

## \* Design

The main elements are :

- 1) line
- 2) text
- 3) color
- 4) Shape
- 5) Graphic element such as image & icon

1) Lines - colors, size, shape  
Direction, seen or not, directing the eyes  
Lines thickness - bold, broad lines

\* Web typography is comparable to print typography but it also needs to take additional things into account to make reading easier across all screen sizes.

To make reading enjoyable there is some type of graphic elements that must be properly balanced. These are

- Type
- Size
- Color
- Line height
- Letter shape

2) Color - mood, brand identification  
evoking emotions  
RGB, CMYK color scheme.

## Qualities of color.

- 1) Hue
- 2) Tint
- 3) Tone
- 4) Shaded
- 5) Saturation

1) Hue - How closely or differently a hue can be compared to the primary colors.

2) Tint - Multiplying a color by adding grey

3) Tone - Make it lighter by mixing it with white.

4) Shaded - It is next element and this is when we create a shaded version of a hue by adding black.

5) Saturation - The intensity of a color is described by its saturation. When the Saturation is reduced, the color becomes faded and lighter while increasing saturation makes it richer and darker. These terms light blue and dark green refer to variation in saturation.

4) Shape - Shapes have ability to draw attention to layout.

Types of Shapes -

1) Geometric

2) Organic

3) Abstract.

i) Geometric - Accuracy and structured  
e.g mathematical square, circle and triangles.

ii) Organic - (lack sharp edges, feel smooth and natural), give layout emphasis.

iii) Abstract - Present reality minimally

5) Images - popular and accessible  
Images draw in and direct attention

6) Space - The area that shape occupies is referred to as space.

Describes background

- Narrower space
- Wider space