**Typography**

“the art and technique of arranging type to make written language readable and beautiful”

Good typography can make any design look very professional. Some guidelines:

1. Use a font size between 15-25px for body text (For headlines and titles use bigger font sizes).
2. Use line spacing between 120%-150% of the font size
3. 45 – 90 characters per line
4. Use good Fonts:

**San serif type faces:**

* Neutral looking
* Clean
* Simple
* Used in a lot of modern websites and apps

**Serif type face:**

* Traditional purposes
* Story telling
* Long reading

[Google fonts](https://www.google.com/fonts) is a very nice tool for using fonts without downloading files.

**Colors**

1. Use a single Base color for the design (base != black, white, shades of gray) base will be used for text and background
2. Use a Color Wheel Tool. They use the color theory to choose the best combination.
3. Use color to draw attention to important elements
4. Never use black in your design (black almost never appears in the real world therefore looks somewhat unnatural)
5. Choose colors wisely (note – really good lecture on what colors represent)

Putting text on img

1. Put text directly on an image – works only with enough contrast between text and img. Can make text very difficult to read.
2. Overlay img with a color, color gradiants etc
3. Text box – should be opaque so you can still see the img beneath it
4. Img blur – blur the whole img or use an out of focus part of the img
5. The floor fade – a technique where an img suddenly fades towards black at the bottom, with white text over it.

**Using Icons**

1. Use icons to list features/steps
2. Use icons for actions and links – 2 important rules:
   1. Icon must be instantly recognizable and clearly interpreted
   2. Label your icons in order to avoid confusion
3. icons should have a supporting role in the design
4. use icon fonts whenever possible – vectors scale endlessly up or down for any resolution

**White space**

1. Use whitespace. Put it:
   1. between your elements
   2. between your groups of elements
   3. between your sections
2. Use the whitespace to Define Hierarchy. Whitespace is related to visual hierarchy which gives your webpage order. Follow these guidelines:
   1. Define where you want your audience to look first
   2. Establish a flow that corresponds to your contents message
   3. Use whitespace to build that flow