

The Psychology of Web Design: How Colors, Typefaces and Spacing Affect Your Mood

Possible Colors



This is an Example of a Header

Font: Pacifico #985d20

This is an Example of a Sub Head

Font: Helvetica Bold #44291b

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Helvetica Regular #44291b

This is an example of a Text link »

Textures



Adjectives

Friendly Inviting Soothing
Creative Relaxed Professional

Topic Project Planning Worksheet

Topic	The Psychology of Web Design: How Colors, Typefaces, and spacing affect your mood	
WEBSITE GOALS	To inform and respond to beliefs about how psychology and web design go together	
WEBSITE MESSAGE:	Web Design can affect your mood	
User goals	Learn about how psychology and web design go together	
Organizing Principle	Categorical	
OUTLINE		
heading and content		element type
h1	The Psychology of Web Design	Heading
h2	Color	Tab menu item
	How colors affect mood	Tab content
H2	Content	Tab menu item
	How the amount of content and how its organized affects your moods	Tab content
h2	Space	Tab menu item
	White space, minimalism,	Tab content
H2	Typography	Tab menu item
	Web safe fonts, typefaces, serif vs sans serif, leading, kerning, space between paragraphs	Tab content
H2	Conclusion	Sub heading at bottom
	Conclusion content	Paragraph at bottom

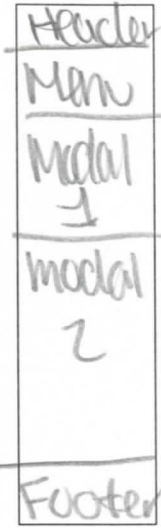
I really like the picture of the computer with the color bursting out of it and I may want to use it as a background image or something.

I want to use a sans-serif font because the article says serif fonts convey a feeling of tradition, importance, and knowledge; sans-serif fonts convey a feeling of modern, clean, sophistication, and upscale. I want the feeling that comes with sans-serif... plus, I really hate serifs.

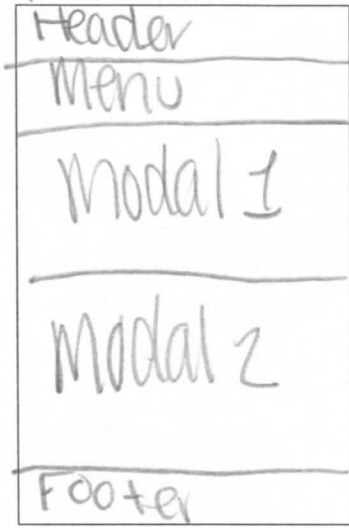
I'm thinking for my two dynamic elements, using tabs and an accordion. I want to use cooler colors in my design because warmer colors often come off as stressful to me.

The topic is psychology of web design. The article talks about how a web site should be designed to get the best reaction from clients. It talks about how too much content on a page causes stress and anxiety. The article talks about white space and how web page organization affects how visitors feel. It talks about minimalism and how good it is... probably means I should try to keep this page minimalistic, too bad that is not my style at all. Article talks about how important color is when designing. Cooler colors are usually inviting, professional, and relaxed but can be cold and unfriendly. Warmer colors are usually soothing, warm, and give a sense of creativity but could also give feelings of anger and stress... I'm using cooler colors because warmer colors ALWAYS stress me out.

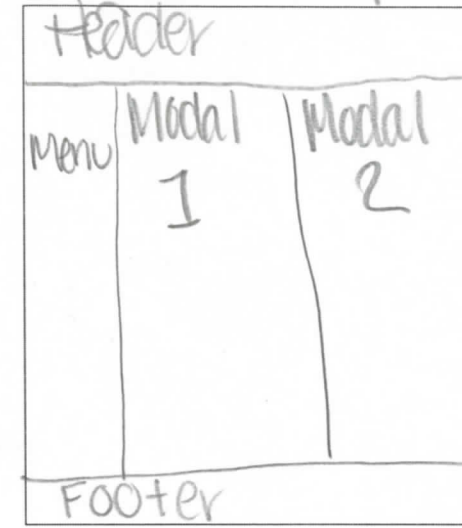
Mobile



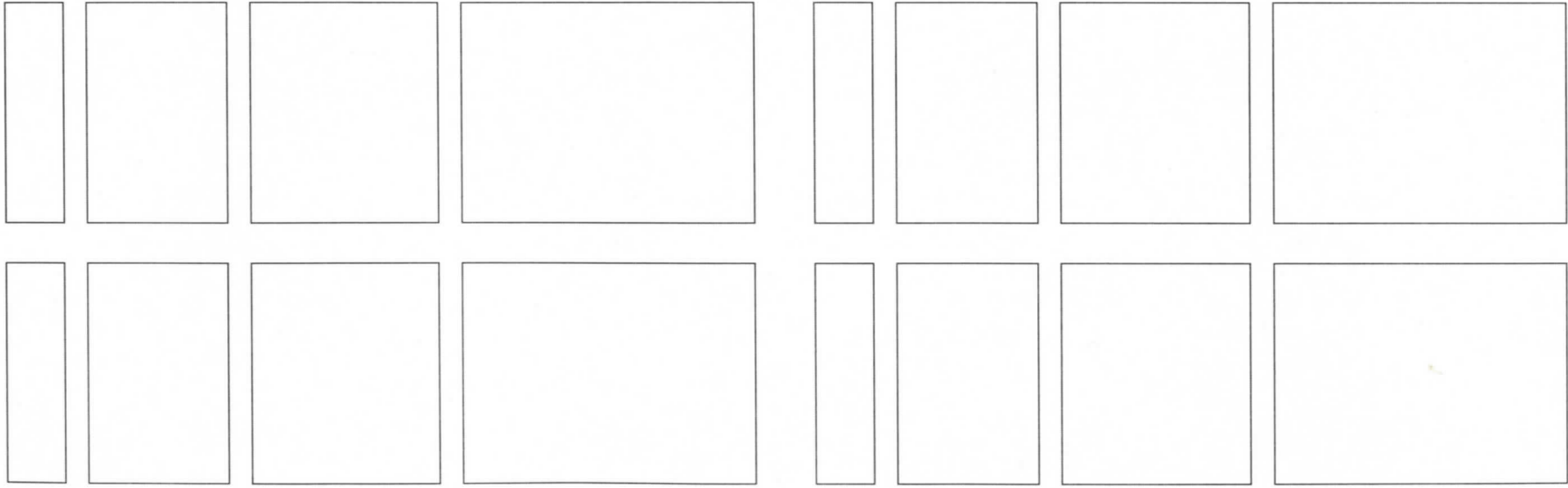
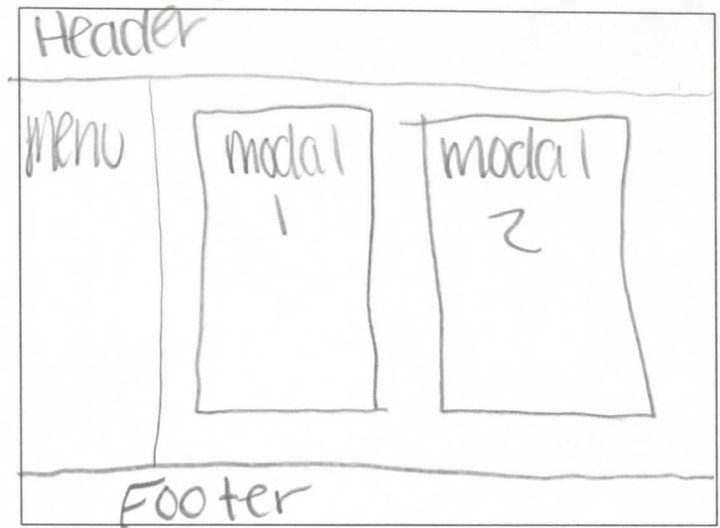
tablet portrait



tablet landscape



Desk top



PROJECT NOTES

Website Content Plan

Business Goals

To teach visitors how psychology relates to web design

To show what happens when you ignore psychology's role

To show what happens when you are mindful of psychology's role

What Visitors Want

learn about how web design relates to psychology

see examples of sites designed with & without being mindful of psychology

What Makes My Biz Different

I show side-by-side examples of sites designed w/ & w/o being mindful of psychology

What Action I Want People to Take

Be calm when they see the good design

see why the bad design is bad

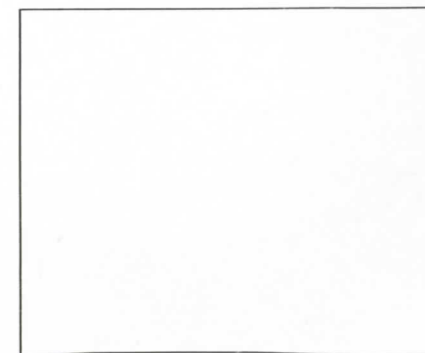
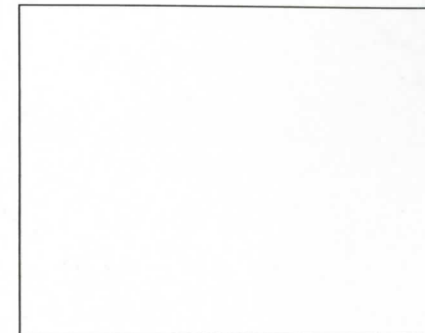
Be mindful of psychology's role in future designs

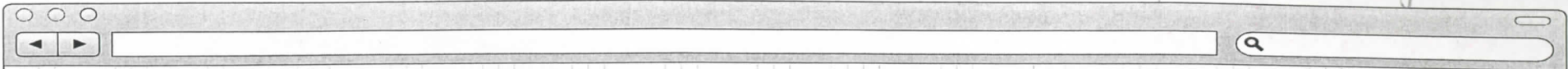


Document Outline

h1			
The Psychology of web Design			
h2	h2	h2	h2
Content	Space	Color	Typography
h3	h3	h3	h3
Early days of web	White space	Types of colors	serif
h3	h3	h3	h3
Today's web design	minimalism	How to use colors	San-serif
h3	h3	h3	h3
		Color combinations	Leading/Kerning
h3	h3	h3	h3
			Other things to consider

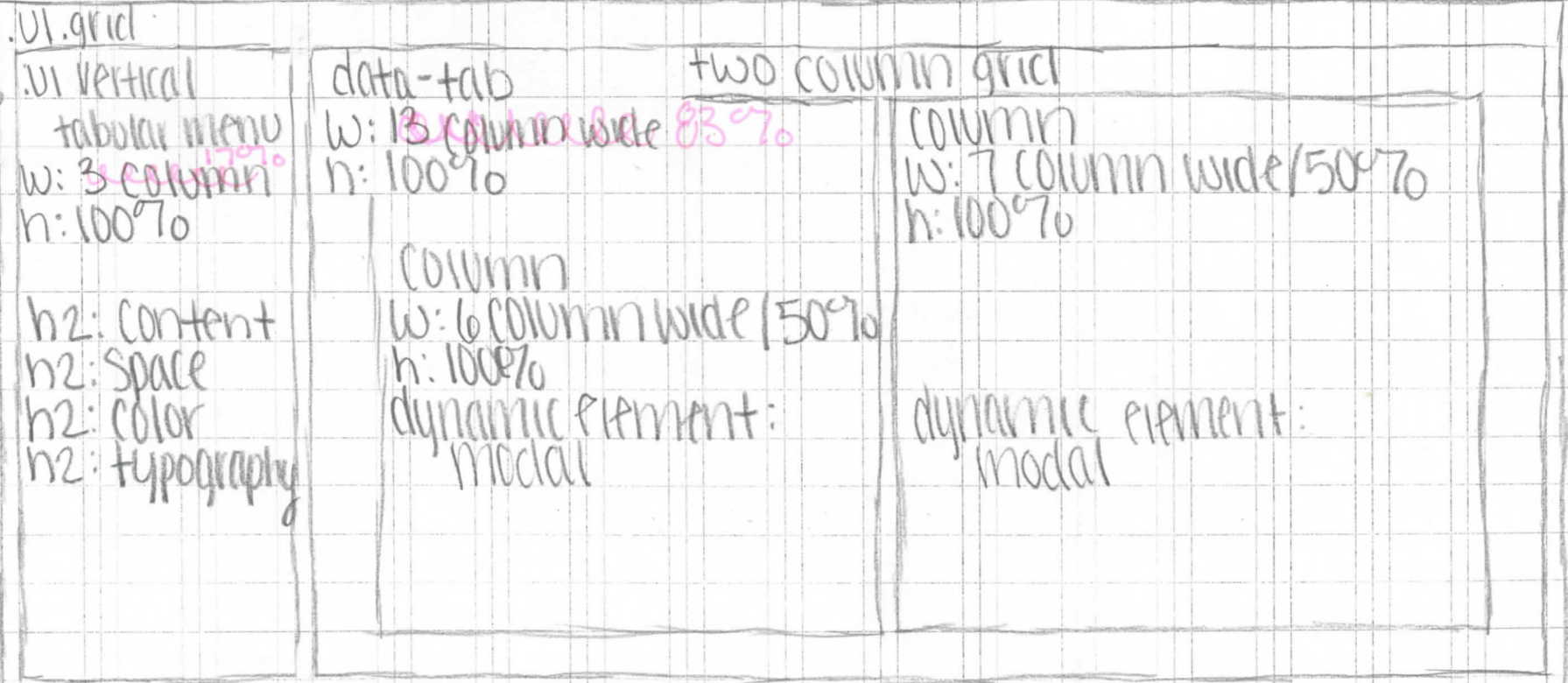
Section Layout Sketches





header
 h1: The Psychology of Web Design:
 How colors, typefaces and spacing
 affect your mood

body
 w: 100%
 h: 70%



footer
 w: 100% h: 10%
 planning/design/build docs