

Visual Design

Moodboards

Moodboards are a useful tool helping designers gather inspiration and collaborate with team members. Boards can help communicate ideas and turn an abstract idea into a real one. The visual material helps create a common design language and articulate a brands principles and style.

Colour Theory

Colours are essential in design and may even influence people's mood and behaviour in many cases. Designers need to check their website colours are suitable for the overall website style and that they create a good impression for users.

You need to ask, "Who is your target audience?" The answer impacts your choice of colour, as the concepts and meanings for colours vary from culture to culture.

Also bear in mind there is a small amount of people who see colours differently and are colour blind.

1. Avoid colour combinations that are too similar
2. Ensure you have a high level of colour contrast
3. Use complementary colours which are opposite each other on the colour wheel
4. Choose cool and warm colour contrasts
5. Opt for monochrome palettes

You can check your colours and fonts for accessibility using the below tools:

<https://contrast-ratio.com/>

<http://colorsafe.co/>

<https://colorable.jxnblk.com/>