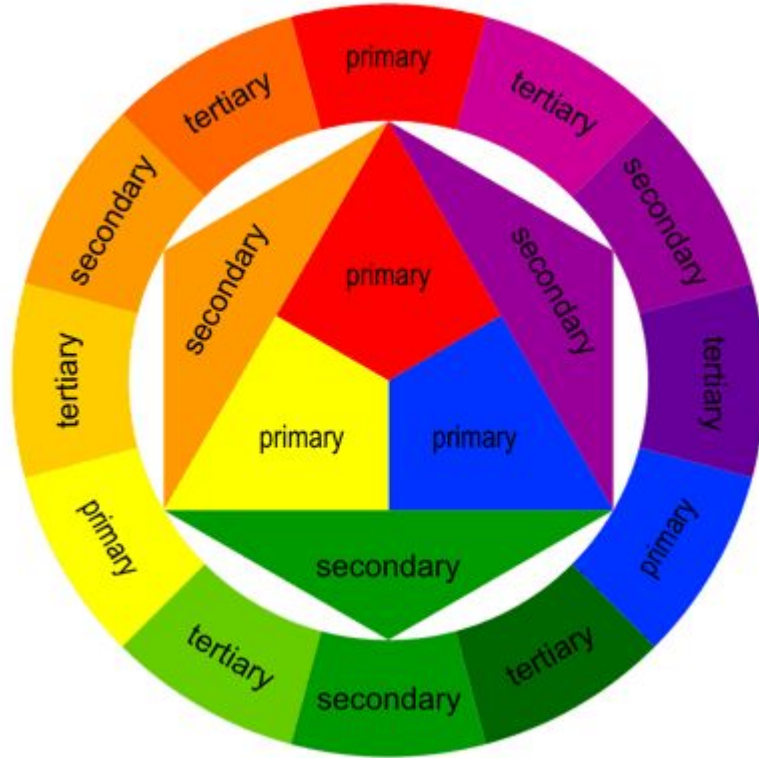


COLOUR & TYPOGRAPHY

Saveena Atwal, Michelle Jachna,
Sarah Luu & Felicia Singh

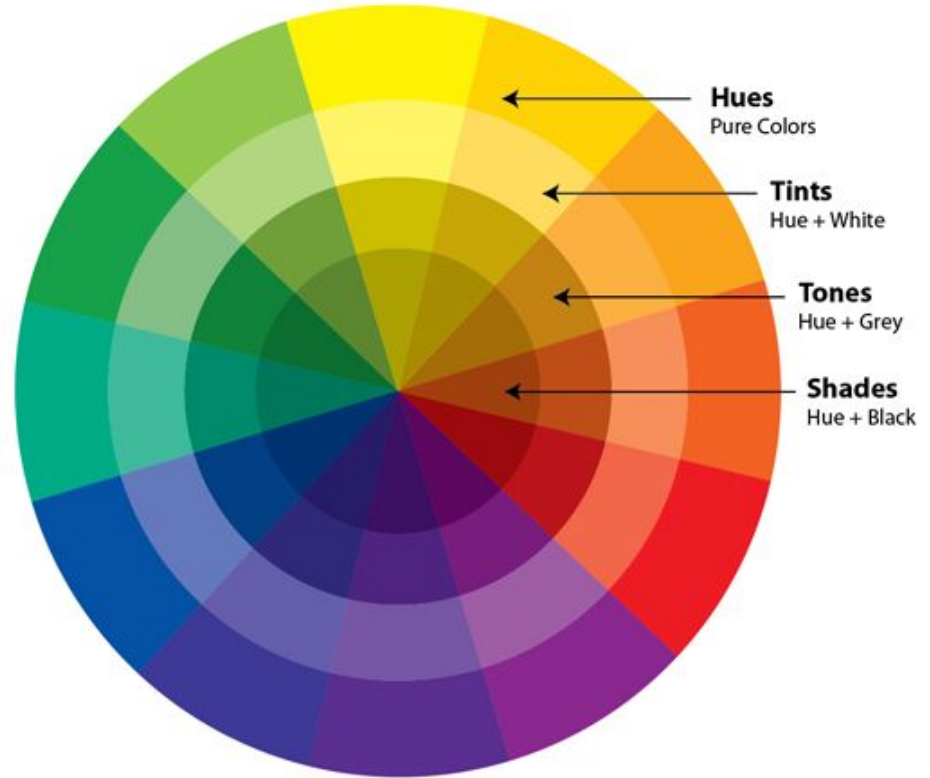
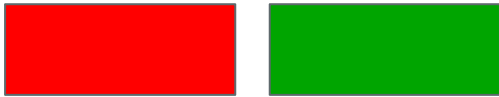
Basic Colour Theory

- Primary Colours
- Secondary Colours
- Tertiary Colours



Tints & Tones & Shades

- Pure colour = hue
- Adding white to a hue = tint
- Adding grey to a hue = tone
- Adding black to a hue = shade



Complementary Colours

- Opposites on the colour wheel
- Works best when one is the main colour and the other is an accent

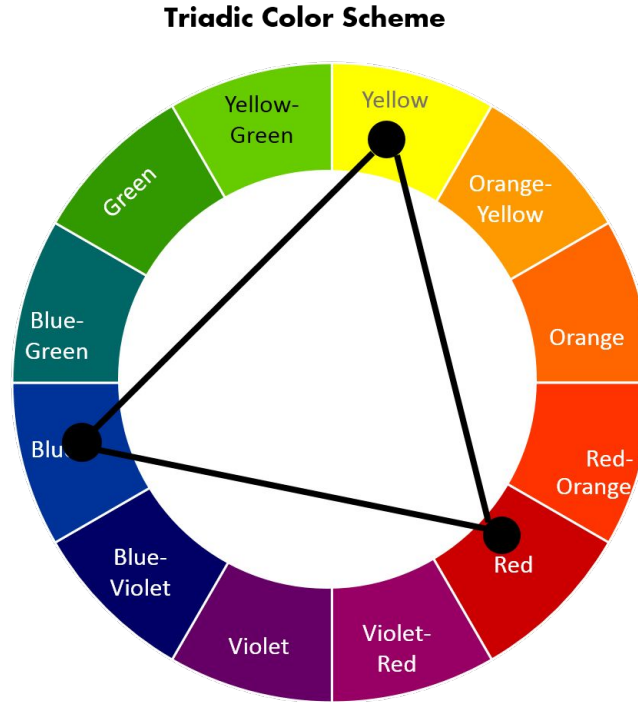
Complementary color combinations

.....

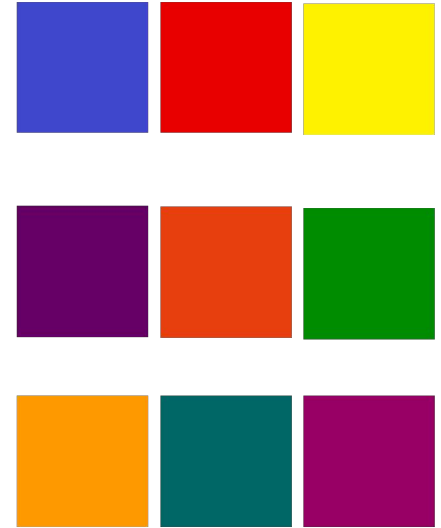


Triad Colours

- Set of three colours that equidistant from each other

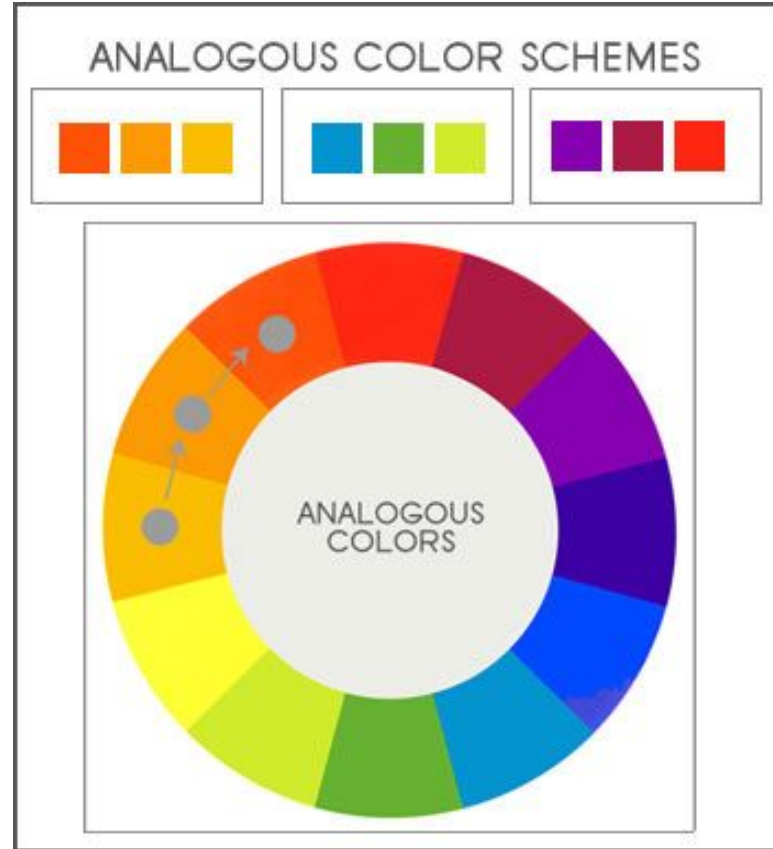


Pair Examples



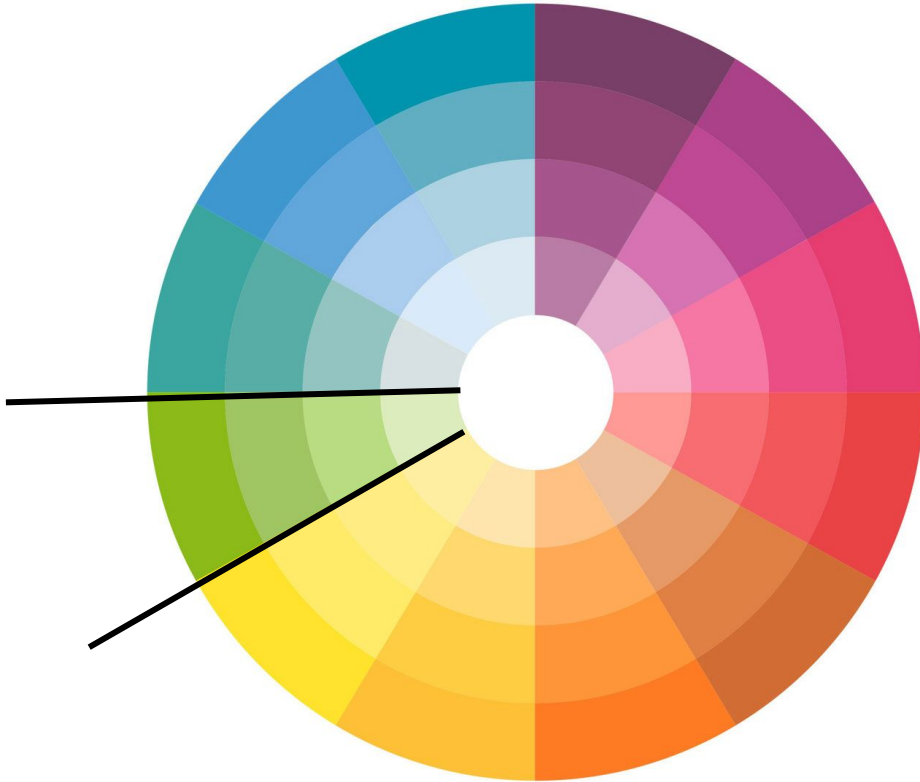
Analogous Colours

- Colours next to each other on the colour wheel
- No matter which two or three you combine, they all share an undertone of the same colour
- Helps create harmonious combination



Monochromatic Colours

- One colour with any of its corresponding tints and shades



Colour & Theme

- Choose an appropriate set of colours to match your desired theme
 - Cool colours or warm colours?
 - Complementary or analogous?
- What emotion are you try to convey?
 - Bright and cheerful?
 - Dark and moody?
- Tips:
 - Warm colours come forward
 - Cool colours recede
 - Have enough contrast for legible and dynamic page
 - Contrast is very important for those with vision impairments
 - Have accent colours to stay consistent across pages
 - Experiment with tints and shades

Choosing the Correct Colour Palette

PERSONALITY of COLOR

What color should you choose for your website?

GREEN Represents wealth, health, tranquility, and nature.

The easiest color for the eye to process, so it has relaxation effects. Green is the No.2 most preferred color by both men and women.

bp WHOLE FOODS MARKET ANIMAL PLANET Tropicana

YELLOW Represents youthfulness, optimism & cheerfulness.

Often used to grab the attention of the audience. Yellow can put strain on the eyes, so you want to use it sparingly.

McDonald's Hertz NATIONAL GEOGRAPHIC BEST BUY

ORANGE Represents friendliness, enthusiasm & creativity.

Promotes people to take action: Buy & Subscribe. Orange attracts impulse shoppers.

amazon Payless Harley-Davidson CASH

RED Represents passion, energy, urgency, excitement, vibrancy & danger.

Often used to create urgency for people to buy. Effective in triggering strong emotional reactions. Restaurants use it to stimulate appetite.

TARGET Kmart Heinz RED ROBIN H&M Coca-Cola

PINK Represents feminine, sweetness, innocence, fertility & romance.

Often used to market services and products to women and young girls.

PINK VICTORIA'S SECRET Barbie Lyft T

PURPLE Represents royalty, wealth, success & wisdom.

Often used in beauty or anti-aging products. Purple has a soothing and calming effect on people.

Crown Royal QATAR Airways THAI Cadbury

BLUE Represents trust, security, stability, peace & calmness.

Often used in businesses and banks to create sense of security & trust in the brand. Blue is the No.1 preferred color by both men & women.

Oral-B AMERICAN EXPRESS GE DELL

GRAY Represents neutral, simplicity, calm, futuristic & logic.

It lacks emotion and is associated with technology, industry, precision, control, competence and even sophistication.

Apple Mercedes-Benz Bosch TESLA

BLACK Represents power, luxury, sophistication & elegance.

Often used to market luxury brands to evoke professionalism, strength & precision.

CHANEL ROLEX ROYCE UNDER ARMOUR L'ORÉAL PARIS

Choosing the Correct Colour Palette

- 1. Choose your dominant/main/base colour
 - This colour will help bring out certain emotions or a mood when people arrive on your website!
- 2. Choose your accent colours
 - They make your design more interesting (and professional), you need accent colours to highlight attention -worthy parts of your website. They colour contrast sets importance.
- 3. Choose your background colour (if applicable)
 - Keep people who are colour blind in mind and don't use overly bold/bright colours! Make your design accessible for all. Avoid low contrast for text.
- Tips:
 - Using fewer colours makes it easier to establish a unified design especially for a brand.
 - If using a background image, base your palette around that and your theme.
 - If having trouble, design in grayscale first.

Wrong Examples of Applying Colour to Web



Wrong Examples Cont.

Content | Media | Site Map | Mastery Membership & Login | FREE Newsletter Sign Up | Current News & Videos | SPECIALS, Facebook, Twitter & YouTube

Try FREE:

1. Sharing Transformations Make-Money Affiliation
2. Chakra/ColorAlchemy
3. Feng Shui SOULutions Consistent RESULTS
4. http://bit.ly/JamiLin_Radio1
5. http://bit.ly/NEWS_opt-in

Inner Balance - Outer Beauty
60 yrs young do what I do!
ageless-skin-care.com

Jami's Cool Stuff | Feng Shui | Chakra & ColorAlchemy | HEMP inBeauty | Ageless Youthful Skin Care | House Astrology | Interior Design | Affiliates | Sharing Transformations

Jami Lin's Musings | Jami LIVE! | Exclusive Products | FREE Secrets | About & Services

SHAPE

I love, Love, LOVE helping you evolve and raise your consciousness with...

Free!
Anti-Aging Secrets
out of your Kitchen
FREE Look Younger Tracking System
HEMP is the NEW Hemp Youth Secrets YOUTH Cure

May my passions also become yours...

1. Sharing Transformations: MAKE MONEY Affiliate Program and YOUR Personal Web Site!

2. "Jami EVENTS" Calendar & My Sharing Social Media site

3. Jami Lin's opening ceremony at Earth Dance inspires personal and global transformation.

Jami Lin's EarthDance 2013 keynote

Experience Sacred Geometry, the Rainbow Bridge

59 years young! My age is my testimonial!

RUDGWICK SITE | 4 ENTRIES/CAMP | 8 2013 SHOW PIC | 8 2011 SHOW PIC | 12 PICS RUDGWICK | 15 SHOW PICTURE

PRESENTING OUR 30th ANNUAL SHOW

145841 VISITORS

WELCOME TO OUR WEBSITE....

GREAT BRITISH ENGINEERING AT ITS BEST **A REAL FAMILY PACKED COUNTRY SHOW WITH SO MUCH TO SEE & DO!**

30th RUDGWICK COUNTRY SHOW

THE COUNTRY SHOW WITH A BIG DIFFERENCE

SAT 27th SUN 28th & MON 29th AUGUST 2016

44 ACRES OF SHOW

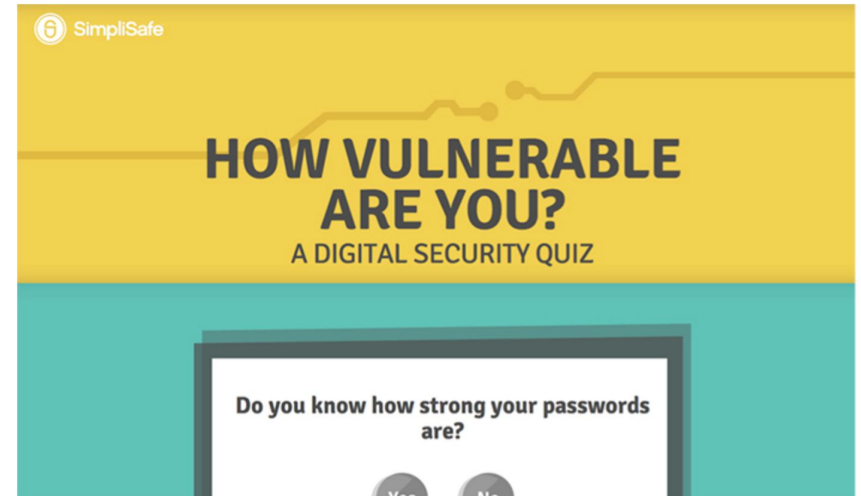
GREAT FUN FOR KIDS!

SEE ALL THE PICTURES & SLIDESHOWS OF PREVIOUS YEARS

Correct Examples of Applying Colour to Web

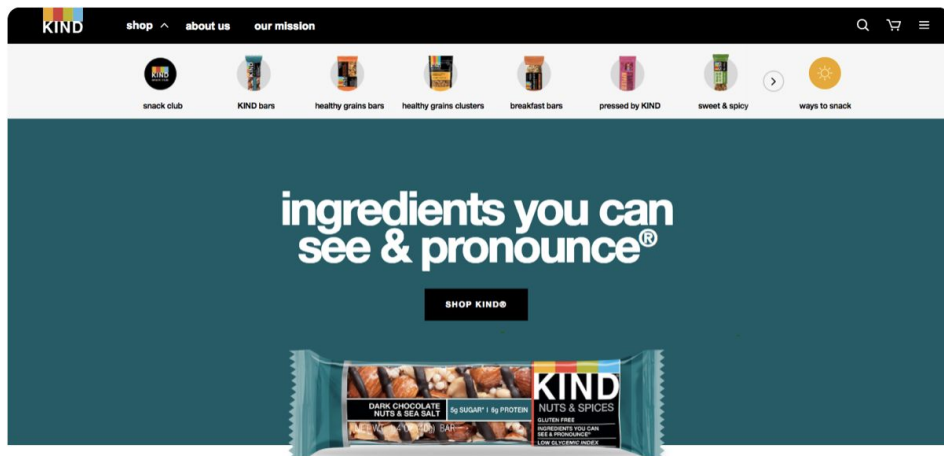


Quoterobot⁴ uses a simple complementary colour scheme with a dominant cyan background and an orange accent colour.

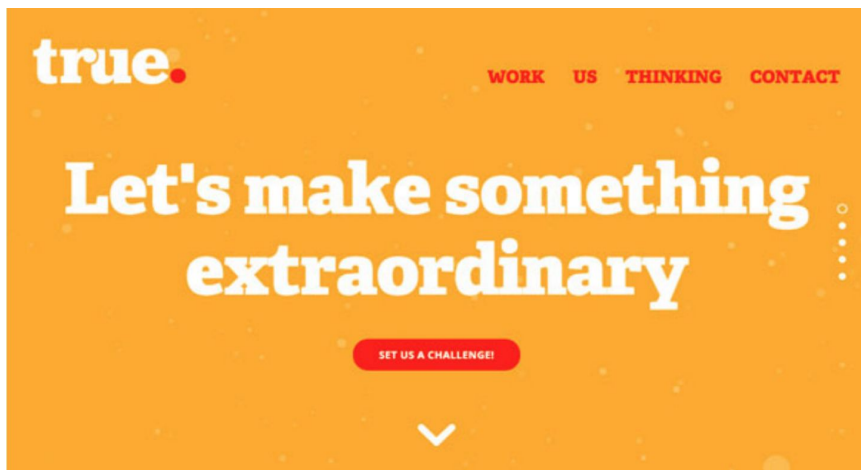


Simplisafe's [digital security quiz](#) makes use of a pastel like color palette. The muted background colors, while in large portions, never seem to overwhelm the viewer while still commanding a strong prescience.

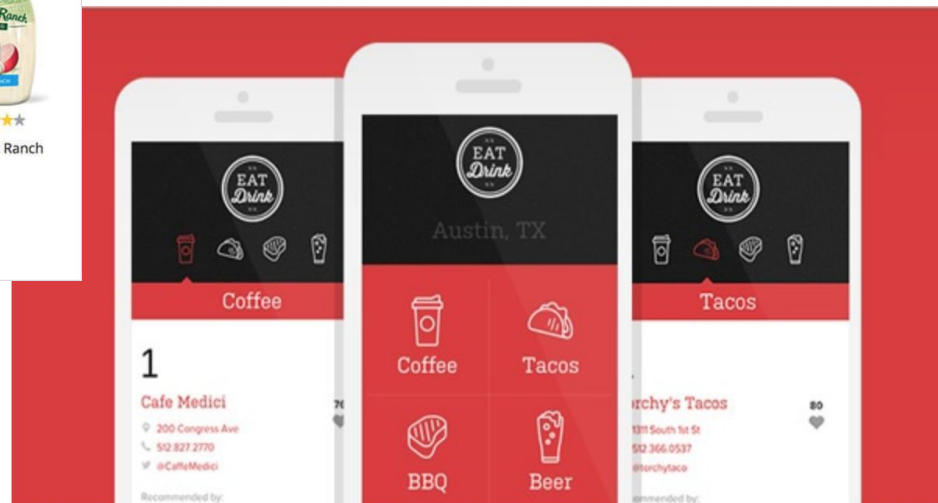
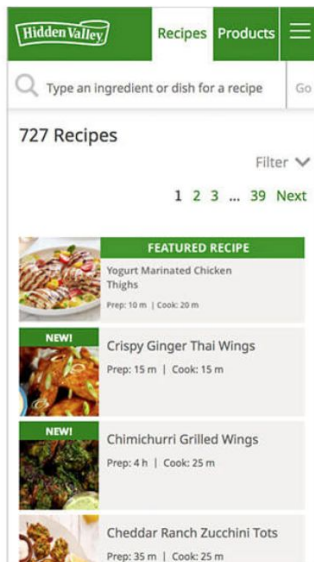
Correct Examples Cont.



Correct Examples Cont.



Correct Examples Cont.



Typefaces vs. Fonts

- Typeface
 - A particular design of type, usually gathers many fonts
 - Refers to a font family at large
- Font
 - A type in a particular size and weight
 - Refers to the particular files available for that font family

Typeface = the design

Font = the file

Font Family = the collection of files

Serif

- Has a line finishing off the stroke of a letter in certain typefaces
 - Example: Times New Roman

RETRO NEKA SLAB BLACK 130 PT
BEHANCE NEKA SLAB BOLD 82 PT
SWEET SLAB NEKA SLAB BOOK ITALIC 75 PT
VOERICANO NEKA SLAB THIN 73 PT
Hambook & Gloucester NEKA SLAB BOOK 65 PT
RESOLUTION NEKA SLAB REGULAR 88 PT
COUNTERM NEKA SLAB BOLD 76 PT

Sans-serif

- A style of type without serifs
 - Example: Calibri



Script

- Based on the fluid stroke created by handwriting
 - Example: *Pinyon Script*

Love	Angel
Peace	Family
Faith	Sweet
Happy	Free
Beautiful	Saved
Princess	Fearless
Fighter	Believe
Blessed	Dream
Breathe	Lucky
Nope	Rebel

Decorative

- Used for ornamental or decorative purposes (NOT body text)
 - Example: *PERMANENT MARKER*

STENCIL

ROSEWOOD

Magneto

COLLECTOR

Monospace

- All letters and characters occupy the same amount of horizontal space
 - Example: Roboto Mono



The diagram illustrates the difference between proportional and monospace fonts. It consists of two rows of text. The top row, labeled 'Proportional', shows the word 'Proportional' where each letter is contained within a vertical bar of varying width, reflecting its natural shape. The bottom row, labeled 'Monospace', shows the word 'Monospace' where each letter is contained within a vertical bar of uniform width, regardless of the letter's actual shape. This visualizes how monospace fonts allocate equal horizontal space to all characters.

Proportional

Monospace

Applying Fonts To Web: Key Factors

- Font Choice
 - What feeling are you evoking in your webpage?
- Font Weights
 - Weight helps create hierarchy in the elements of your webpage
 - Our eyes are drawn to heavier fonts
- Font Size
 - Size also creates hierarchy
 - We're drawn to larger fonts.
- Consistency
 - No matter what you choose, Keep It Consistent!

Choosing Fonts For Websites

- Start off small: two fonts
 - Pair typefaces by similarities or contrasts
- Consider readability
 - Don't use script/decorative fonts for body copy
- Keep consistency in mind
- Play with styles
 - Instead of choosing another font, use a different *style* for the font.
 - Think about italic, bold, thin weight, thicker weight, etc...

Playing with Typography

- Pay attention to flow.
 - Long lines are harder to read
 - Don't ignore line height
- Think about visual hierarchy
 - Helps with readability
- Accessibility
 - Is the contrast high enough between background and font colour?
 - Coding: is text able to be read top-to-bottom by screen readers successfully?
- Consider your website's purpose
 - Does text require to be easy to read?
 - Are your users expected to read long paragraphs of text?
 - Is the typography more of a graphic design element or an element meant to be accessed and read easily?

How Not To Apply Typography to Web

The Home page of Randy Constan

alias *Peter Pan*

My Visions, My dreams, my life

*A journey of 1000 miles begins with a first step
(...Not sure who said this, some say Confucius, other say King Lau Tzu.
But my Dad used to say it ALL the time.)*

The Internet has made it possible to make all of our thoughts available to everyone... quite literally, the whole world! In doing so, our capacity to touch lives, make friends, and share interests has been multiplied beyond anything before in history. Well I, for one, have a lot to share. So much in fact, that I've avoided starting this process for a very long time, as it seemed an endless task. But as my Father always said, a journey of 1000 miles begins with the first step!

So with that said, here is my 'home home' page. No, I didn't mistype. My interests are sufficiently diverse, that this starting 'home' page will also serve as a launch pad for many home pages, kind of a 'site map' to my life! That may or may not make sense, but it will help me to organize my thinking a little! Bear with me though, as this is a labor of love that will likely branch out a long way. And though one of my many interests is computer programming, building web sites is something I've still much to learn about.



Peter Pan's Home page!

My business card says 'Contractor, Inventor, Engineer, Eternal Child'. That last item should give you some insight into myself, and that's what this site is about. It may seem to be more of a vanity page than anything else, but it is more. It is an opportunity to share my dreams and through doing so, make new friends and see just how many other 'eternal children' are out there.

My Music

As a guitarist for many years, I've done some songwriting, played in some bands, and have worked extensively with miks, electronics, and software to enhance my craft. Recent technical much encouragement from fans and friends, I've compiled a CD with several original tunes (plus one 'cover' song) ranging in style from rock/alternative to 'techno' to latin and light jazz. Rock version of the familiar 'I want You (Just For Me)'. All the instrumentation, vocals, and arrangements on this CD are my own, and your purchase of this CD will aid both charities as well! Rankings, some with canned backgrounds and others live, in both swing/bop styles as well as some less structured free improvisation. Enjoy!



Through The Cracks Ministries

I make no claim to being a prophet or special messenger of any kind, but it doesn't take any special gift to see how many religious organizations are failing to cry

Official Esther Williams Website

Official Esther Williams Website



Welcome to the Official
Esther Williams Website
Love, Esther Williams

[Home](#) | [Swimwear](#) | [Films](#) | [Photos](#) | [Music](#) | [Biography](#) | [News](#) | [Contact Us](#)

SHOP BY PRODUCT

All Swimwear
Regular Size Classic Swimwear
Plus Size Classic Swimwear

SWIMWEAR CATEGORIES

Classic Sheath
2-Piece Classic Sheath
Classic Bandeau
Classic Tank

Home

Welcome To All Of Our Wonderful Esther Williams Fans
Enjoy Esther Williams Swimwear!

[JOIN US ON FACEBOOK!](#)

Happy Birthday Esther Williams!



Bad Examples Cont.

CAR LEASING
Want a cheap new lease car?
Start HERE!

My cheapest leasing deals!

ABARTH CAR LEASING

500

ALFA ROMEO LEASE CARS

159
159 Sportwagon

LINGS CARS.com
UK CONTRACT HIRE CARS FROM LING VALENTINE
Version 237.1.10996M You can trust me! ... In 2010 I rented over £35million of cars (at RRP)

FREE "Ling" collector's badges

CAR LEASING - CONTRACT HIRE - CHEAP LEASE CARS

Home Cars and Vans How It Works Price Lists About Ling Customers Fun Stuff Quote/Order

Business Customer Pricing Personal Customer Pricing

chat click for live chat LIVE WEBCAM I'm online, LIVE + KICKING on twitter!

search a car!

Qashqai 1.6 Visia Go

Intro Film News Blog Office TV Contact Moan Links Play Quiz Privacy Policy Google Visitors

You can't find a car? Apply for a CAR QUOTE

Richard Farleigh - "I wanted to invest; I was amazed by Ling's complete lack of nerves, and also by her business acumen."

Duncan Bannatyne - "I wanted to invest... but ye turned me doon!"

Deborah Meaden - "Harrumph! I'm out!"

VIZ Ling is OFFICIAL VIZ ethnic business ambassador!

View LIVE visitors: 33 online

Google Spider Food --->

AS SEEN ON TV TWO DRAGONS DEN

OLD CAR CHEAP INSURANCE

Hit I am Ling from Dragons Den. I lease cheap new cars!

BEST RATES IN THE

The John Collins Family would like to take this opportunity to tell you about our sparkling clean, beautifully decorated, 2 to 6 bedroom, 3 bath homes. Owner-operated for affordability, and located next to the spectacularly scenic Wasatch Mountains, ski resorts and city amenities, the homes can be rented on a DAILY, WEEKLY & monthly basis.

MEMBER OF SALT LAKE VISITORS & CONVENTION BUREAU, UTAH APARTMENT ASSOCIATION & UTAH LODGING ASSOCIATION.

OAKS AT WASATCH SKI

COTTONWOOD CANYON SKI

FT. UNION POWDER SKI

Admin

- Ling V. ★★★★★
- Offline Guy ★★★★★
- Offline Jon ★★★★★

Aftersales

- Offline Emma M. ★★★★★
- Offline IT
- Offline Jamie ★★★★★
- Offline Chris ★★★★★

COMODO EXCEL SITE

Good Examples



WHO AM I

I'm a UI/Web Designer and Developer from Finland who works with the wonderful people at [Kisko Labs](#). I've been designing web sites for over a decade.

[View about](#)

LATEST FROM BLOG

I wrote about fluid image replacement techniques and how to make sure that text content is visible to search engines and screen readers.

[View blog](#)

CONTACT ME

If you want a quick reply, send me a tweet on [Twitter](#). If you need more than one hundred and forty characters you can always send an email.

[Send email](#)



Tasks

- Practice Task
 - Together we'll create palettes using the adobe color website
 - We will also look for fonts that match the types we learned about today.
- Final Task
 - A final portfolio-worthy task to be work on for the rest of the class.
 - Go to michelle's page: <https://chell-github.github.io/> for the instructions on this task.
- Notes:
 - Both tasks must be handed in!
 - Practice task will be a completion mark.
 - Rubrics for both tasks will be found on the instructions page.