

## # Colour modes

Colours have moods & colour affects brain & change / apply mood of colour to person like

red  $\Rightarrow$  love, energy, intensity

yellow  $\Rightarrow$  Joy, intellect, Attention

green  $\Rightarrow$  Freshness, safety, growth

blue  $\Rightarrow$  stability, trust, serenity

Purple  $\Rightarrow$  Royalty, wealth, femininity

Yellow is attention as it is ignore the yellow is hard

$\Rightarrow$  Colour wheel

two corresponding colours  $\Rightarrow$  analogous

• good for navigation bar, body

$\Rightarrow$  Opposite pair of colour  $\Rightarrow$  complementary colour pallet

look quite cache -

$\Rightarrow$  It make things pop so it seek more attention, but complementary is not good for body it is very eye cache for logo & like stuff.

$\Rightarrow$  Col

at adobe color

Colour hunt ready made colour pallets

### ① Serif font

Serif font has feet like  $\mathcal{V}$ ,  $\mathcal{Y}$ ,  $\mathcal{F}$   
→ for feet they called it serif

### ② Sans serif

It has more right angle &  
→ It don't have feet  
⇒ sans serif is good for feet  
⇒ sans serif is very eye-catching.

⇒ multiple fonts in a website is look weird & bad at same time

⇒ max 2 fonts are to be used & it should create contrast

## # Manage the attention

### ① Hierarchy

The most important information will get highest font-size & other corresponding to the weightage in document

if

→ All colour same is does not look attractive  
→ multiple colors look good but not more than 2-3 colors

⇒ Bigger item drew the first attention

⇒ layout

Blocked text containing pictures, texts attract majority of people

→ for content there is a good line length  
See ~~we~~ Wikipedia many of us avoid using Wikipedia as it is so much lengthy

40-60 character per line is attractive

⇒ Alignment

① Same alignment of text & heading look good & it is eye catchy also

⇒ Visualising grid lines are good idea in order to see the alignment of object in your doc

⇒ White space

Spacing things means more space things with more amount of space suddenly grab attention than things which look quite compact

→ White space can make design minimalist & suddenly grab more attention

⇒ Design is more important for attention & we should know target audience

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## # UX user experience design

### ① Simplicity

- keeps thing as simple as possible

### ② Consistency

keep all things rolled up & keep consistent

### ③ Reading pattern

from most of time when viewing people shire to read in F pattern so always try to keep design in F way to it catch more content

→ Z pattern is also good & we can use it very much

### ④ All platform design

website should support all devices like tablet pc & you have work according to it.

⇒ so rendering of screens of multiple device

→ scaling is also matter

& Always try to do test & modify meth & we suggest from people

avoid dog pattern like clickbait

⇒ you can use dogpattern to make more of your website  
so readable

→ checkbox is also example of mr checkbox