

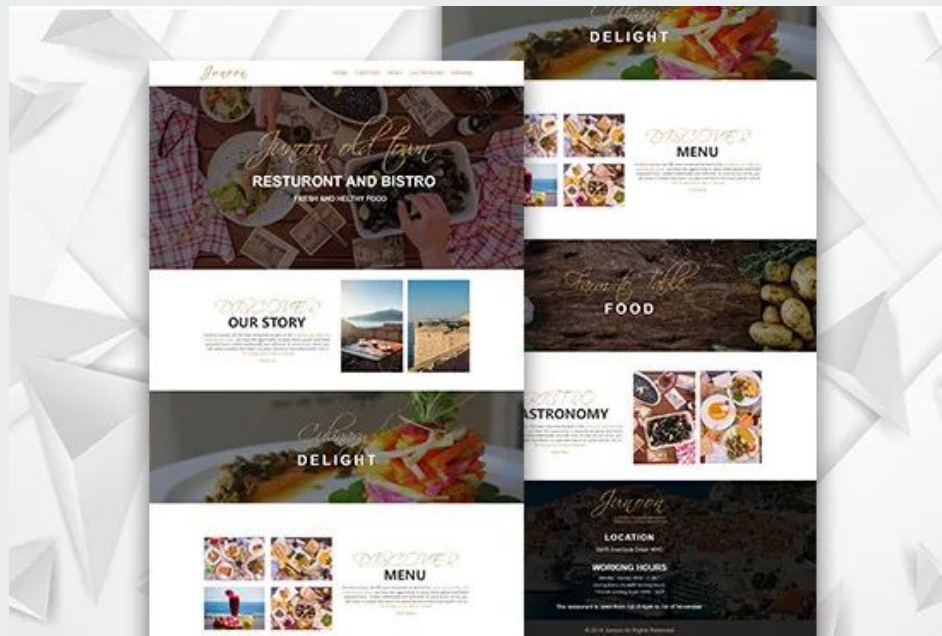
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# Web Design Tips 101

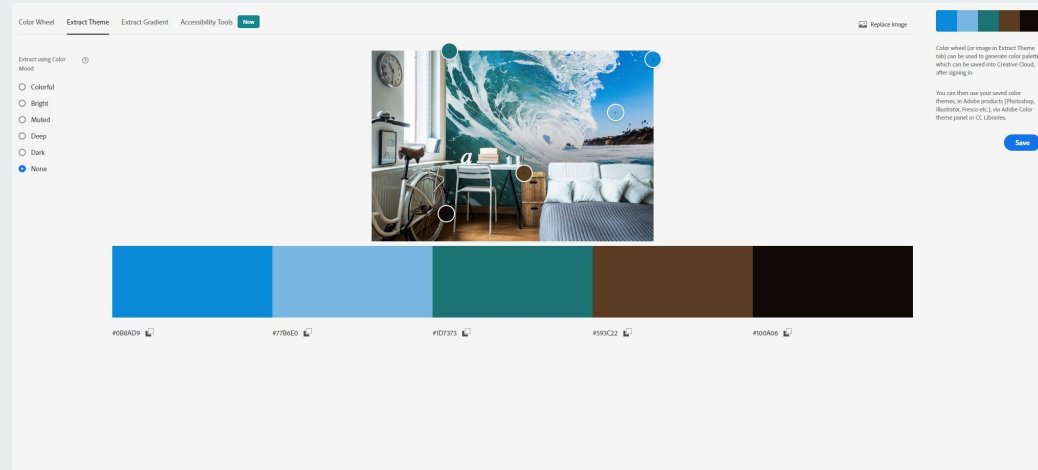
- Finding colour
- Finding Typography
- Creating a header set
- Use of padding and margin
- Font variation

# Web Design Tips 101

Some tips to create a professional design at speed.



# Find colour with images



Sites like Adobe Color have generators for inspiration. Simply upload an image to get started.

<https://color.adobe.com/create/image>



# Finding Typography



Google fonts are professional, legible, easy to use and free.  
Other fonts require more installation and fuss.



# Creating a header set

**H1 The early bird gets the worm**

**H2 The early bird gets the worm**

**H3 The early bird gets the worm**

**H4 The early bird gets the worm**

H5 The early bird gets the worm

**H6 The early bird gets the worm**

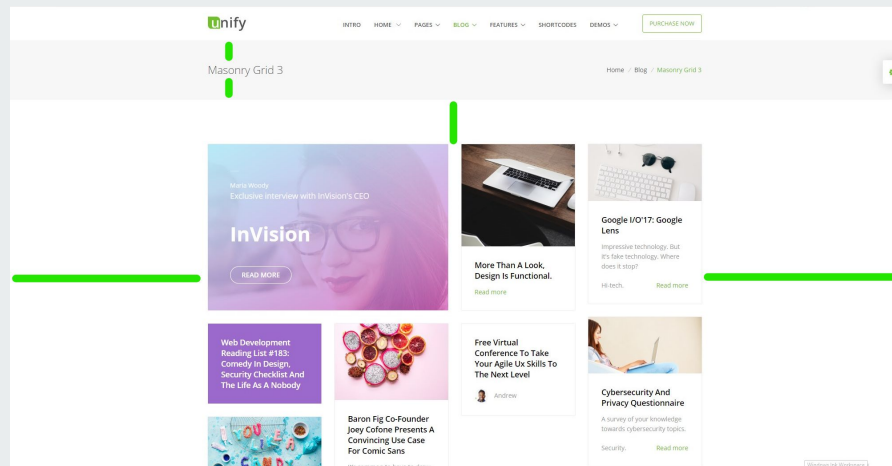
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Error voluptas recusandae voluptates illum repudiandae. Culpa, porro et. Quos nihil aspernatur voluptas dicta, pariatur sint, consectetur laborum, enim earum.

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Remember: Use a combination of font weight, size, line-height, letter-spacing, margin, padding and color to define your typography set. ems are best for size (not px) because ems work on a ratio basis and have more fine tuned control (decimal points: 1.05em). You can also use css medium|xx-small|x-small|small|large|x-large|xx-large for basic stable typography sets.

A header set can easily be created with css values for text: font-weight, size, line-height, letter-spacing, margin, padding and color.

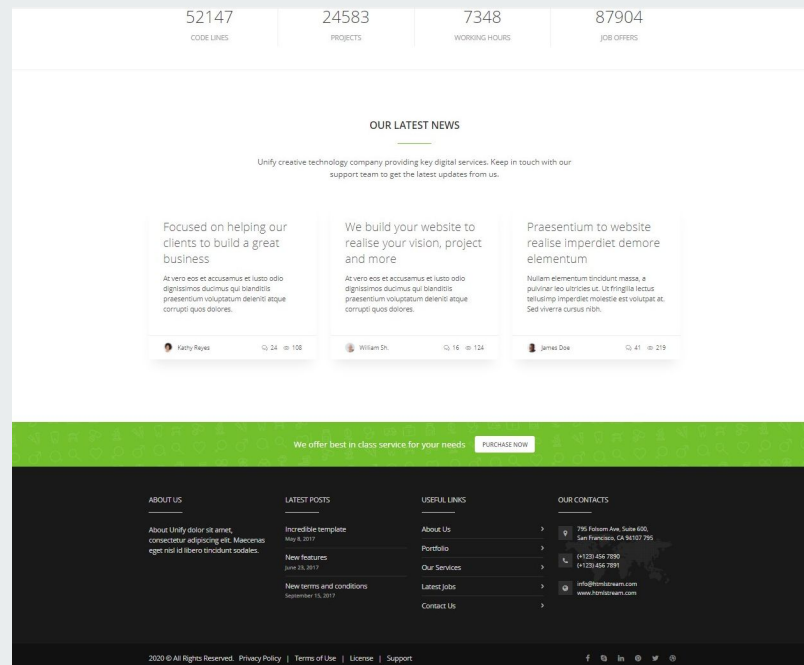
# Margin, padding & white space - *use a template*



Templates can be great for layout ideas. Note the top margin and container area to the sides.

<https://htmlstream.com/preview/unify-v2.6.3/unify-main/blog/blog-masonry-col-3.html>

# Layout Ideas - *Use a template*



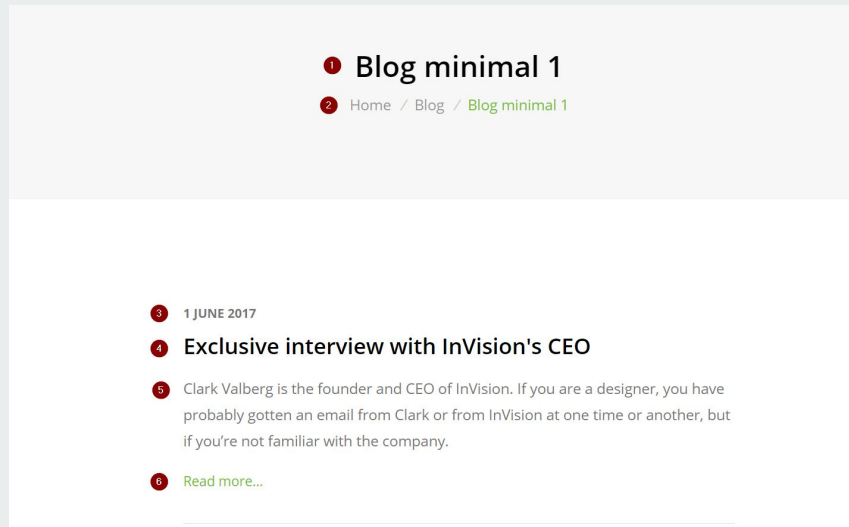
Templates can be great for layout ideas, white space, font usage, hierarchy and variation.



# Font variation

## - *use a template*

In the image we can see several variances of font. Using a template as a guide, you will be able to define your headings, links and paragraphs.



Templates can be great for layout ideas, white space, font usage, hierarchy and variation.





# Incorporate html if needed

There are many free and open source templates and layouts that can save you development time. If you find a free template or code snippet you like, use it in your cms.

<https://startbootstrap.com/>

<https://codepen.io/>

<https://wordpress.org/plugins/megamenu/>

```
<!-- Masthead -->
<header class="masthead">
  <div class="container h-100">
    <div class="row h-100 align-items-center justify-content-center text-center">
      <div class="col-lg-10 align-self-end">
        <h1 class="text-uppercase text-white font-weight-bold">Your Favorite Source of Free Bootstrap
        <hr class="divider my-4" />
      </div>
      <div class="col-lg-8 align-self-baseline">
        <p class="text-white-75 font-weight-light mb-5">Start Bootstrap can help you build better web
        <a class="btn btn-primary btn-xl js-scroll-trigger" href="#about">Find Out More</a>
      </div>
    </div>
  </div>
</header>
<!-- About -->
<section class="page-section bg-primary" id="about">
  <div class="container">
    <div class="row justify-content-center">
      <div class="col-lg-8 text-center">
        <h2 class="text-white mt-0">We've got what you need!</h2>
        <hr class="divider light my-4" />
        <p class="text-white-50 mb-4">Start Bootstrap has everything you need to get your new website
        <a class="btn btn-light btn-xl js-scroll-trigger" href="#services">Get Started!</a>
      </div>
    </div>
  </div>
</section>
<!-- Services -->
```

Incorporate html and css code into a theme when needed to save development time.