Introduction to Web Design:

* “You only have 3 seconds to make a good impression”
* The better the website looks, the more people are willing to spend on the products offered by the website.
* Diagram

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Understanding Color Theory:

* Color theory is both the science and art of using color. It explains how humans perceive color; and the visual effects of how colors mix, match or contrast with each other.
* Color should support the message of the logo!
* A picture containing timeline

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* Example of red:
* A picture containing text

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* Example of Yellow:
* Text

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* Yellow is attention grabbing (too attention grabbing??)
* Example of Green:
* Graphical user interface, website

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* Lots of grocery companies will use this color (edible)
* Example of Blue:
* Graphical user interface, website

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* Lots of companies that need to convey trust (financial, crypto, banking)
* Example of Purple:
* Graphical user interface, website

  Description automatically generated
* Signify wealth, lots of feminine websites
* Combining Colors:
  + Analogous Colors: Mixture of colors that are adjacent on the color wheel:
  + A picture containing diagram

    Description automatically generated
  + Analogous colors are harmonious and work well together (good for navigation or body, not good for attention grabbing)
  + Complementary Colors: clashing color palette that mixes colors opposite each other on the color wheel:
  + A picture containing diagram

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  + Creates a pop! Makes things stand out (logos, icons)
  + Should not use complementary palettes to style texts or text backgrounds with it (disturbs eyes)
  + Chart

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  + Different methods of creating palettes for your website.
  + <https://color.adobe.com/create/color-wheel>
  + <https://colorhunt.co/palettes/popular>
* Typography:
  + Definition: The style and appearance of printed matter
  + Why is typography important?
  + Fonts convey meaning within the print
  + Two large families in Fonts:
    - Serif: they have little feet at the bottom, inspired by marble carvings of the days of yore. (little feet that extend from the central beam of the font. It conveys a more serious, authoritative tone; as well as age to its message.
      * Some Serif substyles include:
        + Old Style
        + Transitional
        + Modern
      * The more exaggerated the thickness and thinnest parts of the fonts are, the more modern it looks.
      * A picture containing diagram

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  + It is highly recommended to stick to two fonts when working on a webpage.
    - Find fonts that have similar moods to each other
    - Find fonts that have similar time eras as well
  + When working with contrast fonts
    - Use opposing subtypes within the same family (e.g. serif and san serif)
    - Using opposing weights between fonts
* Manage Attention with effective User Interface (UI) Design
  + Hierarchy
    - Help prioritize the information that is displayed. This is visibly done by font weight, as well as font color.