

District 3141  
**Rotaract**



**ROTARACT CLUB OF HINDUJA  
PRESENTS**

# DESIGN HACKS

## HACK YOUR WAY TO DESIGN MASTERY

A guide to mastering designing skills. It offers practical tips to make your projects visually appealing and effective.

**3 FOCUSED TOPICS**

**FONT**

**COLOR**

**TYPOGRAPHY**



# The Rotaract Club of Hinduja College

Presents

# Hacks for Fonts, Typography and Color Theory

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## Color Theory Hacks

**1. Use the 603010 Rule :** Divide your color scheme into 60% primary color, 30% secondary color, and 10% accent color. This creates balance.

**App :** Use [Coolors](<https://coolors.co>) to generate and visualize color schemes easily.

**2. Employ Analogous Colors :** Choose colors next to each other on the color wheel for a harmonious look.

**App :** Use [Adobe Color](<https://color.adobe.com>) to find analogous color schemes.

**3. Leverage Complementary Colors :** Use colors opposite each other on the color wheel for vibrant contrasts.

**App :** Try [Canva's Color Wheel](<https://www.canva.com/colors/colorwheel/>) to find complementary colors.

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**4. Apply the Monochromatic Scheme :** Use different shades of a single color for a cohesive look.

**App :** Use [Paletton](<http://paletton.com>) to create monochromatic palettes easily.

**5. Use Color Temperature :** Mix warm (reds, oranges) and cool (blues, greens) colors to balance your design.

**App :** Use [Coolors](<https://coolors.co>) to experiment with warm and cool color combinations.

**6. Create Depth with Color :** Use lighter shades for elements that should appear closer and darker shades for those that should recede.


**App :** Use [Adobe Illustrator](<https://www.adobe.com/products/illustrator.html>) to adjust shades and create depth.

**7. Utilize Color Harmonies :** Explore different color harmonies like triadic (three evenly spaced colors) or split complementary.

**App :** Use [Adobe Color](<https://color.adobe.com>) to explore various color harmonies.

**8. Apply the Rule of 3 :** Limit your palette to three main colors to keep your design focused.

**App :** Use [Coolors](<https://coolors.co>) to create and refine a three color palette.



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**9. Use Color Psychology :** Understand the emotional impact of colors (e.g., blue for trust, red for excitement).

**App :** Use [Color Hunt](<https://colorhunt.co>) to find palettes that evoke specific emotions.

**10. Create Contrast with Light and Dark :** Use light and dark shades to create contrast and highlight important elements.

**App :** Use [Canva](<https://www.canva.com>) to apply and adjust light and dark shades in your designs.

## **Fonts Hacks**

### **1. Use Font Combinations from the Same Typeface Family**


**Example :** Use Roboto Regular for body text and Roboto Bold for headings in a presentation. This keeps the design unified and visually appealing.

### **2. Experiment with Display Fonts for Impact**

**Example :** Use the display font 'Lobster' for the main title of a flyer to grab attention and create a fun, eye catching effect.

### **3. Implement Monospaced Fonts for Technical Design**

**Example :** Use 'Courier New' in a coding tutorial to make the code blocks stand out and easy to read.



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#### 4. Use Script Fonts Sparingly

**Example :** Use 'Pacifico' for the signature line in a wedding invitation. It adds a personal touch without overwhelming the rest of the text.

#### 5. Test Different Font Pairings

**Example :** Combine 'Merriweather' for headings with 'Open Sans' for body text in a blog post to create a balanced and readable layout.

#### 6. Leverage Web Safe Fonts for Online Projects

**Example :** Use 'Arial' or 'Georgia' for a website to ensure consistent appearance across different browsers and devices.

#### 7. Opt for Variable Fonts


**Example :** Use 'Roboto Flex' on a responsive website to adjust font weight and width for different screen sizes seamlessly.

#### 8. Adjust Font Size for Readability

**Example :** Use a 16px font size for body text on a website to ensure it's easy to read on screens.

#### 9. Use OpenType Features

**Example :** Utilize ligatures and stylistic alternates in 'Adobe Garamond Pro' for a magazine layout to add elegance and uniqueness.



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## 10. Choose Fonts with Good XHeight

**Example :** Use 'Verdana' for the main text in an ebook. Its large x height improves readability, especially on small screens.

## Typography Hacks

**1. Use Ligatures Wisely :** Ligatures like "fi" and "fl" make text look smoother.

**Example :** In Adobe Illustrator, turn on ligatures in the Character panel to see how "office" changes.

**2. Adjust Spacing :** Tweak the space between letters (kerning) and groups of letters (tracking) for better readability.

**Example :** Use [Kern Type](<https://type.method.ac>) to practice kerning by adjusting the space between letters in "W A T E R."

**3. High Contrast :** Make sure your text color stands out against the background.

**Example :** Use [WebAIM's Contrast Checker](<https://webaim.org/resources/contrastchecker/>) to check if yellow text on a black background meets accessibility standards.

**4. Custom Fonts :** Create your own fonts or modify existing ones.

**Example :** Use [FontStruct](<https://fontstruct.com>) to design a unique font for your brand.



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**5. Font Hierarchy :** Use different font sizes and weights to guide readers.

**Example :** In a poster, use a large bold font for the title, like "Concert Tonight," and a smaller, lighter font for details, like "at 7 PM."

**6. Text as Art :** Incorporate text into your designs creatively.

**Example :** In [Canva](<https://www.canva.com>), create a design where the text "SALE" is integrated into a shopping bag graphic.

**7. Font Pairing :** Mix different fonts (like serif and sans serif) for a nice look.


**Example :** Use [FontPair](<https://fontpair.co>) to combine "Merriweather" (serif) for headings and "Open Sans" (sans serif) for body text.

**8. Responsive Text :** Make your text size adjust to different screen sizes.

**Example :** Use [FlowType](<http://simplefocus.com/flowtype/>) to set up a webpage where the font size of "Welcome to Our Site" changes based on the window size.

**9. Grids for Alignment :** Use grid systems to keep your text lined up and neat.

**Example :** Use [Gridlover](<http://www.gridlover.net>) to set up a grid system for a blog layout, ensuring all text elements align properly.



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**10. Minimal Effects :** Use effects like shadows or gradients sparingly.

**Example :** Use [CSS Gradient](<https://cssgradient.io>) to add the best gradient to the heading "Summer Sale" on your webpage.



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# THANK YOU FOR HACKING ALONG

**Keep Designing, Keep Creating**

Presented to you by Team Digital Communications