# Understanding Color Theory

The art and science of creating the right palate for your website.

Be aware of the mood of your Color Palate.

Red {

Love Energy Intensity

}

Yellow{

Joy Intellect Attention

}

Green{

Freshness Safety Growth

}

Blue{

Stability Trust Serenity

}

Purple{

Royalty Wealth Femininity

}

Of course just using one color would not do.

At some point I Am going to use two to three colors.

Be aware thought that the content that is going to be used has to be in line with the colors chosen.

Analogous Color: Use of colors next to each other on the color wheel.

Complementary Colors: Use of colors opposite each other.

These bring out a certain pop in the website.

Try not to use this for text and text-background

# Understanding Typography and How to Choose A Font.

Fonts Matter.

This makes your design professional.

Since Colors bring out a certain mood, Fonts do the same too.

Serif{

Traditional Stable Respectable

}

Sans-Serif{

Sensible Simple Straightforward

}

Script{

Personal Creative Elegant

}

Display{

Friendly Loud Amusing

}

Modern{

Stylish Chic Smart

}

Don’t Go Overboard with fonts.

Maybe just stick to two fonts per section.

Go for similar moods and time era

The Contrast can depend on the serif-ness of the content and the font-weights.

We do not want the weights to be heavy on a lightly made section.

# Manage ATTENTION with effective User Interface (UI) Design.

1. Hierarchy:
   1. Color that really pop give importance.
   2. Size this bring out the important bit of the content or why the site was made.
2. Layout A user can become bored when looking at the same length of text and they loose track. Do not make it too short or to long.
3. Alignment: How you position each elemnt relevent to each other. Reuce the number of alignment points. Use grid lines to align in the proper manner.
4. White Space Empty space around text or elements. Spacing things out makes it look more expensive. Especially for advertisments.
5. Audience: For example children want colorful concepts not just black and white.

# User Experience (UX) Design.

User Experience is meant to be invinsible

1. Simplicity: Keeping things simple makes things better.
2. Consistency. Keep your designs consisitent. Don’t make your audience confused on how your website works in different pages
3. Reading Patterns. The F pattern. Have important content from the top left to the right then back to left.
4. All Platform design. Think about mobile users. As well as the available space.
5. Don’t Use your Power For Evil lol

CANVA WEBSITE : https://www.canva.com/design/DAEMWslfusU/oQB2xBvfpoUqqw9thmsusg/view?website#4