

**Typeface** – Poppins in a type face and fonts inside that are the part of the poppins family

Line Height - 150 for heading, 120 for body text

Letter Spacing – 0 - -3 %

typescale.com - for checking how the website looks with certain fonts

fontshare.com – cool fonts to find

googlefonts.com, fontshare.com, fontjoy.com(create own looking fonts using deep learning )

uncut.wtf, freefaces.gallery website

**ALWAYS THE DESIGN SHOULD BE FOR THE USER NOT FOR U**



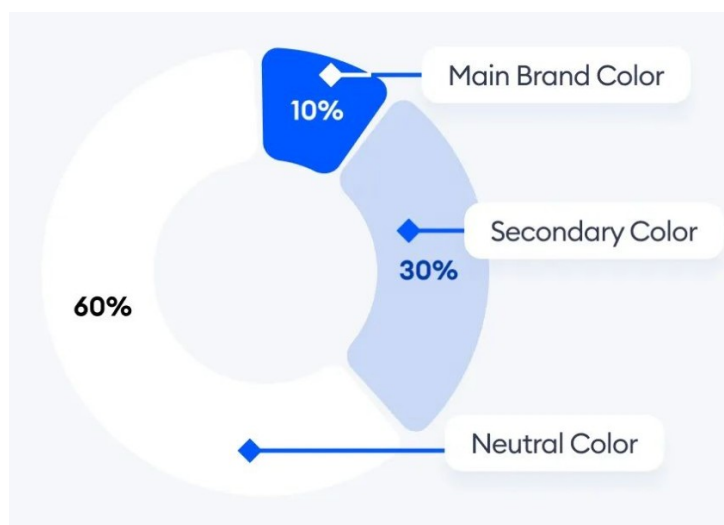
# Fonts 2 is great, color max 3

## Contrast

It refers to the difference in luminance or color that makes an object distinguishable from others. Good contrast improves readability and ensures that key elements stand out.

- **WCAG Guidelines for Accessibility:**

- For **normal text**, aim for a contrast ratio of **4.5:1**.
- For **large text** (24px+), a contrast ratio of **3:1** is acceptable.
- Tools like **Contrast Checker** (WebAIM) can help ensure your design meets accessibility standards.



## Breakdown:

- **60%:** Dominant Color – this will be the main color of your interface (e.g., background or large sections).
- **30%:** Secondary Color – used to add contrast to the dominant color (e.g., sidebars, cards, buttons).
- **10%:** Accent Color – used sparingly to highlight important actions (e.g., CTA buttons, icons, links).

## Example:

- **60%:** A soft neutral or light blue background.

- **30%:** A deeper blue for headers or key areas.
- **10%:** A bright orange for action buttons or important elements.

## Color Psychology

- **Red:** Energy, passion, urgency. Use for warning messages or CTAs that need attention.
- **Blue:** Trust, security, calm. Often used in tech, banking, and healthcare industries.
- **Yellow:** Optimism, happiness, attention-grabbing. Be careful not to overuse as it can cause eye strain.
- **Green:** Growth, health, peace. Frequently used for environmental and finance websites.
- **Black:** Sophistication, luxury, authority. Ideal for premium brands or minimalist designs.
- **White:** Purity, simplicity, cleanliness. Common in modern, clean web designs, often as a background.

## The Problem with Too Many Colors

- **Overwhelming the User:** Using too many colors can make a design feel cluttered and chaotic. This can distract users and dilute the focus from important elements, like CTAs or navigation.
- **Brand Dilution:** If your design uses too many colors, your brand's identity can get lost. Instead of users associating your brand with specific colors, they might not connect with your palette at all.
- **Lack of Hierarchy:** Too many colors confuse the user's understanding of what to focus on first. Design elements should have clear hierarchy, and color plays a key role in guiding the user's eye through the interface.

- The human brain can only process a limited amount of visual information at once. Too many colors increase cognitive load, making it difficult for users to quickly grasp what's important or what action to take next.
- **Common Mistake:** Overusing the **10% Accent Color** for elements like text, icons, and buttons can make your design feel chaotic, defeating the purpose of the rule.

**Solution:** Stick to the **60-30-10 Rule** and choose your colors wisely based on brand and usability.

## Resources

- <https://www.realtimicolors.com/>
- <https://uicolors.app/create>
- <https://huemint.com/>
- <https://www.youtube.com/watch?v=srRI7yMjGz0> (good watch)

Introduction to UI UX

UI – Everything you see on the webpage

UX – Everything you feel on the webpage

Consistency matters in the webpage

Lummi.ai for copyright free images

Bento grid apple view

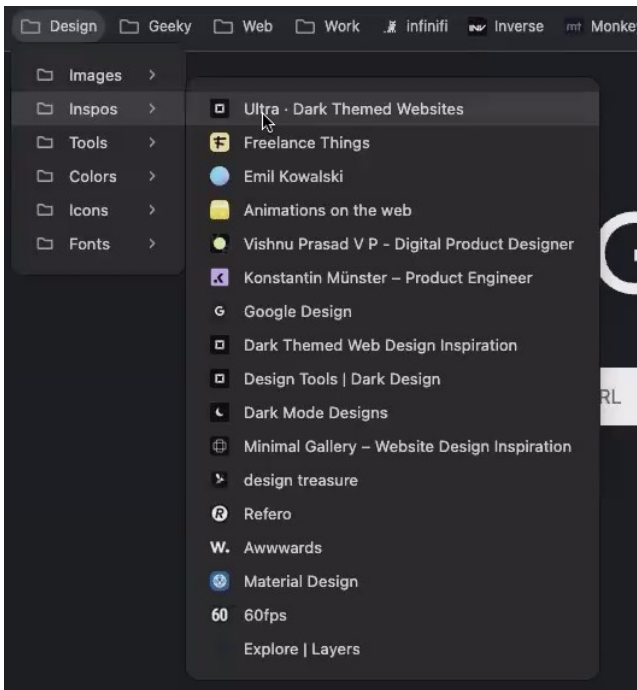
Ideas for design

For icons-

Heroicons, iconoir

Color Contrast Checker Website: [colors.co/contrast-checker](https://colors.co/contrast-checker)

Above the fold section – The section you see when you first time opens a page



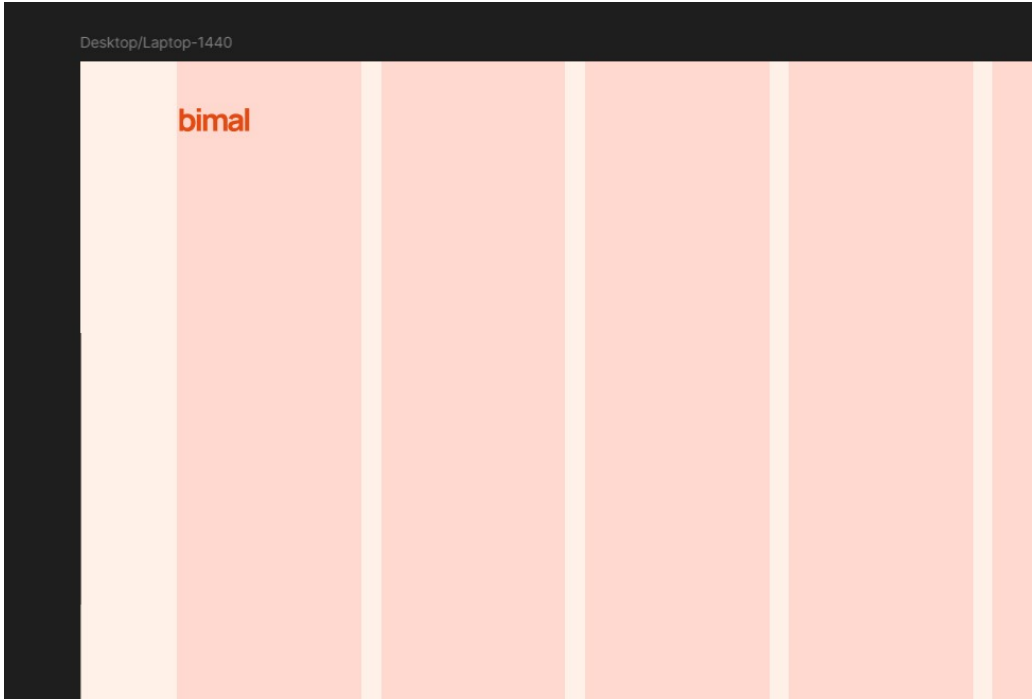
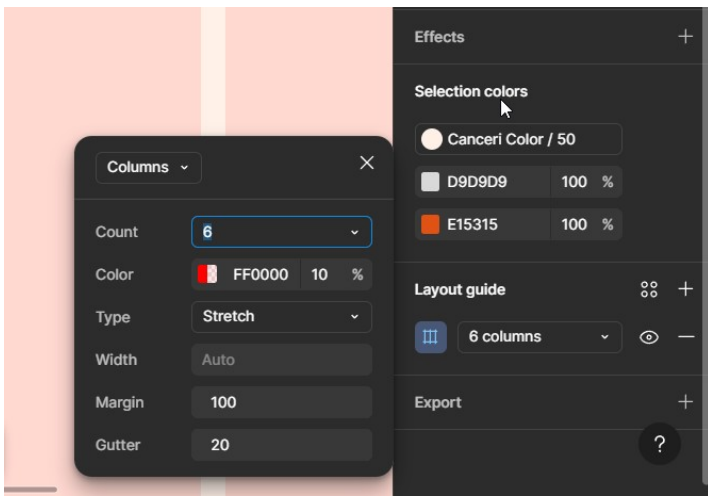
Step 1: Take a color palette (uicolors.app) and copy the hex code

Step 2: Plugin tailwind css color generator inside figma paste the color code inside the extension and then create style and it will show in color styles

Can use auto layout to center and add padding to the text

Step 3: Select frame from left side and use the layout grid option add it and switch from grid to columns and margin to 100(Desktop) and 16 margin for mobile, gutter is the gap which can be 20.

Ctrl + shift + 4 to disable the grid



The text should be like this means inside the grid like the above eg

Shift + a on a text to create another frame

Use the dimension with multiples of 4 like 32 for font

For making the text side click on the empty part you can adjust size for that also change it from 144 to 100 than bimal will be on the edge of the grid

Motive is to put the content inside the grid

For the Navigation bar

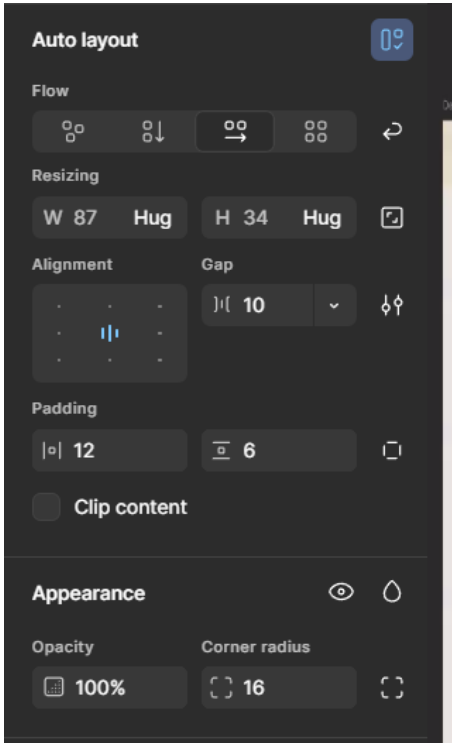
Create a new text and add inside the bar with bimal then select everything and do auto layout

The Home will go to the right side then do ctrl+d to duplicate and then select the home from the left side panel and do auto layout and then change the gap to 16 and then change the resizing to hug content

Fillcontent just filles the entire space of the parent frame

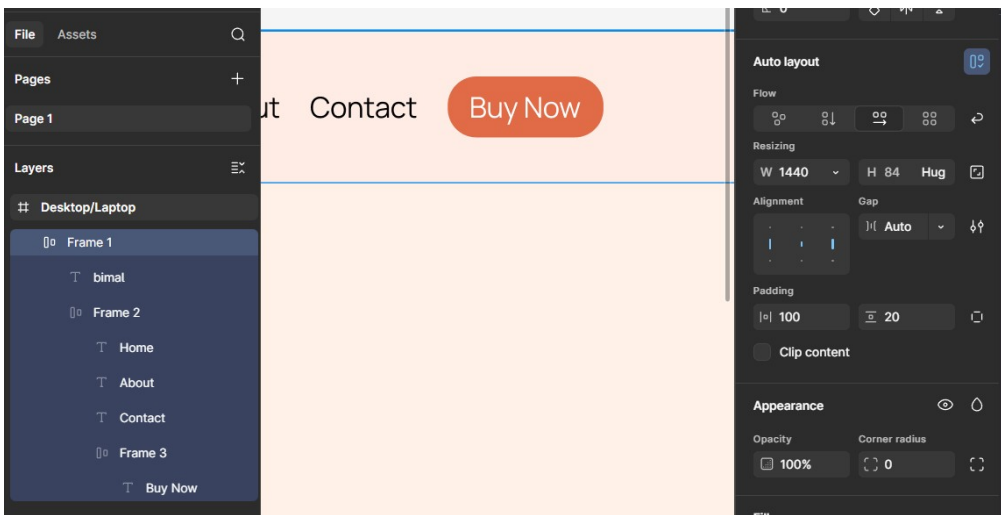
For Button

Shift + a on the text for creating a new frame



Apply these settings

After the button is made just do



Just decrease the padding and then choose the hug content in H and nav bar is fully complete

# Zuba Canceri

More you eats, sooner you dies

This is bad (Does not follow the rule)

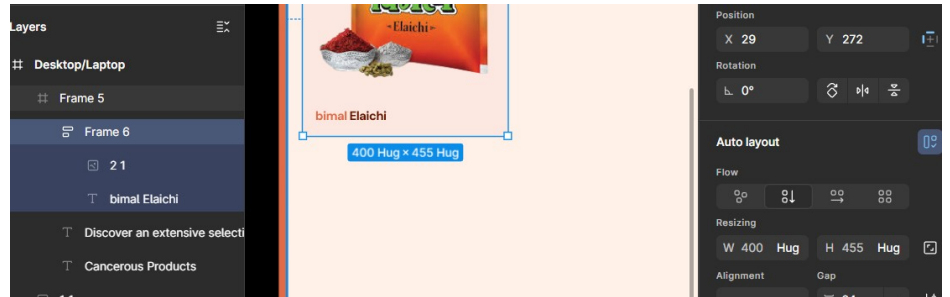
# Zuba Canceri

More you eats, sooner you dies

This is good follows the rule



For making this



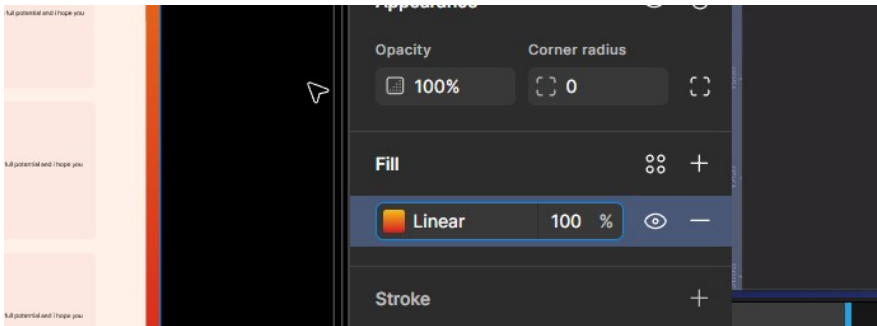
For bringing the text side to the image first select the frame and then use the third option of the flow.

Border radius was 24px

To add text below the bimal elaichi just click select text and then click on left side of the bimal elachi and then select both the text and then press auto layout button and then use the flow option mentioned above

For the button inside the section use 2:1 padding

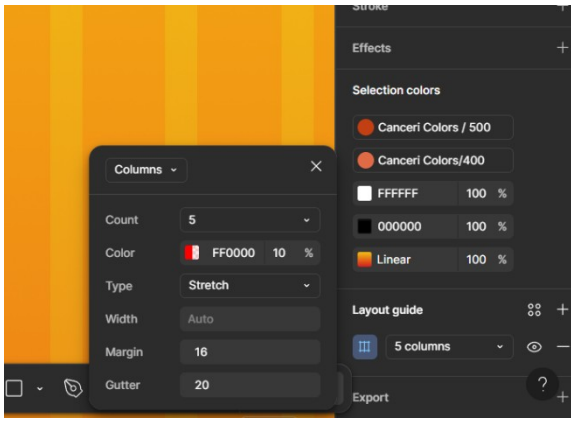
For making the mobile variant



Just click on the part to copy and paste in the other one

Copy the nav bar and change the width – 375

Reduce padding to 16



This is nice because we choose here margin 16 that's why padding is 16

Copy the heading and the image and first align to center and width to 375 the image will go anywhere and then click on align center again

Change the big heading to 32

Smaller one to 18