

# Build Your First Website

• Easy to follow • Step-by-step tasks • In full colour

in Simple  
steps



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# Build Your First Website

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# Introduction

Some of the biggest decisions you make when designing a website relate to the colour scheme. In addition to making everything on the site appear attractive and readable, a colour scheme gives your site personality and evokes the desired emotional response from visitors.

Selecting the wrong colours can make text difficult to read, drive visitors from your site and perhaps send the wrong message, on an emotional level, about what your site is all about. The right colours make visitors feel at home, improve the appearance of your site and make its content easy to access.

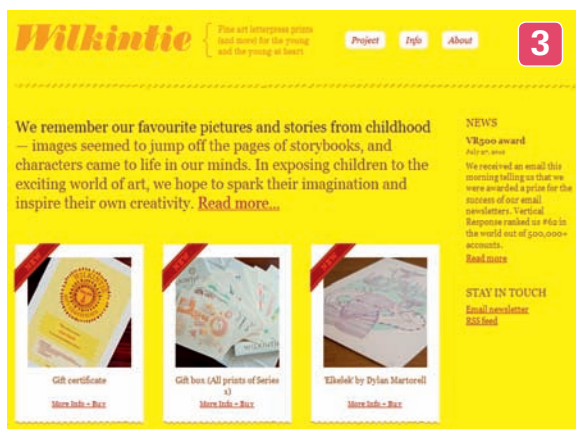
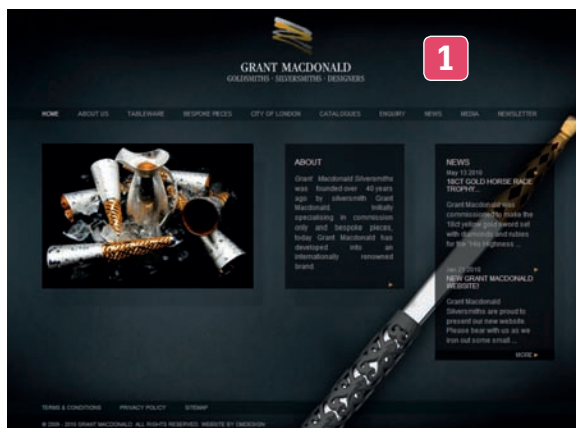
In this chapter, you will learn about colours in theory and in practice, so you can choose a suitable colour scheme to implement on your site.



# Use colours to set the tone and evoke emotion

On a subconscious level, colours evoke emotion. In Western cultures, for example, most people associate red with love, passion and excitement, while blue tends to soothe the emotions and convey trust. As you design your site, be aware of these colour associations and choose colours that set the desired tone.

- 1 Use a black-and-white colour scheme to convey mystery, purity, elegance, simplicity or death.
- 2 Use red to convey passion, danger, power or desire.
- 3 Use yellow, like sunshine, to convey a sense of happiness and joy.



**HOT TIP:** Red, orange and yellow serve as excellent accent colours on dark backgrounds to call attention to specific items.

- 4 Use blue to convey intelligence, trust and tranquillity.



- 5 Use green to suggest freshness, growth, nature and plenitude.



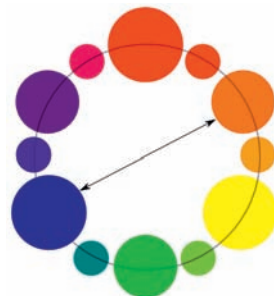
### DID YOU KNOW?

Emotional reactions to colour are often rooted in culture. White may convey a sense of purity and peace in Western cultures, but some Eastern cultures associate it with death.

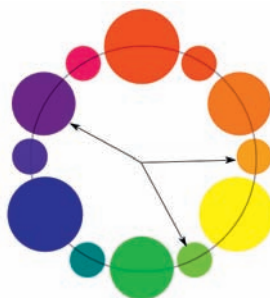
# Use a colour wheel

Some colours look better together than others. To ensure that the colours you choose look attractive when combined in a colour scheme, consult the colour wheel.

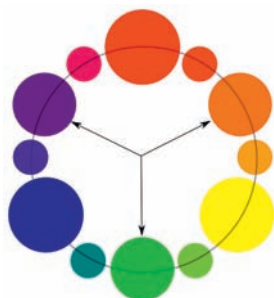
- 1 For high contrast, consider complementary colours – that is, colours directly across from one another on the colour wheel.



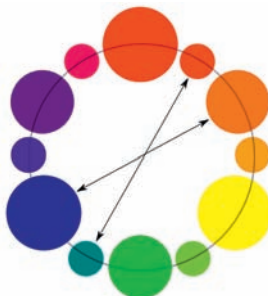
- 2 For more variation, use a split complementary colour scheme – one dominant colour and two colours adjacent to the dominant colour's complementary colour.



- 3 For a richer, more balanced design, use a triadic colour scheme – three colours equidistant from each other on the colour wheel.



- 4 For the richest design, use a tetradic colour scheme – complementary colours plus a pair of complementary colours adjacent to them.



**ALERT:** Avoid choosing colours that are *almost* opposite on the colour wheel. These colours are called discordant, because they tend to clash.



**HOT TIP:** Analogous colours make a very attractive colour scheme, as well. Analogous colours are those that are next to each other on the colour wheel.

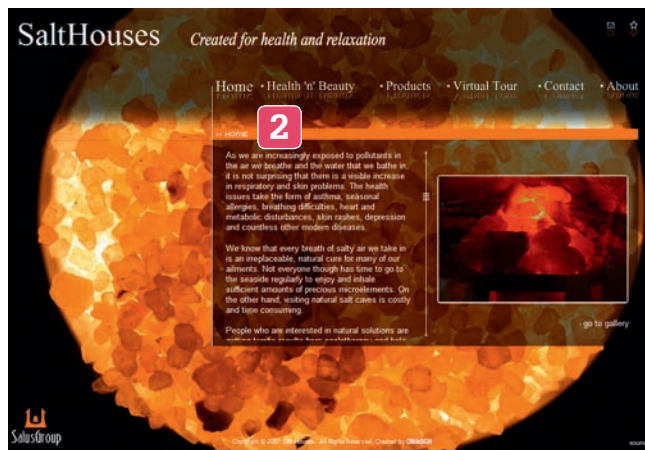
# Explore sample colour schemes

Before creating a colour scheme for your site, visit others with colour schemes that convey the emotional tone you want for your website.

- 1 Achromatic designs are very clean and simple.
- 2 Add one colour to create an attractive monochromatic design.



**HOT TIP:** You can add colour to an achromatic site by using colour photos.



## WHAT DOES THIS MEAN?

**Achromatic:** without colour, using only black, white and shades of grey.



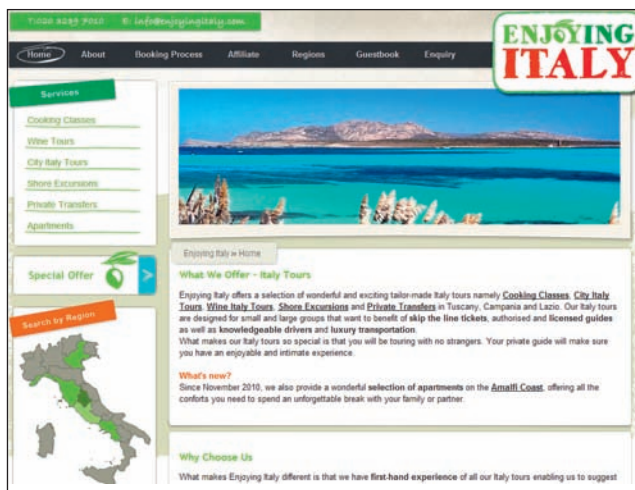
**HOT TIP:** If you are creating a business site, visit your competitors' websites and think how you can make yours stand out from the others.



- 3 Analogous designs use colours next to one another on the colour wheel.



- 4 Complementary designs use complementary colours.



### DID YOU KNOW?

You can use neutral colours in any colour scheme.

### WHAT DOES THIS MEAN?

**Neutral colour:** muted colours that work well with all other colours. Neutral colours include shades of grey, brown and beige, along with white and black.