**COLOUR**

* + *Terminology* :

Colour terminology is to help and understand Human responses and the way human see the colour and react to it.

There are different types of colour terminology they are as follows:

1. Hue: Green, red and orange are the Hue colour which has no black or white added.
2. Tint: adding white with the colours.
3. Shade: shade means adding black with the mixture of colours.
4. Tone: when we add grey with the colours known as Tone.
5. Saturation: is known as the pure colour with added white and black.
   * *Model:*

Mixing of various colours make a colour model.

There are mainly two types of colour model subtractive and additive colour model.

Additive colour model: when lots of primary colours are added to the colour to make a hue is known as additive colour model

Subtractive colour model: when all the colours are not seen except one colour is known as subtractive colour model. Like if in a paper we can see only colour green that means except green all other colours are absorbed by the paper.

* + *Wheels:*

The arrangement of colours known as colour wheel where the complementary colour are arranged opposite to each other and primary colours are arranged in the equal distance of the colour wheel circle and the secondary colour contain one primary colour and the tertiary colour is more complex with the mixture of one secondary and one primary colour.

* + *Schemes:*

Schemes are the colour schemes of harmonious combinations of colours.

Various types of colours schemes are

1. Monochromatic
2. Analogous
3. Complementary
4. Tetradic
5. Triadic
6. Split complementary
   * *Psychology:*

Colour psychology is very important aspect of business as it impact the audience target, customers and their feelings. Like the red, orange and yellow are the warm colours and the blue, green and grey are the cool colours. So mostly we have cool colours background.

**TYPOGRAPHY**

* + *Fonts:*

Fonts can have different characteristics like group of fonts or informal and formal fonts to style the letters.

* + *Serif/Sans Serif:*

Serif fonts are those which have the decorative strokes at the end of the letters like Times Roman and serif fonts are widely used for the media.

Whereas sans serif doesn’t have any decorative strokes. They are very clear simple modern fonts which are used for business and professional websites like Verdana.

* + *Decorative:*

Decorative fonts are heavily ornamented and used for headings or pure decoration. These fonts are less understandable and hard to read clearly like Gothic.

* + *Formal/Informal:*

Formal fonts are appropriate for texts and suitable for legal documents and scientific articles.

Informal fonts are more casual and friendly which are used for informal purposes or decorating texts, headings and media.

**LAYOUT**

* + *Consistency:*

A website should be consistent with colour, size and images.

Appropriate fonts of text should be consistent to look formal and nice.

The position of the images should be consistent.

* + *Hierarchy:*

The position of the website layout, the way the layout is arranged from top to bottom and left to right is known as Hierarchy. In Hierarchy the arrangement of the layout and position is very important.

* + *Emphasis:*

Use bright colours to highlight the content and contrast colour to emphasis the difference. And the text are arranged where the audience with see the most with proper white space around to emphasis the content of the website.

* + *Balance:*

The position, text, image should be balanced with proper white spacing and same distance. White spacing is used as a background colour but white spacing is not necessary to be white colour it may be other cool colours like grey, blue or anything other colour.

* + *Unity:*

Unity means the information should be accurate and understandable. Too many information can confuse the viewers to understand and too little information will be inaccurate to understand. so the information has to fit the screen and with exact amount of information.

**VISUAL DESIGN**

* + *Lines:*

Different types of lines have different meanings like horizontal lines are meant to be calm and diagonal lines suggest movement. Lines can be used in borders to separate the section of the layout.

* + *Shapes:*

Shapes are used to enclosed items on the screen .

* + *Texture:*

Texture is the look of the website or images with different colours and shapes or 3D effect of the website.

* + *Movement:*

Lines and shapes in asymmetrical orientation can give the movement to the website. This give more dynamic look to the website with more visual and emphasis to the website.