

DESIGN

Design Tips and Foundations



ABOUT

There are many options to learn in Photoshop, most come from practice and trial and error. While this class doesn't spend much time on the creation of images, it is important to have some basic skills in image creation and manipulation to make your Web pages more colorful and effective. The Web is full of images. You should make every attempt to create your own images, photos and graphics. But if you wish to use an image from the Web, make sure they are copyright free and that you give credit to the source. You can use the Google Image search to find images of a certain size, color and usage rights. Images you find on the Web will be at Web resolution (72ppi), so you can't make them larger or use them effectively in print.

GOOGLE FONTS

[Google Fonts](#)

Google Fonts lets you install a variety of fonts such as serif, sans serif, display, handwriting and monospace into your website. Don't get carried away with too many fonts. When selecting a font for headings, subtitles and body text, use easy to read fonts for simple and effective design. The eye finds it hard to scan multiple typefaces, so stick to a simple collection of fonts.

COLORS

[Color Codes](#)

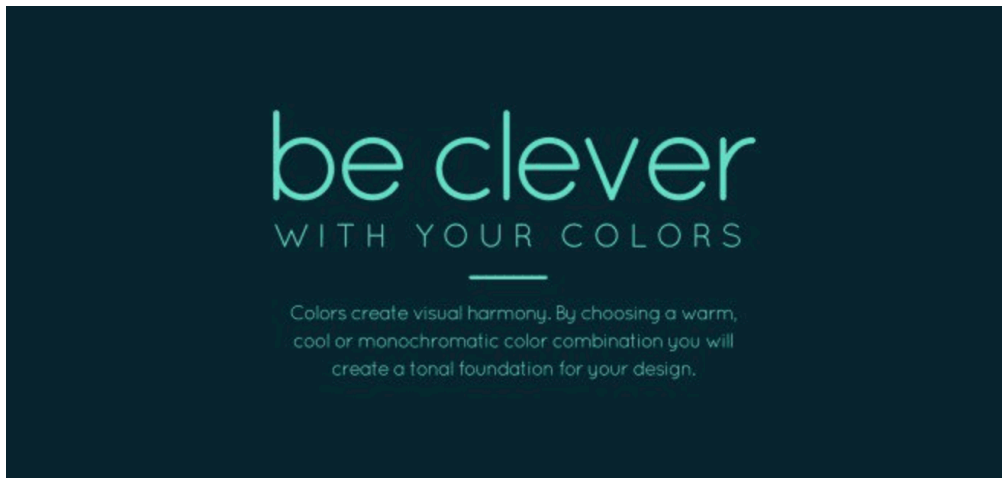
This website allows you to generate specific colors into HEX, RGB, HSL, or CMYK codes

[Coolors Color Palettes](#)

This website lets you generate color palettes.

Choosing a great color palette is one of the keys to great design

It is not recommended to use more than two or three colors on your website. You want to make sure visitors are also able to read the text properly (Example: white text on yellow background or gray text on black background - BAD)



BACKGROUNDS

Make sure you're keeping your backgrounds light on the eyes. You don't want to use colors that strain your eyes like red or yellow as a background.

WHITE SPACE AND SIMPLICITY

Don't be afraid to leave blank, white space in your design. Sometimes, as they say, less really is more. Often designs get so cluttered that some white space with nothing occupying it will actually enhance the design. This may call for a bit of a mental adjustment on your part. But with the right change, you can use this simple concept to jump past seemingly “expert” designers.

If you want a lesson in how to utilize white space, look at any marketing image created by Apple.



TEXT ALIGNMENT

As a good rule of thumb, aligning large paragraphs of text is much easier for a reader and looks very clean, as this is the traditional way people read - from left to right. When you're using a header or a sentence or two, aligning in the center is fine.

SCALE

Apply scale to type, shapes or compositional features that need proportionate emphasis. Use appropriate colors to enhance this technique while making sure suitable typefaces that look good when increased in size. Here, the font for the word 'Scale' is strong and bold with clear forms.



FAVICONs

You can create favicons in Photoshop. We will do this in class.