** icon images and icon fonts.
* Icon fonts use vector images instead of common roster images. **Use icon fonts whenever possible (can be scaled for any resolution).**

Spacing and Layouts:

* Need whitespace to create clean, simple look and feel (between elements, groups of elements, website sections) – don’t exaggerate too much as it may lead to elements looking disconnected.
* Define where you want audience to look first, establish a flow that corresponds to the contents message, use whitespace to develop flow.