

Principles of Web Design:

- Color theory
- User interface design
- Typography
- User experience Design

Color Theory:

- Moods:
 - Red: love, energy, intensity
 - Yellow: joy, intellect, attention
 - Green: freshness, safety, growth
 - Blue: stability, trust, serenity
 - Purple: royalty, wealth, femininity
- Analogous Colors
 - Work well together (nav bars or body) (logo & backgrounds)

Typography:

- Meanings
 - Serif: traditional, stable, respectable
 - Sans-serif: sensible, simple, straightforward
 - Script: personal, creative, elegant
 - Display: friendly, loud, amusing
 - Modern: stylish, chich, smart

User interface:

- Size
- Layout: block of text vs images
 - 40-60 characters per line
- Alignment: how you position each element on the screen relative to each other.
- White space
- Audience: design for your audience

User experience

- Simplicity: simple = better
- Consistency: keep the functionality of the product consistent.
- Reading patterns: F pattern is the most common. (Use bullet points or F-layout)
- All platforms design
 - Having a website that scales to mobile size if essential.
- Don't use your powers for evil?
 - Clickbait