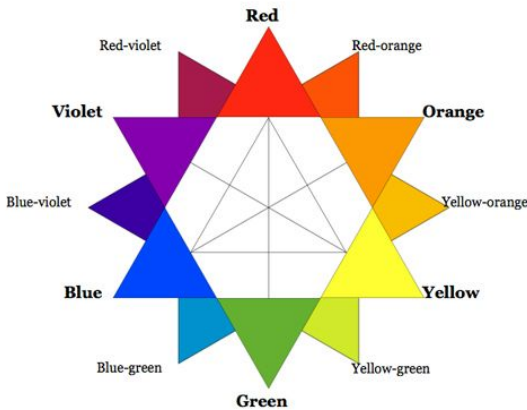# Color Choices

- red : passion, anger, importance (red carpet)
- orange : vibrance, energy, autumn, earth, health, hunger (McD)
- yellow : happiness, sunshine, deceit/cowardice, hope, danger
- green : earth, growth, new beginnings, envy/jealousy, lack of experience, harmony, affluence (dark green = money)
- blue : sadness, calm, responsibility, refreshment, peace
- purple : royalty, creativity/imagination, romance
- black/white/grey/brown : backdrops to be combined with brighter accents, or alone for "sophisticated" layouts.
- colors may have other significance in other cultures!!
- understanding colors : http://www.smashingmagazine.com/2010/01/28/color-theory-for-designers-part-1-the-meaning-of-color/
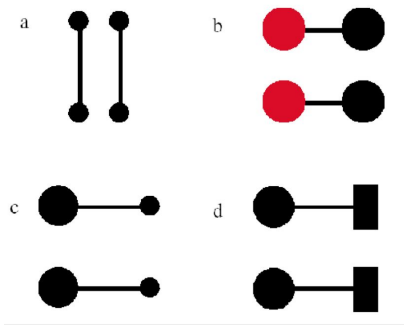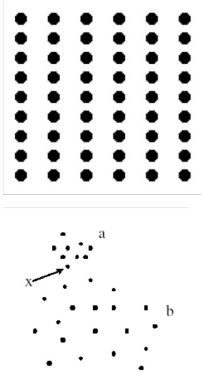- making palettes : http://color.adobe.com and http://www.colourlovers.com/
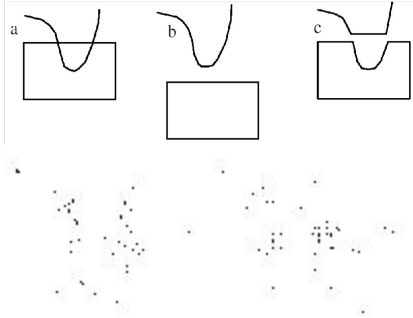
Typography

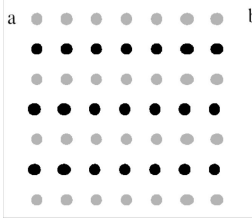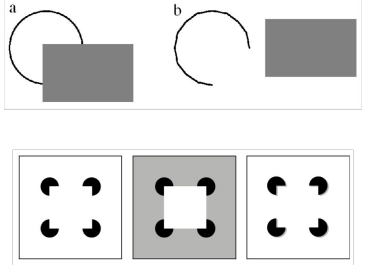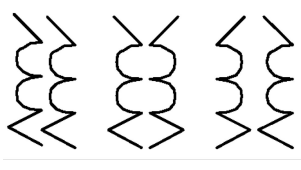- workhorse typefaces are like comfy jeans: go with everything, adapt to surroundings to become more relaxed/formal as needed, and are worn day after day. usually, these have many weights (Light, Regular, Bold, etc) and/or cuts (Italic, Condensed, etc)
- font classes : geometric, humanist sans, old style, transitional/modern, slab serif
- when choosing fonts: *keep it exactly the same or change it a lot*.
  - typefaces can work together if they have exactly one thing in common
    - visual (similar x-height or stroke weight)
    - chronological (typefaces from same time likely to work well together)
- use funky fonts as accents, not as body text
- there are no rules : there are only conventions
- http://www.smashingmagazine.com/2010/12/14/what-font-should-i-use-five-principles-for-choosing-and-using-typefaces/ and http://www.thinkingwithtype.com/

Grid Layouts

- http://tinyurl.com/gridsrgood -- grids are good!

Gestalt Principles

figure/ground surroundedness & relative size		**connectedness**	
proximity concentration		**continuity**	
similarity		**closure**	
symmetry		**transparency**	
common fate			