**Typography:**

proper size of the text (readability)

short and exact information sharing

main two types of font style:

serif (for established or history info)

sans-serif (for Morden and clean info)

bold text catch attention

each line can have 10 words

proper spacing between rows and columns matters

check https://type-scale.com/ for heading sizes

**Images:**

understand the GENERE

select right images (high quality, not too many details, proper spacing)

**Layout:**

clear not confusing

interesting, not boring

helps user consume content

categorize sizes based on its importance (big, medium, small)

grid width

**Color:**

understand the meaning of the color (use green with greenery, blue with nature & sky) -choice based on content, needs and audience

check https://www.empower-yourself-with-color-psychology.com/ for color psychology

select color pallet/combinations (adobe color)

color rule 60%:30%:10% - primary:secondary:least

**Hierarchy** (attention garb at first and last):

3 ways:

size, color, position

**Type of content and pages**:

website goals

primary goals

secondary goals

list out all the content which helps to achieve goals

organize/structure content(sitemap)

types of structure:

one page, multiple pages wireframes(create structure) to focus content & structure:

**wireframe**:

2 steps:

hand drawn => designing software

check wireframe kit (platforma, inVision, figma)

**Creating hero** (to don’t loose visitors, grab the attention):

questions to for the good hero:

what is this? (image ,logo)

what do you do? (clear title)

what's in it for me? (call action button)

**UX /UI** (User experience/User Interface):

Navigation for tell them where they are

Clear about the pages/ text and buttons (user don’t get confused when they show)

Consistent way to tell thing (choose one color for the particular thing not for other)

Visual indication

Contrast to read text and nice look

**Types of websites and how to design:**

E-Commerce (https://www.allbirds.com/)

Best Product presentation

Smooth checkout process

Marketing/ Business website(https://www.trevorblountpilates.com/)

Clear description, value proposition, benefits (who they are, what they do, why use the , how its different)

Tell story that create emotion, trust

Social proof (past work history)

Call to Action (contact us/ download file) stay customers always connected

Blog/Media outlets (https://www.thinkglobalhealth.org/)

Content (intresting read)

Imagery

Categorisation information

Educational

Keep people Engaged

Orientation/ Index

Portfolio (https://zhenyary.com/)

Art Direct work/present work in visual way

Personality (can set through design)

Call to action

**Design Inspirations** (far away from other designs)

<https://www.awwwards.com/>

<https://www.lapa.ninja/>

<http://blog.gaetanpautler.com/>

diving into the topic (books, movies, etc.)

**Human Psychology Principles** (https://en.wikipedia.org/wiki/List\_of\_cognitive\_biases)

Mirroring (put people in certain mood by imaginary and visuals)

Social validation (shortcuts to make decisions) (making social proof) (users count, user companies, users feedbacks)

Psychology of the colors

**Typography Tips :**

Use 2 types of fonts (for primary and secondary)

Right amount of spacing (depends on the topic of the website)

Small amount of the spacing feels stretched

Big amount of the spacing feels relax

Overdoing for give importance level (use single way not multiple ways)