



Colour theory:  
What is the predominate color, color have moods

# Moods



Analogous color, the closed by colors  
Complementary color :pop out

Fonts:

Serif => when you are more serious like newspaper.

Two fonts in one design! Don't use a lot

Picks fonts in Serif and sans-serif family.

Reduce the number of alignments

The importance of white space! White space makes things more expensive, inject white space!

UX:

1. Simple
  2. Consistent
  3. the F layout! People reads top and left  
Or the Z layout!
  4. All platform available
  5. Don't use your power of evil. (Dark patterns) -tricking user for your own advantage
- Great for design!

<https://www.canva.com/>

<https://www.zhihu.com/question/19573039>

<https://thenounproject.com/>