Color Theory Applied to Online Projects By James Eccleston

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Learn about the scientific basis behind color and create appealing and coherent digital designs that increase the way people communicate

Color is a key element in the process of communicating because it creates an intimate relationship with the audience via the human mind and the context of culture. Branding and UX specialist James Eccleston has found the color to be one of the most powerful tools for solving design-related issues.

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This course will help you you will learn the major concepts of the theory of color and how to incorporate them into your own designs. This course will help you to become a more full-time designer, by providing you with the tools needed to use color in your design and examine the work of other designers with regard to color.

This is James the second of his courses on Domestika following Brand Strategy for Online Platforms in which he shows how to create an online brand that is professional.

Begin by getting acquainted with James and his background, the way he started on the path to success in the field, and what designers have affected his work in the sense of color. Then, he gives you an overview of the course's content.

Find out exactly what color means and the reason we perceive certain colors the way we do. Learn about color terms to aid you in improving your communication and the area of presentation.

Learn to blend colors with color harmony to create a color palette. Learn you can apply the color scheme to your illustration or website.

Complete the course with suggestions and tricks to fix poor color combinations, and learn the most effective way to design and apply color for action buttons.

What is the course's goal?

Create a color palette, then incorporate it into your website design.

Who does it serve?

Designers who wish to master the art of color when designing online.

What do you require

You'll require basic knowledge of the following programs: Adobe Photoshop and Illustrator as well as your preferred among Figma, Sketch, or Adobe XD. In terms of supplies, you'll require an operating system that runs the required software.

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