Tracy Osborn Web Design for Non Designers PyCon 2016

She started by tellling about herself that is about her coding background that is about 7 years ago she started Coding journey. Then 7 years later she started a startup.

She aimed this video to reach for non designers to get basic ideas of designing

Her Views for Creating Effective designs –
Starting with clutter – Grid – Line things up->pixel differences are deifinitily unconsiously noticed

Colour principles -> keep your colour complimentary – Colourlovers is a webstie to help webdesigner build effective attractive designs

Fonts ->2 differnt fonts are good for thumb – Dont use much of fancy fonts -Vary weights , italics but dont make it complex- Type wolf is website it contains best 30 fonts according to google for website

White spaces- they are also important in designing- its look nice according to the way it is arranged

Most important action is site must be easy to use and find
Content principle must be – Less is more – Make big paragraph break into bulletins – Highlights important points in bulletin to make the visitors eye catching

About Headlines – Keep it short & make use of natural friendly language
Images – Keep in mind abot the size of the image file to be there in the website
You dont need to be original- Steps-1-inspiration and sketch all ideas 2-Mock it up [use GIMP , Illustrator etc] 3- Build it up

Practice Practice Practice !!!