Web design

# Dr. Angela advices

## Color mood

1. Red: Love, energy, intensity, danger
2. Yellow: joy, intellect, attention, warning
3. Green: freshness, safety, growth, success, progress
4. Blue: stable, trusty, serenity, primary
5. Purple: royal, wealth, feminnity
6. Black: sophisticated, classic, serious
7. Grey: secondary
8. Use the opposite color for the background to make your item “pops out”.
9. Analogus color palette: Colors that are right next to eachothers in the color wheel looks harmonious and and work well together. My theory is maybe contras was disturbing and a danger back in the ancient time, like colorful poisonous reptiles and fishes or blood on a leaf.

## Font

1. Serif type font is serious, authoritative, and old. Good for letterhead for legal company, magazine of achitectural design.
   1. Modern style serif: didot
   2. Old style serif
2. Font mood:
   1. Serif: traditional, stable, respectable, authoritative.
   2. San-serif: sensible, simple, straightfoward.
3. High decorative font is more beautiful but require more effort to read which in the long run can cause the reader unwilling to continue.
4. Human eyes tend to look at the biggest boldest thing first and we can use that to make hierarcy in our websites.
5. Allignment, don’t use mixed alignment so the letter will not look messy and unorganized.
6. White space (less words on the display/distance to each other items) make the product looks more legit/high quality.
7. Design for your audience/what type is your audience.
8. Think simple things deeply. (not from angela but from my own tought).
9. The 4 pilars of web design: color, font, hierarcy, user experience.
10. I think first we should decide the theme of what we are showing such as: graph/math, nature, automotive, electronic, etc.