

The Role of Color Theory in Web Design

Color theory plays a crucial role in web design by influencing user perception and engagement. Effective color schemes enhance readability, create visual harmony, and evoke specific emotions. A well-chosen palette can guide user actions and improve overall user experience. A professional <u>web designing company in Chandigarh</u> can leverage color theory to create visually appealing and user-friendly websites that resonate with target audiences.

