WEB DESIGN PRINCIPLES

Colour Theory

User Interface Design

Typography

User Experience Design

The App Brewery
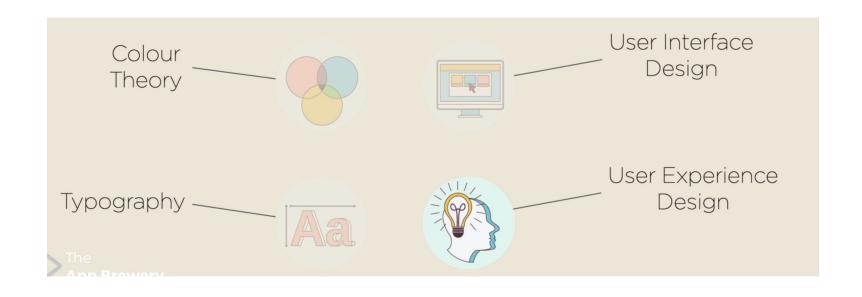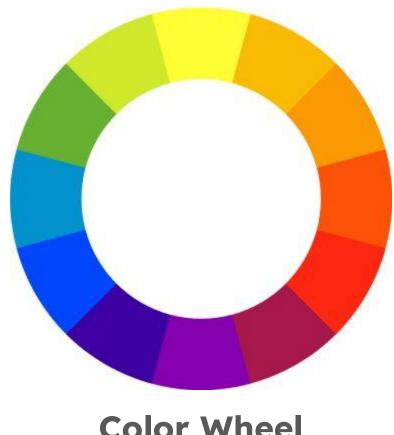
1. Color Theory

Moods Associated with Colors:

- Red: Love, energy, intensity
- Yellow: Joy, intellect, attention
- Green: Freshness, safety, growth
- Blue: Stability, trust, security
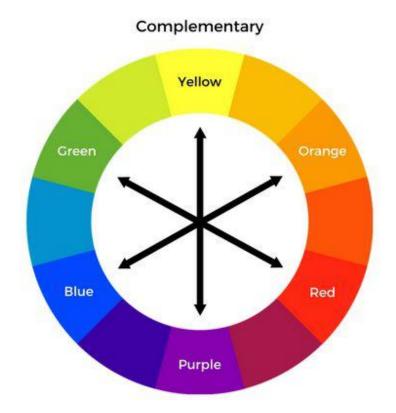- Purple: Royalty, wealth, femininity

Examples:

- Red: Call to action (e.g., buttons)
- Yellow: Used for controversy/logos
- Green: Common in grocery/vegetable websites
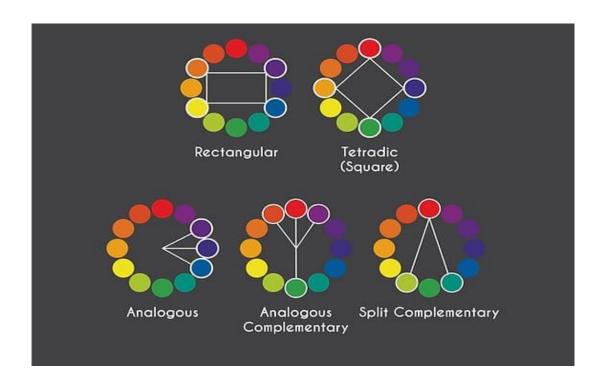- Blue: Banking apps paypal
- Purple: Loan apps (e.g.) slice

Color Wheel

2. Analogous Colors

COLORCOMBINATION

Monochromatic　　　Complementary　　　Triadic

4. Typography

- **Definition: The technique of structuring letters and words to improve legibility, readability, and navigation on a website**

- **Typography impacts ambiance and layout**

- **Each text has a typeface that influences the user experience and visual design**

THE EMOTION BEHIND FONTS

SERIF

Traditional
Minion Pro

STABLE
Trajan

RESPECTABLE
Baskerville

SANS-SERIF

Sensible
Helvetica

SIMPLE
Avenir

STRAIGHTFORWARD
Din

SCRIPT

Personal
Freestyle Script

Creative
Adios Script Pro

Elegant
Snell Roundhand

DISPLAY

Friendly
Vag Rounded

LOUD
Gin

Amusing
Thirsty Rough

MODERN

STYLISH
Sackers Gothic

CHIC
Gotham

SMART
Futura

User Interface Design

1. Hierarchy

   The most important information needs to be conveyed first.
   It can be implemented by color, font, size.

2. Layout

   Instead of using text all along the website, developers can create websites with blocks of text, pictures, different sizes, and shapes.
   40–60 characters per line result in good layout of the text blocks.

3. Alignment
- Aligning elements in a proper way helps to make good design.
- Use fewer alignment points – it makes design coherent and professional.
- Use grid lines to make good design.

4. White Space
- Adding white space around elements makes the design more minimalistic and elevated.

5. Audience
- Design websites based on the audience, even if it's very targeted.
- Know about the audience – study about them and listen to them.
- Create based on type of visitors.

User Experience (UX) Design

UX design is the process design teams use to create products that provide meaningful and relevant experiences to users.

1. Simplicity
Make websites more simple, easy to view and understand.

2. Consistency
Inconsistent design makes users or audience have a bad experience.

3. Reading Pattern
- F-Layout: Logo at the top left.(This pattern goes from left to right)
- Z-Layout: Left to right or vice versa.

4. All Platform Design
- Make designs that are easily adaptable to any device.
- Make design responsive.

Thank you.