

# Agenda

1. Intro HTML
2. Intro CSS
3. RGB Color Model
4. Selectors
5. Box Models
6. Div Element
7. Float
8. Positioning
9. HTML Tree Structure
10. Web Design
11. Fonts
12. Colors
13. Images
14. Icons

# 1. Introduction to HTML

- HTML: Hypertext Markup Language
- HTML documents are described by HTML tags
  - `<h1>`
  - `<p>`
  - `<a>`
- Tags mark up the beginning and the end of an element
  - `<tagname>content</tagname>`

## 2. Introduction to CSS

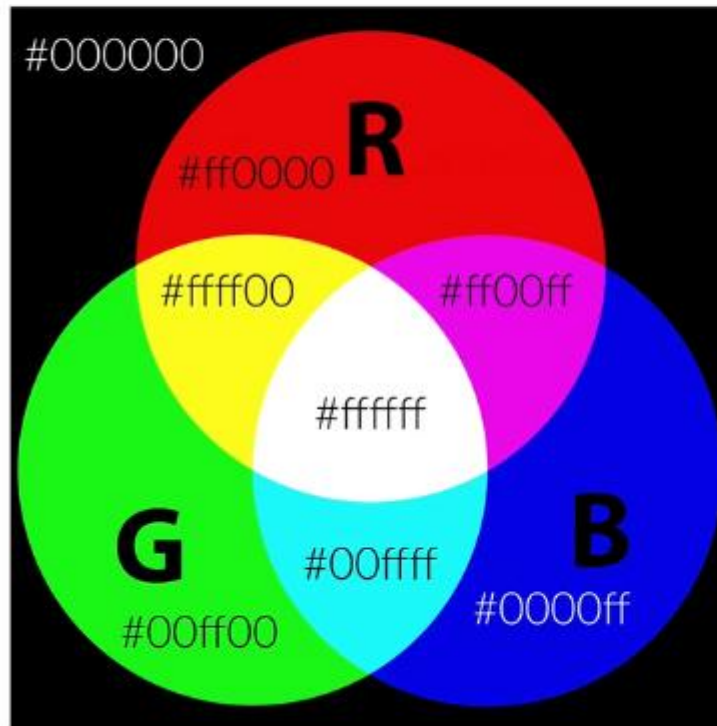
- Cascading Style Sheets
- CSS defines how HTML looks like
  - HTML is **what**
  - CSS is **how**

## 2. Introduction to CSS

- 3 Ways to import CSS
- - 1. CSS code inside an HTML tag
  - 2. CSS code inside an HTML document
  - **3. CSS code in external file**

# 3. RGB Model

## THE RGB MODEL



#RRGGBB

**For each color:**

Min: 0 (hex 0)

Max: 255 (hex ff)

# 3. RGB Model

THE RGB MODEL



#1da717

# 3. RGB Model

TRANSPARENCY WITH RGBA



# 4. Selectors

- Classes and IDs
  - Classes can refer to multiple HTML items
  - IDs can only refer to one HTML item

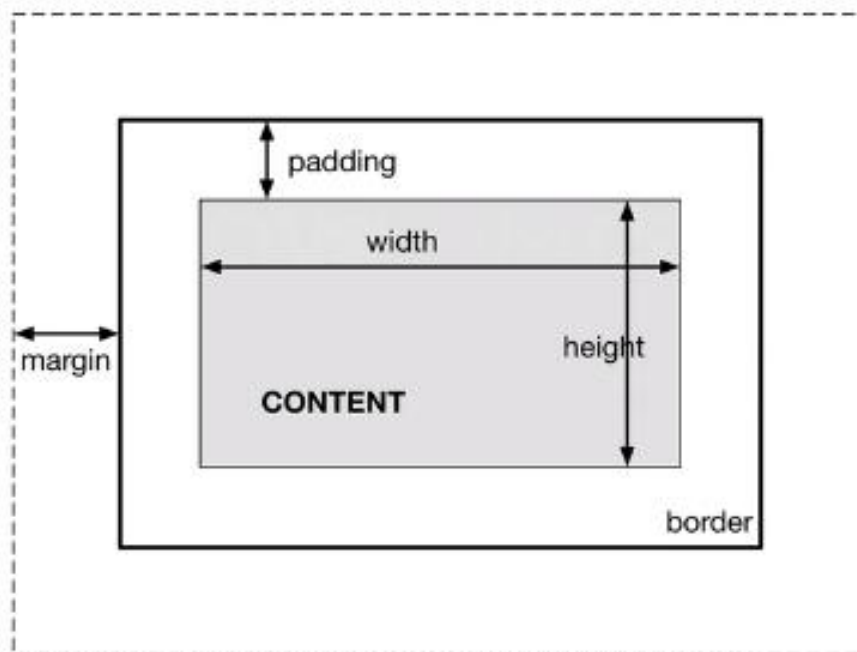


# 4. Selectors

Selector	Description
*	Selects all elements
.CLASSNAME	Selects all elements with a specific class = CLASSNAME
#IDNAME	Select one element with a specific id = IDNAME
TAG1 TAG2	Selects all TAG2 elements which are children to TAG1 i.e. <b>li a</b> would give all anchor-tags within
TAG1 > TAG2	Selects all TAG2 elements which are <b>direct children</b> to TAG1 i.e. <b>li &gt; a</b> would give all anchor-tags within as
TAG.CLASSNAME	Selects all TAG elements which have the class CLASSNAME
TAG#IDNAME	Selects all TAG elements which have the class IDNAME
TAG1 + TAG2	Selects the first adjacent TAG2 element after the TAG1 element

# 5. Box Model

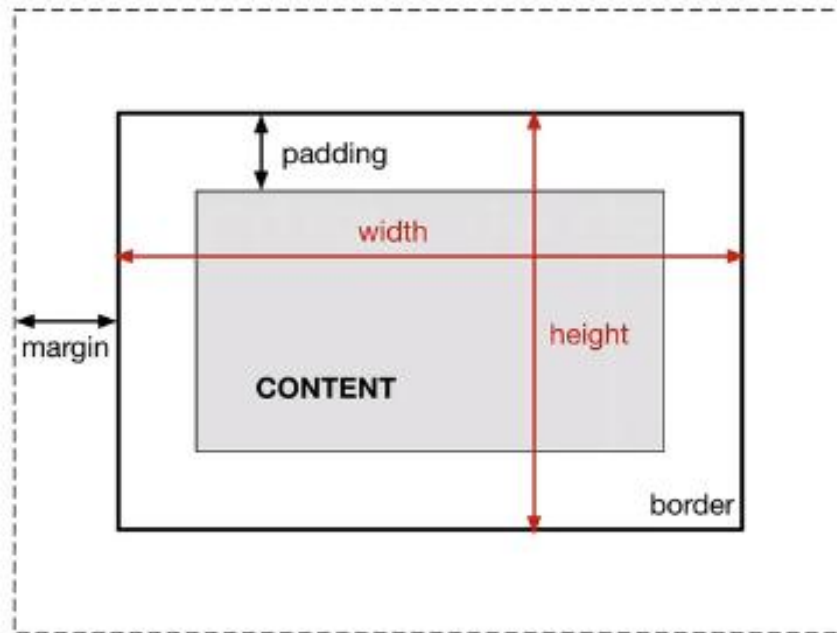
## THE CSS BOX MODEL



- **Content:** text, images. etc.
- **Padding:** transparent area around the content, inside of the box.
- **Border:** goes around the padding and the content
- **Margin:** space between boxes.

# 5. Box Model

## THE CSS BOX MODEL WITH BOX-SIZING



With box-sizing: border-box in CSS, we can define the **height** and the **width** for an entire box, rather than just for the content

# 5. Box Model

## THE CSS BOX MODEL WITH BOX-SIZING

### My first blog post

#### This is my first blog post

This is a very **strong** text, because it is **bold**.

I would like to *emphasize* how important it is to follow this course until the end!

This is some underlined text.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus.



[Link to udemy HTML logo](#)

Block elements

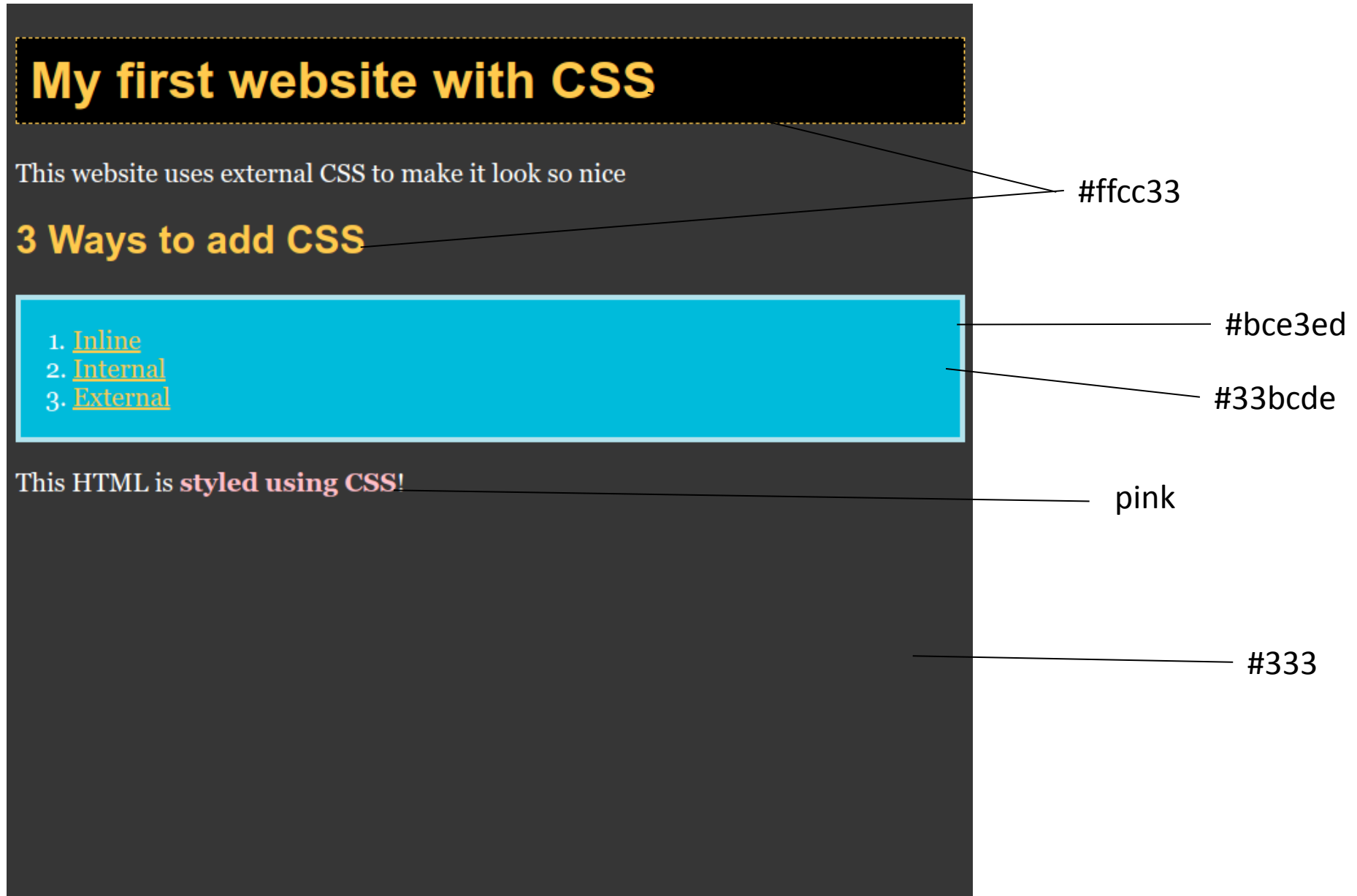
# 5. Box Model

- Two kinds of elements
  - Block: creates a line-break, uses full width of browser
    - H1, h2, p, ...
  - Inline: does not create a line-break, does not use full width of browser
    - strong, em, u, ...

## 6. DIV Element

- DIV: most used element in websites
- DIV stands for “divide”
- Centering content:
  - Margin-left: auto
  - Margin-right: auto

Task: Style the HTML elements that the index.html looks like this website:



Task: Style the HTML elements that the index.html looks like this website:

## Welcome to my website

This is my minimalist website, with very little info. At least it is beautiful!

#333

#ed700

### Blog Post Title

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

*Posted by My name here*

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*Posted by My name here*

Thanks for visiting



# 6. Colors

GO

[https://www.w3schools.com/colors/colors\\_names.asp](https://www.w3schools.com/colors/colors_names.asp)

- Colors can either have a RGB value or a HEX (Hexadecimal Value)
- RGB – RED (0 – 255), GREEN (0-255), BLUE (0-255)
- 255 (3 decimal digits) = FF (2 hexadecimal digits)

# 6. Colors

Decimal System:

0,1,2,3,4,5,6,7,8,9  
= 10 Digits

Hexadecimal System:

0,1,2,3,4,5,6,7,8,9,A,B,C,D,E,F  
= 16 Digits

$$FE = 15 * (16^1) + 14 * (16^0) = 254$$

$$FA = 15 * (16^1) + 10 * (16^0) = 250$$

$$FD = 15 * (16^1) + 13 * (16^0) = 253$$

#FEFAFD

(almost  
white)

# 6. Colors

Task: What Color is: #9c12ee?

1. Calculate the RGB Value using a pen and a paper.
2. Try to guess what color it might be, without using the computer.

$$FE = 15 * (16^1) + 14 * (16^0) = 254$$

$$FA = 15 * (16^1) + 10 * (16^0) = 250$$

$$FD = 15 * (16^1) + 13 * (16^0) = 253$$

#FEFAFD

(almost  
white)

# Task: Build a Styled Form

1. Pull the /task5 folder, take a look at the /images folder. There is all you need image-wise.
2. Code the index.html and styles.css using the following information and the lessons you have learned so far about background-images, styling forms and text-formatting

**El Amigo** - PUB + GRILL -  
CRAFT BEER IN BEAUTIFUL - SPAIN

**The Best Craft Beer in Spain!**

Bienvenido, amigos! We are completely fictional location. But that does not mean we can't imagine the best beer in Spain!

**Make a reservation**

Get your spot before somebody else does!

**YOUR NAME**  
*John B. Goode*

**YOUR EMAIL**  
*John B. Goode*

**RESERVATION TIME**  
*01/dd/yyyy, --:-- --*

**Reserve Now**

©2018 - El Amigo

# Task: Build a Styled Form

**El Amigo** - PUB + GRILL -  
CRAFT BEER  
IN BEAUTIFUL -  
SPAIN

**The Best Craft Beer in Spain!**

Bienvenido, amigos! We are completely fictional location. But that does not mean we can't imagine the best beer in Spain!

**Make a reservation**

Get your spot before somebody else does!

**YOUR NAME**  
John B. Goode

**YOUR EMAIL**  
John B. Goode

**RESERVATION TIME**  
01/dd/yyyy, --:-- --

**Reserve Now**

3 divs  
wrapped in  
an container div,  
which is always  
centered

# Task: Build a Styled Form



logo.png

## The Best Craft Beer in Spain!

Bienvenido, amigos! We are completely fictional location. But that does not mean we can't imagine the best beer in Spain!

background.jpg

### Make a reservation

Get your spot before somebody else does!

YOUR NAME
John B. Goode
YOUR EMAIL
John B. Goode
RESERVATION TIME
01/dd/yyyy, --:-- --
Reserve Now

transparent\_white.png

# Task: Build a Styled Form

**El Amigo** - PUB + GRILL -  
CRAFT BEER  
IN BEAUTIFUL -  
SPAIN

**The Best Craft Beer in Spain!**

Bienvenido, amigos! We are completely fictional location. But that does not mean we can't imagine the best beer in Spain!

**Make a reservation**

Get your spot before somebody else does!

**YOUR NAME**  
John B. Goode

**YOUR EMAIL**  
John B. Goode

**RESERVATION TIME**  
01/dd/yyyy, --:-- --

**Reserve Now**

©2018 - El Amigo

Input type = datetime-local

# Task: Build a Styled Form

*El amigo* - PUB + GRILL -  
CRAFT BEER  
IN BEAUTIFUL -  
SPAIN

## The Best Craft Beer in Spain!

Bienvenido, amigos! We are completely fictional location. But that does not mean we can't imagine the best beer in Spain!

### Make a reservation

Get your spot before somebody else does!

YOUR NAME	<input type="text" value="John B. Goode"/>
YOUR EMAIL	<input type="text" value="John B. Goode"/>
RESERVATION TIME	<input type="text" value="01/dd/yyyy, --:-- --"/>
<input type="button" value="Reserve Now"/>	

©2018 - El Amigo

Helvetica Neue

Georgia



# 7. Float

*A float is a box that is shifted to the left or right on the **current line**. The most interesting characteristic of a float (or “floated” or “floating” box) is that content may flow along its side (or be prohibited from doing so by the “clear” property). Content flows down the right side of a left-floated box and down the left side of a right-floated box.*

**Floating is used for building layouts.**

# 7. Float

Normal Flow  
=  
Stacking  
On top  
of each other



BLOCK ELEMENT

current line = 0

# 7. Float

Normal Flow  
=  
Stacking  
On top  
of each other



BLOCK ELEMENT

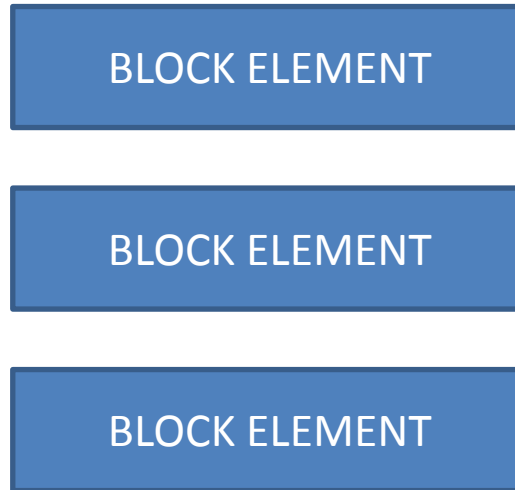
BLOCK ELEMENT

---

current line = 1

# 7. Float

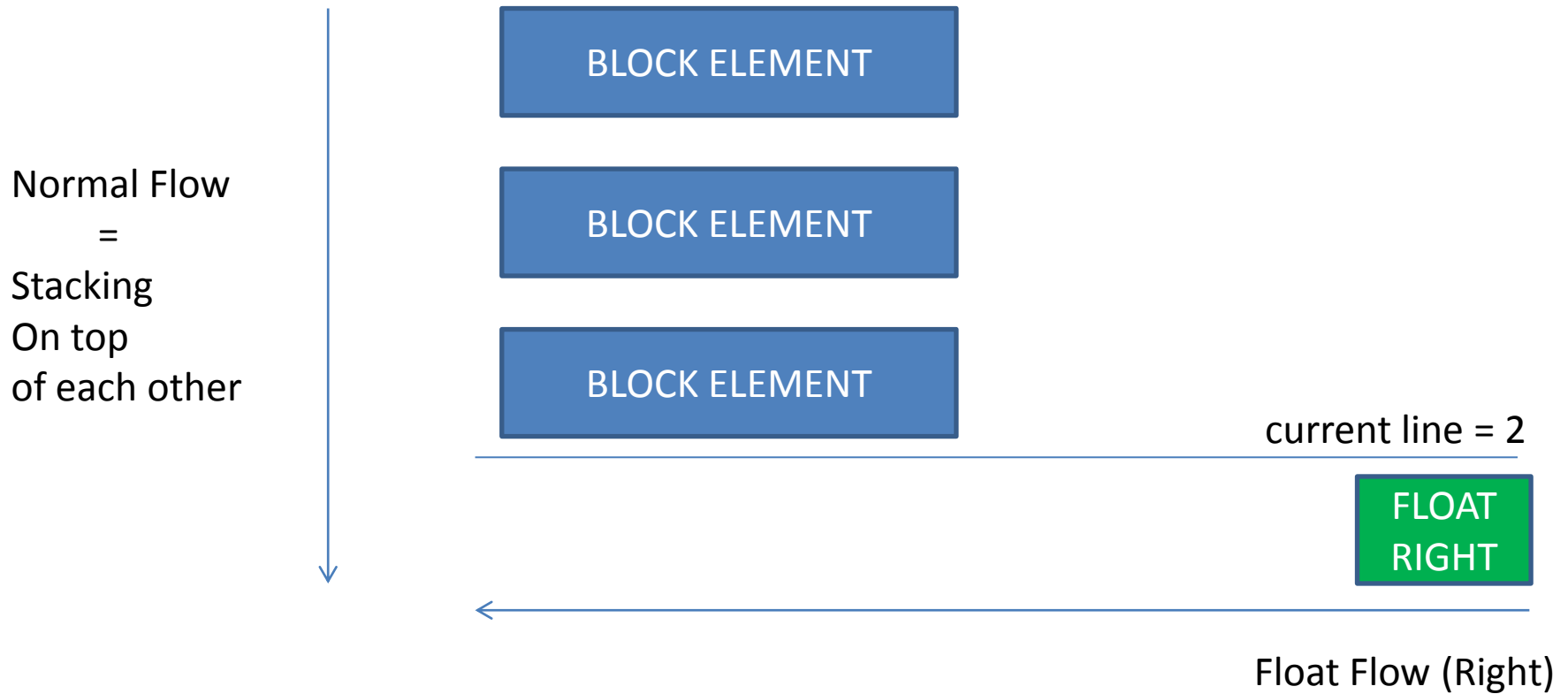
Normal Flow  
=  
Stacking  
On top  
of each other



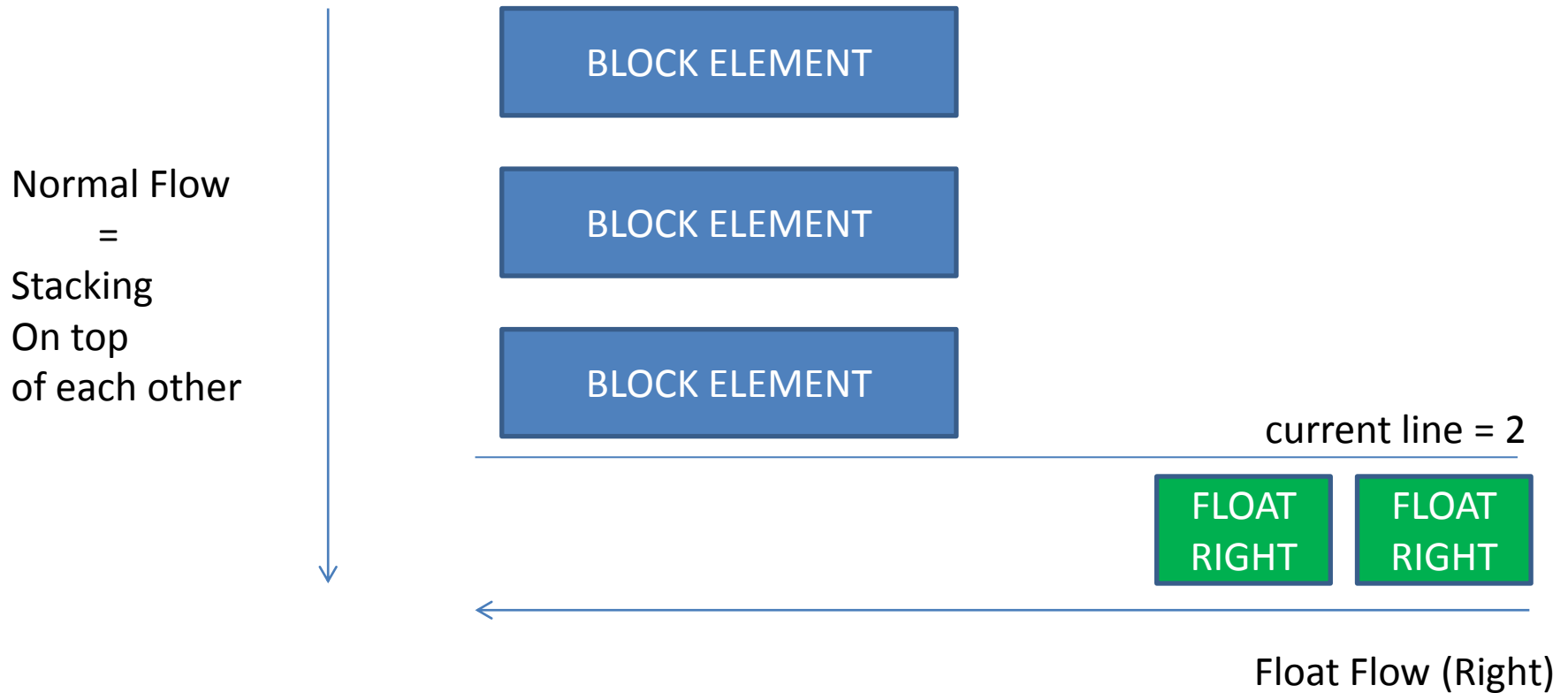
---

current line = 2

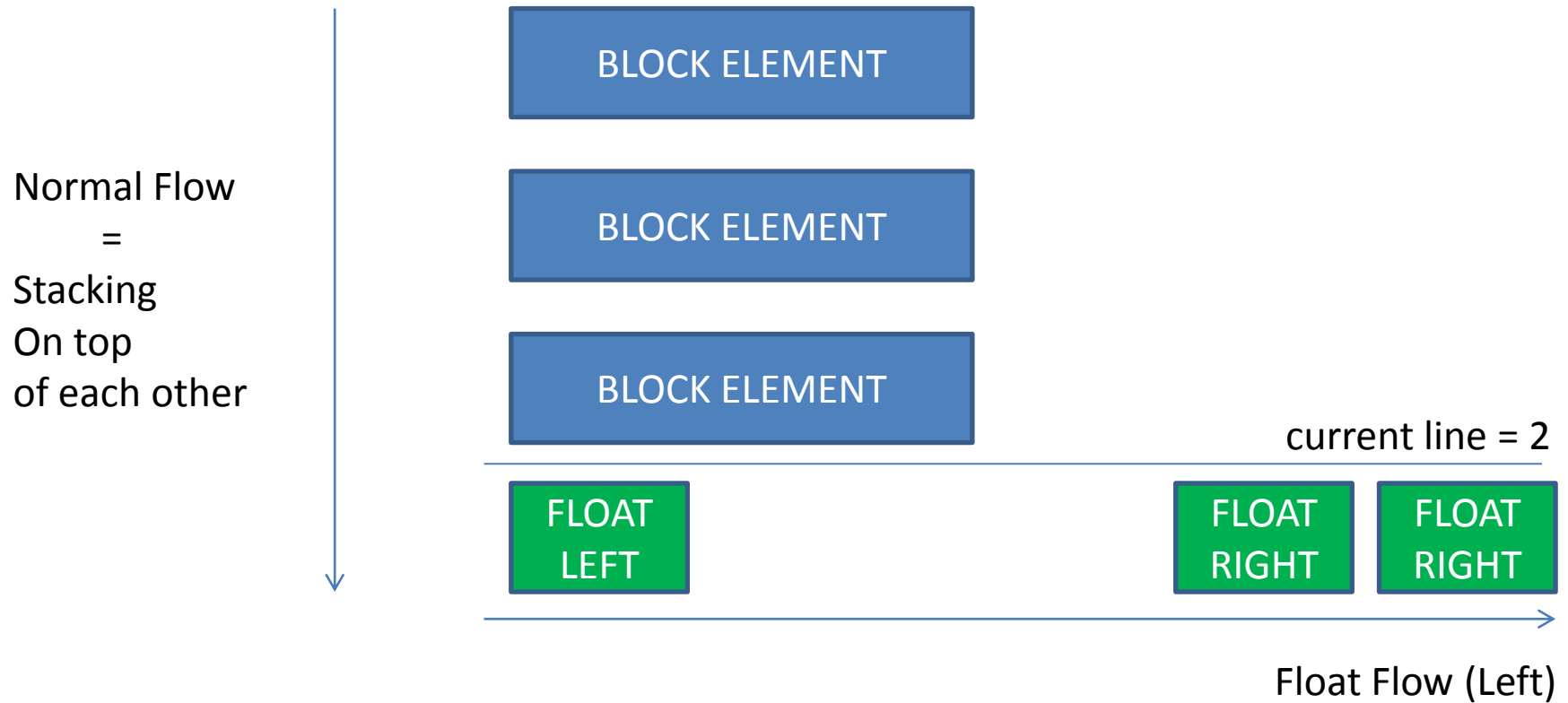
# 7. Float



# 7. Float

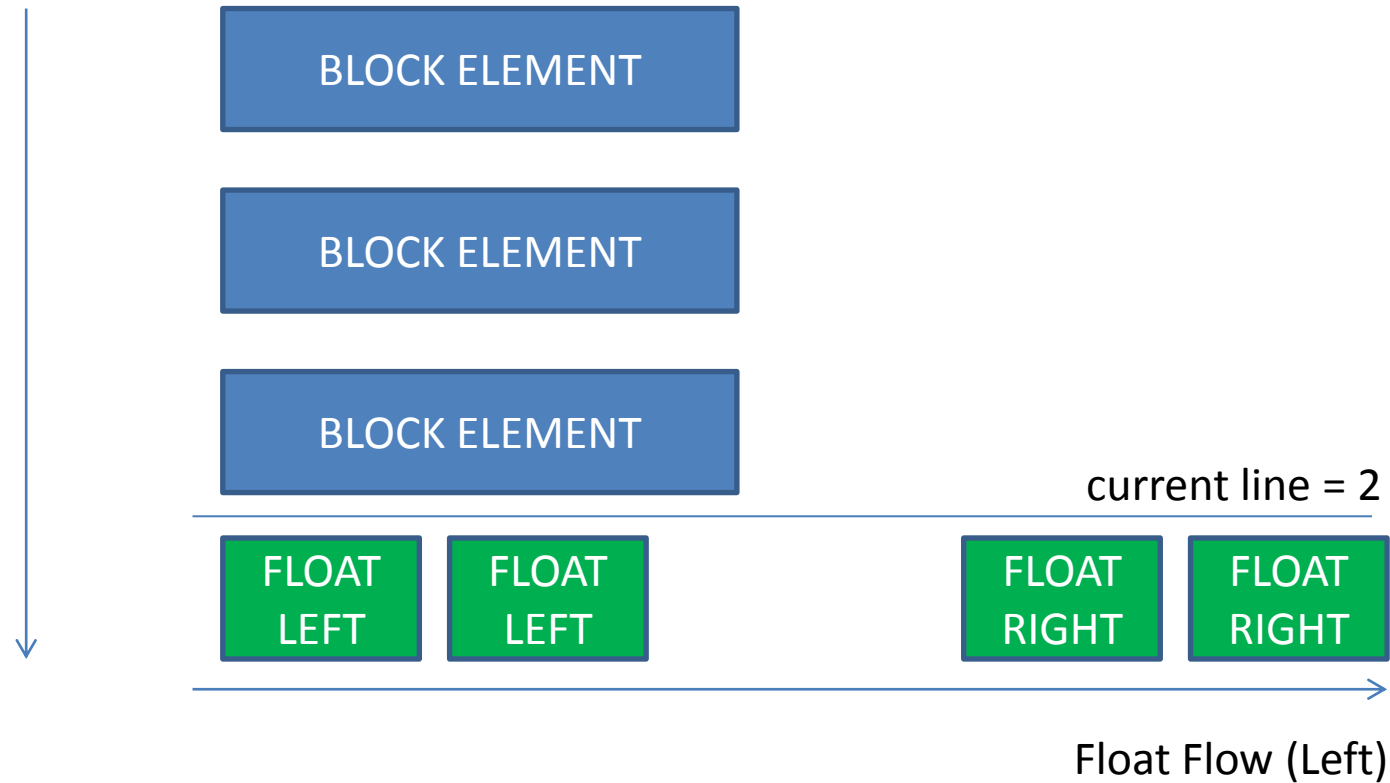


# 7. Float



# 7. Float

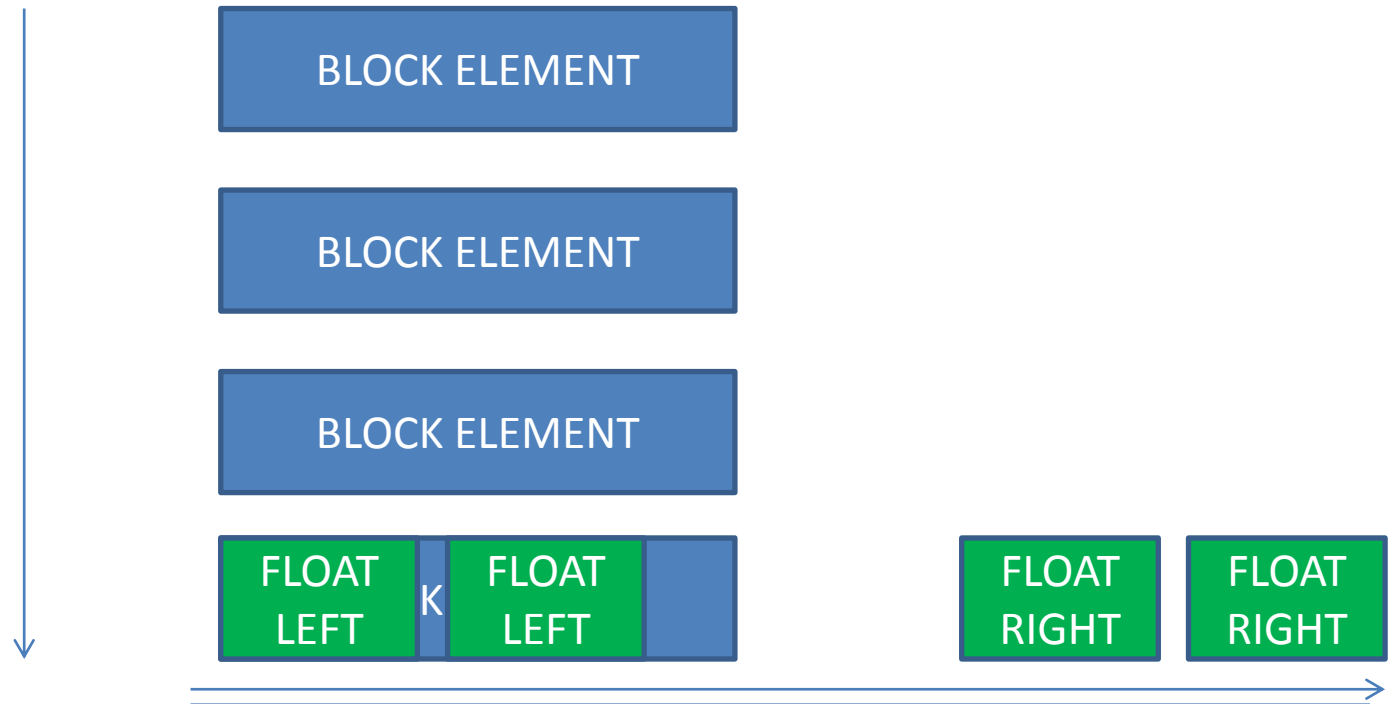
Normal Flow  
=  
Stacking  
On top  
of each other





# 7. Float

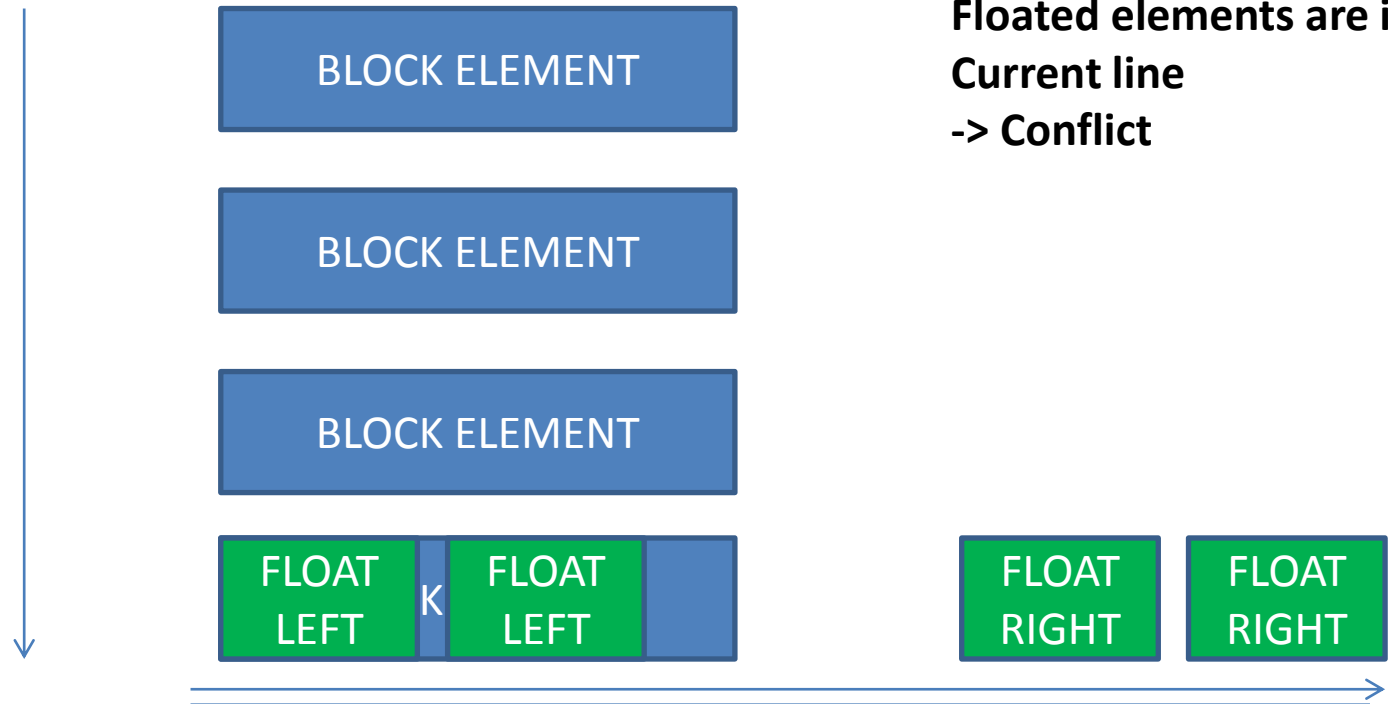
Normal Flow  
=  
Stacking  
On top  
of each other



Float Flow (Left)  
**current line = 3**

# 7. Float

Normal Flow  
=  
Stacking  
On top  
of each other



## Problem:

Floated elements are in the  
Current line

-> Conflict

Float Flow (Left)  
current line = 3

# 7. Float

Normal Flow  
=  
Stacking  
On top  
of each other



BLOCK ELEMENT

BLOCK ELEMENT

BLOCK ELEMENT

FLOAT  
LEFT

FLOAT  
LEFT

CLEAR ELEMENT

## Solution:

**Clearing Element**  
**Sets current line to**  
**Last current line + 2**

FLOAT  
RIGHT

FLOAT  
RIGHT

---

current line = 4

# 7. Float

- <https://www.youtube.com/watch?v=xara4Z1b18I>

# 7. Float

## Collapsing:

*When a parent element that contains any number of floated elements does not expand to completely surround those elements in the way it would if the elements were not floated.*



Blog post content

Other  
blog  
posts

Author and other informations

# Task: Build the following floating layout

## My first blogpost

April 5th, 2018

The first other blogpost  
Yet another blogpost  
The best post ever: read this!

### This is my first blog post

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringilla mauris sit amet nibh. Donec sodales sagittis magna. Sed consequat, leo eget bibendum sodales, augue velit cursus nunc,

[Link to Devugees](#)

[Link to Devugees in a new tab](#)

[HTML Logo](#)

### HTML is amazing

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringilla mauris sit amet nibh. Donec sodales sagittis magna. Sed consequat, leo eget bibendum sodales, augue velit cursus nunc,



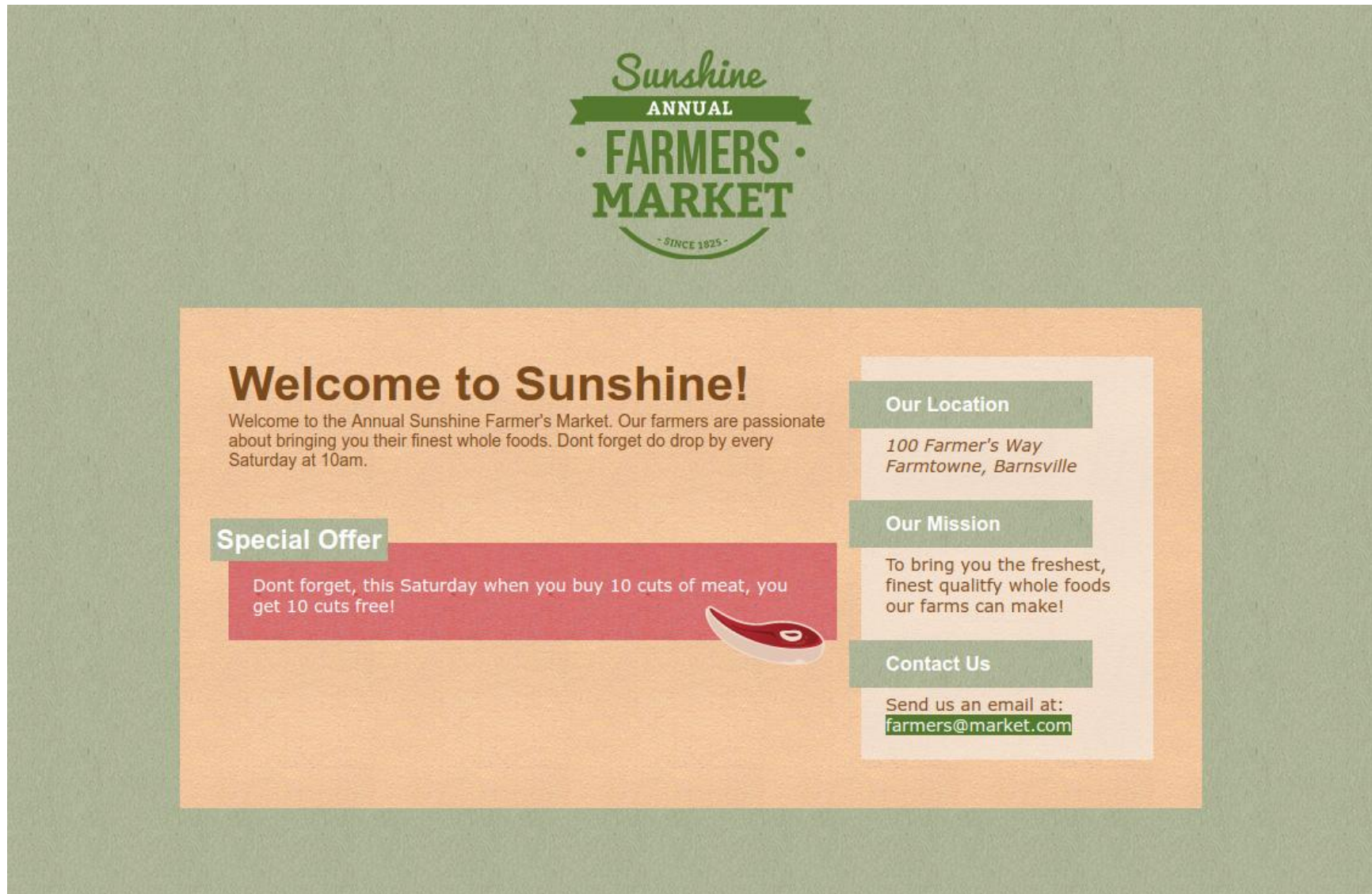
Jackson Gonzalez

# 8. Positioning

- Static (default value)
  - Appear as in the **normal flow**
  - Every element has “position: static” by default
- Relative
  - Moves the element to the new position **relative to the normal flow**
- Absolute
  - Moves the element to the new position **relative to its first non-static positioned ancestor element**,
  - Otherwise, the position of the body

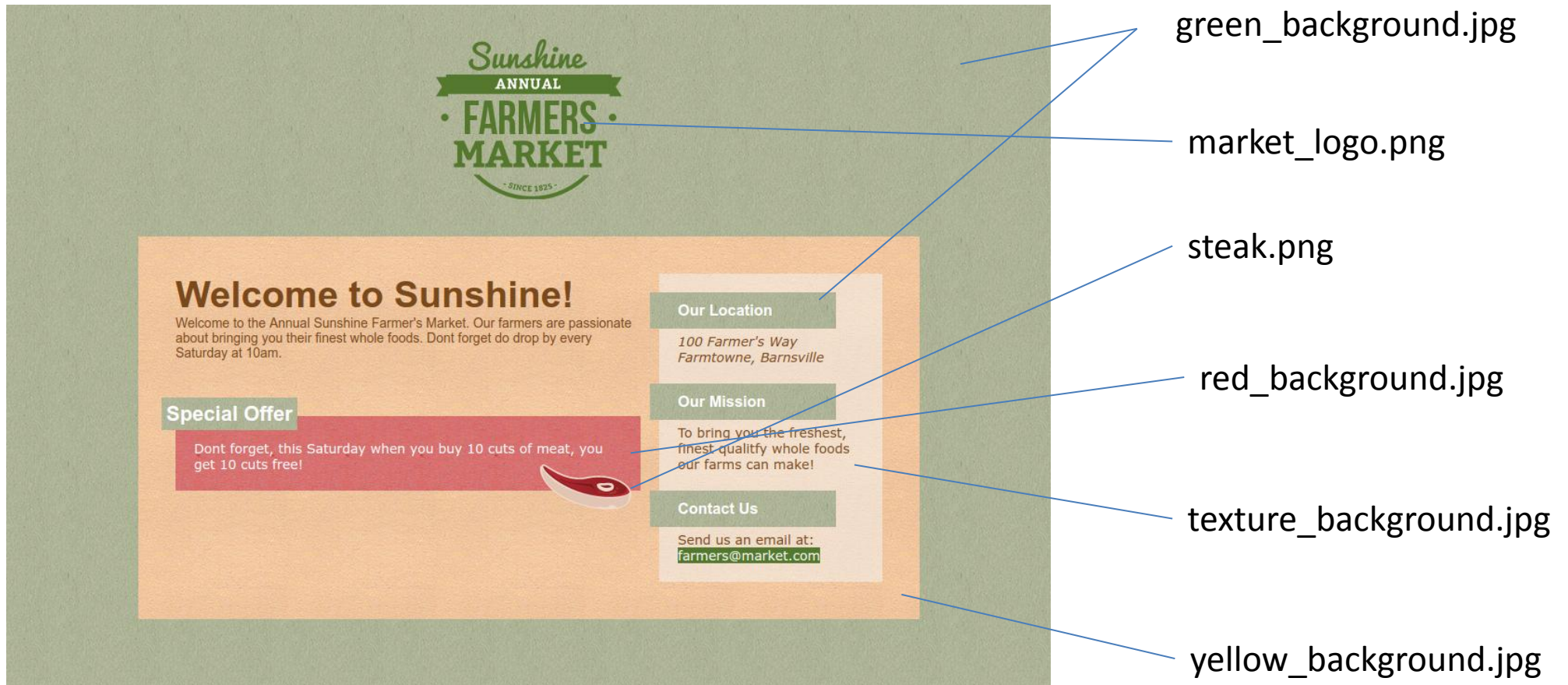


# Task: Implement the Stylesheet



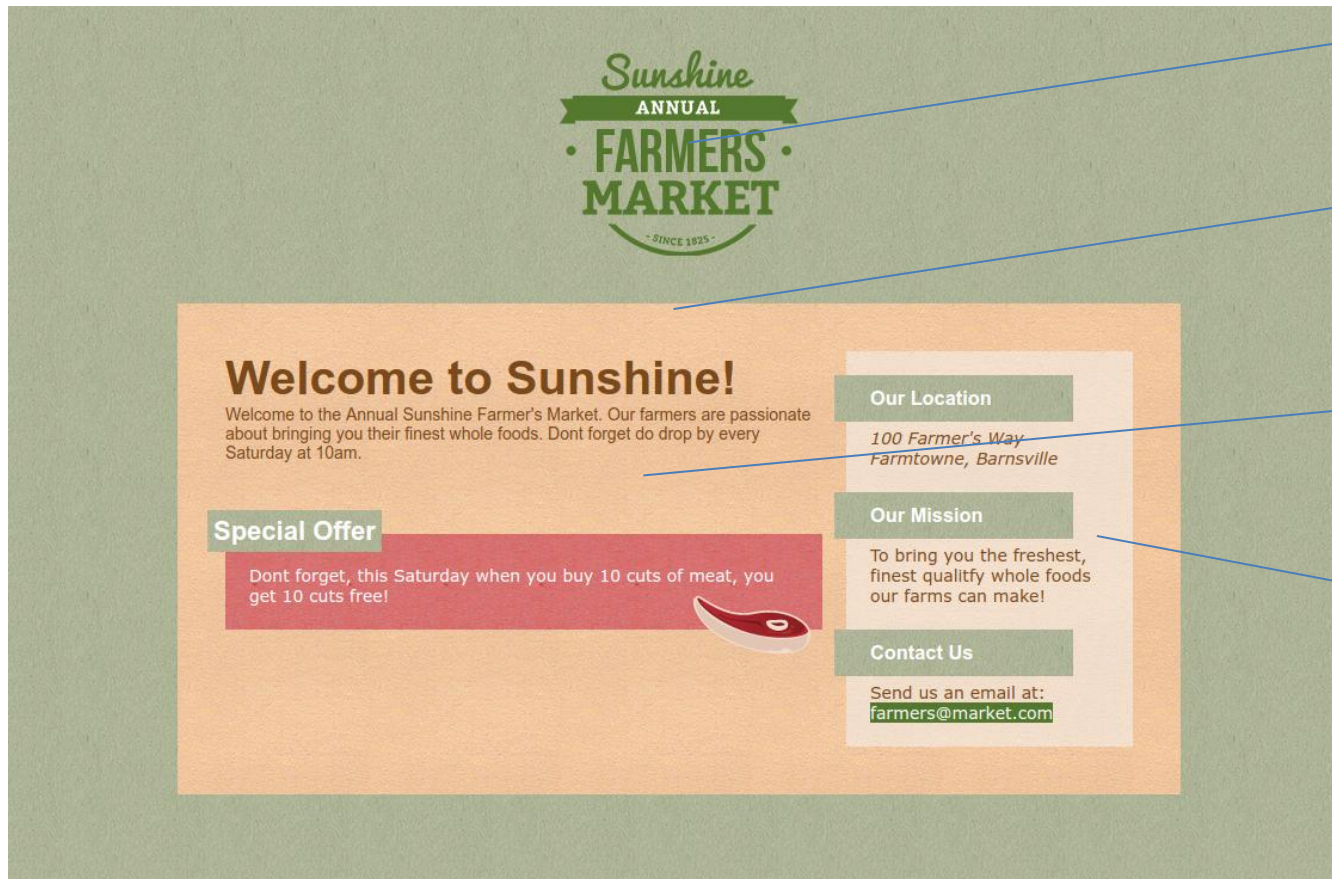
# Task: Implement the Stylesheet

Use the following informations:



# Task: Implement the Stylesheet

Use the following informations:



#logo has width 200px

#container has width 760px

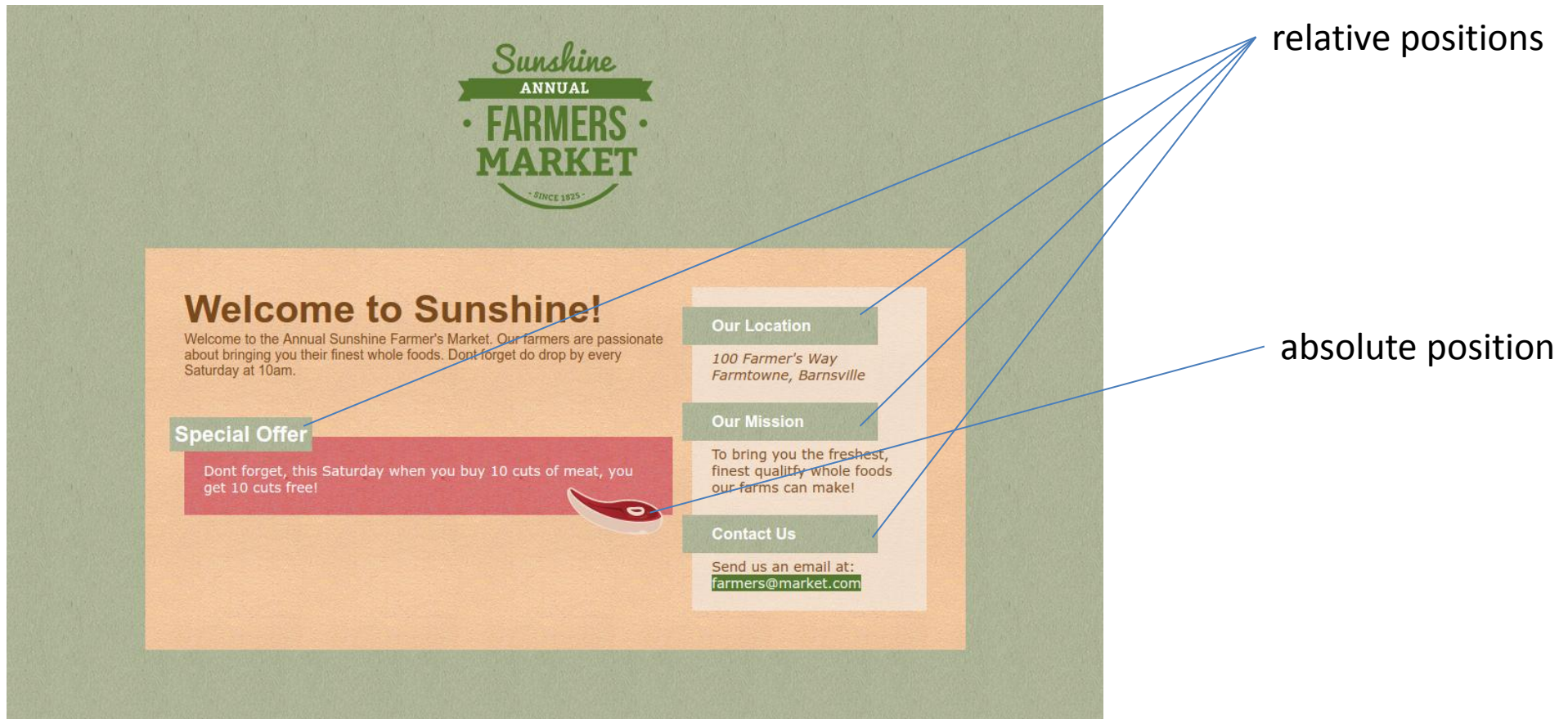
#main-content has width 500px and is floated

#sidebar has width 200px and is floated



# Task: Implement the Stylesheet

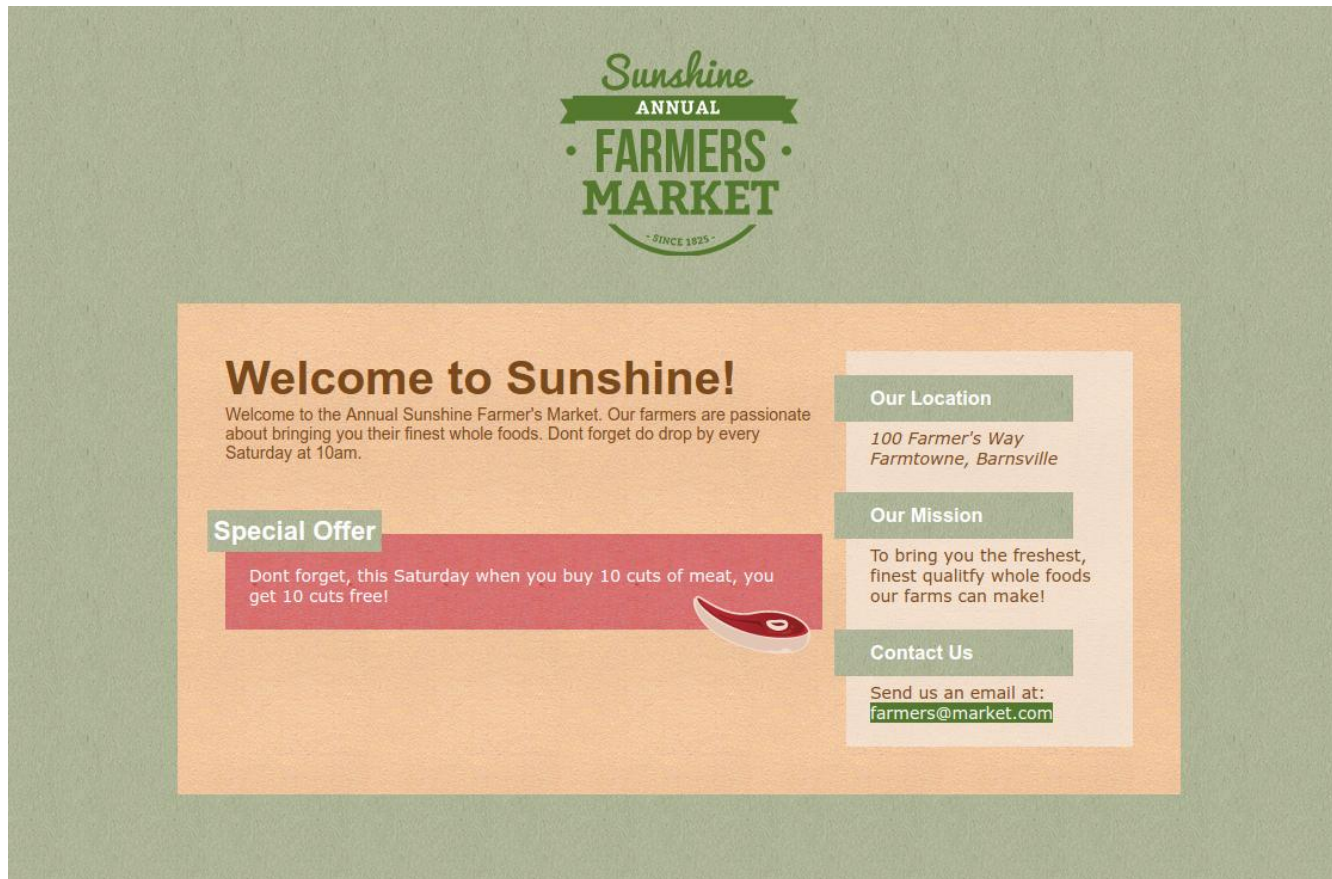
Use the following informations:



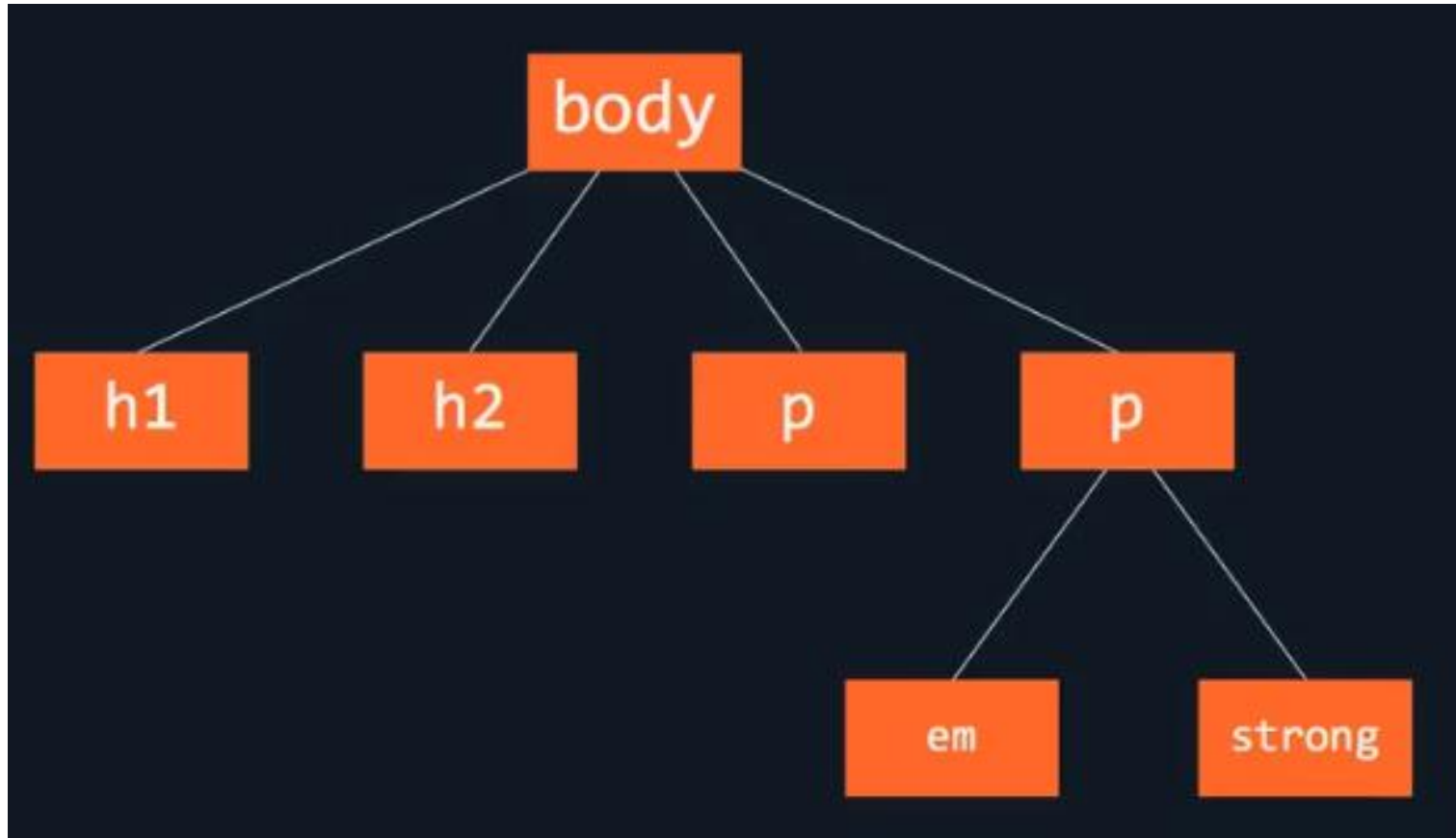
# Task: Implement the Stylesheet

Use the following informations:

All fonts Arial Helvetica



# 9. HTML Tree Structure



# 10. Web Design

- The Designer creates the look and feel
- The Developer builds it.

# 10. Designs

iOS6



iOS7

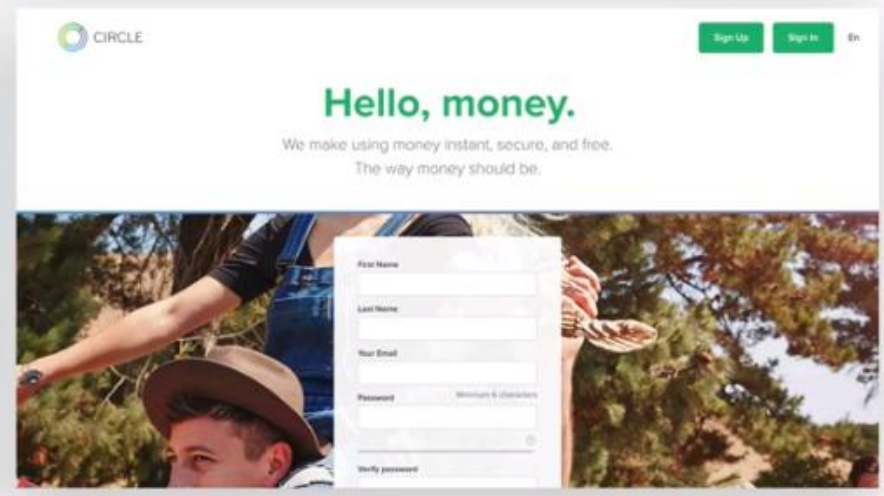
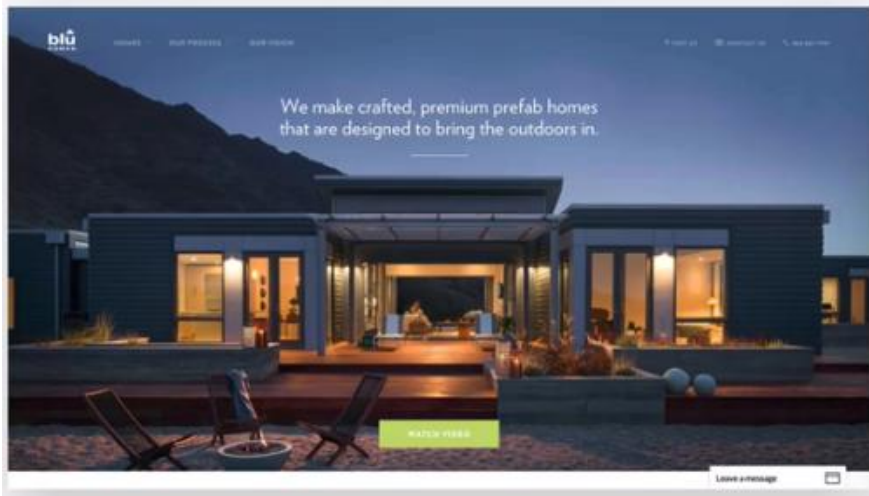




# 10. Designs

A modern, clean login form with a light purple background. It features two input fields: "Username" with a user icon and "Password" with a lock icon. Below the fields is a green button labeled "Log in".

# 10. Designs



# 11. Fonts

## 1. USE A FONT-SIZE BETWEEN 15 AND 25 PIXELS

GOOD



Okay, I'll be honest with you right away. The title is a little misleading. I started learning Swift 4 months ago and I knew *some* coding before that. But I have never created a native app for any platform. Thinking about it now, I had no idea what I was up against...

For you to understand the *how* I did it, first I must tell you the *why*.

### Traveling back in time

I always loved computers. My father bought our first machine when I was around 8 years old, and I became hooked in a second. It had a blurry CRT screen and it was running DOS, but it did what *you* wanted it to do. That thing was pure magic for God's sake! Of course I mostly played games on it but I fell in love with the whole environment. I learned about how a PC worked, turned all the knobs and switches in the programs and became the guy others came to for tech-advice.

22px

# 11. Fonts

## 2. USE (REALLY) BIG FONT SIZES FOR HEADLINES





# 11. Fonts

## 3. USE LINE SPACING BETWEEN 120 AND 150%



GOOD

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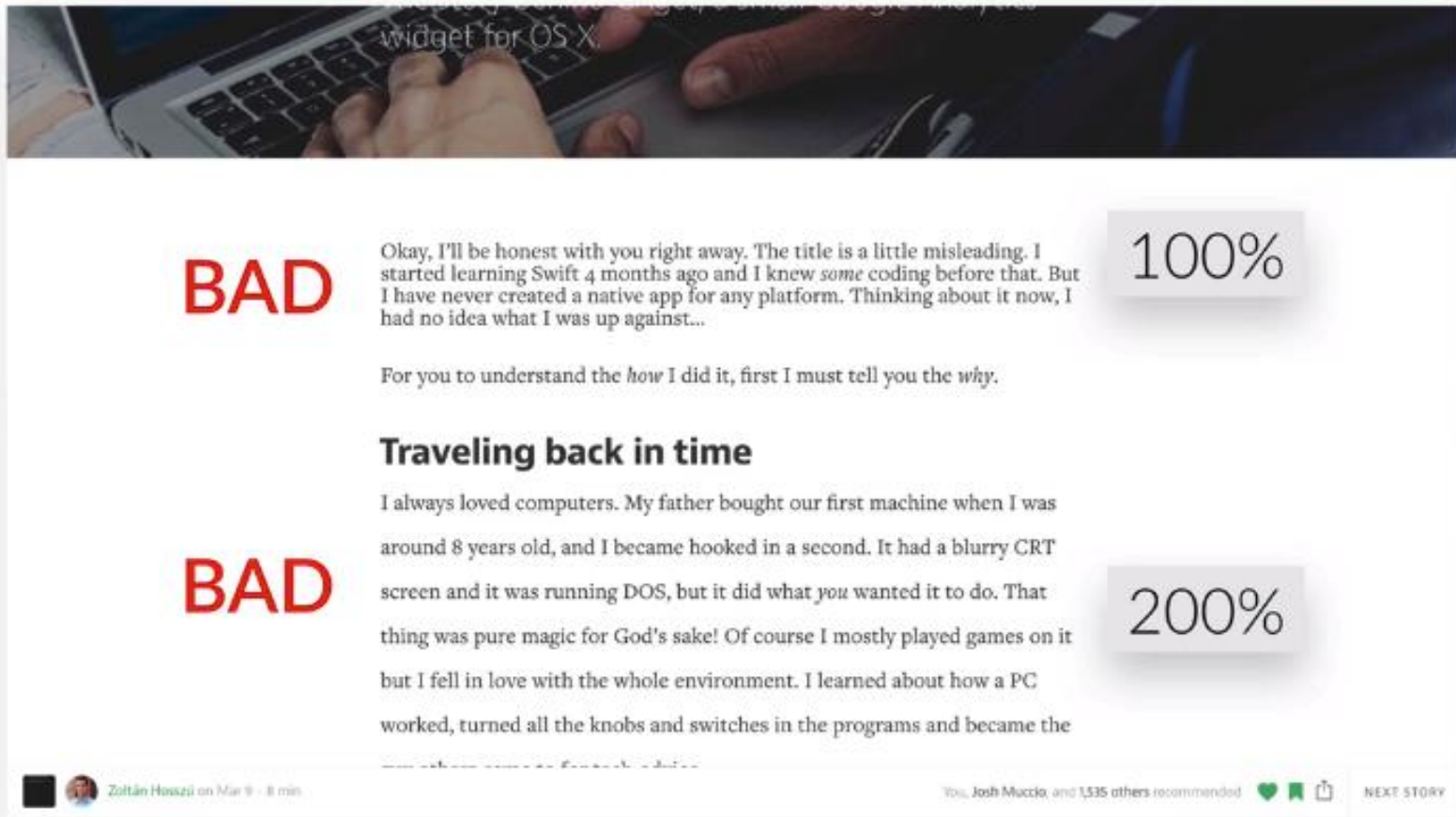
150%

 Zoltán Hosszú on Mar 9 · 8 min

You, Josh Muzio, and 1,534 others recommended    NEXT STORY

# 11. Fonts

## 3. USE LINE SPACING BETWEEN 120 AND 150%



# 11. Fonts

## 4. 45 TO 90 CHARACTERS PER LINE

GOOD



Okay, I'll be honest with you right away. The title is a little misleading. I started learning Swift 4 months ago and I knew *some* coding before that. But I have never created a native app for any platform. Thinking about it now, I had no idea what I was up against...

78 chars

For you to understand the *how* I did it, first I must tell you the *why*.

### Traveling back in time

I always loved computers. My father bought our first machine when I was around 8 years old, and I became hooked in a second. It had a blurry CRT screen and it was running DOS, but it did what *you* wanted it to do. That thing was pure magic for God's sake! Of course I mostly played games on it but I fell in love with the whole environment. I learned about how a PC worked, turned all the knobs and switches in the programs and became the guy others came to for tech-advice.

 Zoltán Hosszú on Mar 9 · 8 min

You, Josh Muccio, and 1,534 others recommended    NEXT STORY

# 11. Fonts

## 4. 45 TO 90 CHARACTERS PER LINE



**BAD**

Okay, I'll be honest with you right away. The title is a little misleading. I started learning Swift 4 months ago and I knew *some* coding before that. But I have never created a native app for any platform. Thinking about it now, I had no idea what I was up against...

36 chars

**BAD**

### Traveling back in time

I always loved computers. My father bought our first machine when I was around 8 years old, and I became hooked in a second. It had a blurry CRT screen and it was running DOS, but it did what *you* wanted it to do. That thing was pure magic for God's sake! Of course I mostly played games on it but I fell in love with the whole environment. I learned about how a PC worked, turned all the knobs and switches in the programs and became the guy others came to for tech-advice.

141 chars

Post removed in 2008. It was the time of old dial-up modems and ASCII. Since it was still into computers as the Internet started gaining

 Zoltán Horváth on Mar 9 · 8 min

Yoni, Josh Muccio, and 1,535 others recommended    NEXT STORY



# 11. Fonts

## 5. USE GOOD FONTS

**F**  
Sans-serif

**F**  
Serif  
(red serifs)

# 11. Fonts

## 5. USE GOOD FONTS

**F**  
Sans-serif

- More neutral
- Clean
- Simple
- Modern websites

**F**  
Serif  
(red serifs)

- Traditional purposes
- Storytelling
- Long reading

# 11. Fonts

## 5. USE GOOD FONTS

### HOW TO **CHOOSE** A FONT?

1. Chose a font which reflects the look and feel you want for your website
2. Decide: sans-serif or serif typeface?
3. Use a good font
4. Use only that one typeface

## 12. Colors

# LING's CARS.com

UK CONTRACT HIRE CARS FROM LING VALENTINE

Version 237.1. You can trust me! ... In 2014 I'll rent over £75 million of cars (at RRP)

WIN! SPECIAL LING/VIZ T-SHIRT!

Play stupid game NEW

## CAR LEASING - CONTRACT HIRE - CHEAP LEASE CARS

Home

Cars and Vans

How It Works

Price Lists

About Ling

1500+ Letters

Customers

Fun Stuff

Quote/Order

Business Customer Pricing

Personal Customer Pricing

The Best FAQs in the World!

NEW SEXY shirt full size HERE

FFAD FREE LINKS

Search Cars Here

Go

@LINGSCARS Follow Me

LING'S LIVE TWITTER FEED

NewCarMark: RT @UsedCarRicky: Dear @LINGSCARS - Will you marry me? I'll make you laugh! <http://t.co/GxQnYKBq1>

UsedCarRicky: Dear @LINGSCARS - Will you marry me? I'll make you laugh! <http://t.co/GxQnYKBq1>

AndyDavies: @derScheep Lings Cars is a very successful business but pretty it's not <http://t.co/TIMAEqVv> @estelev

Intro Film

News

Blog

Office TV

Contact

Moan

Links

Play Quiz

Privacy Policy

Google Visitors

### "JUST CLICK!"

THE BEST... FREQUENTLY ASKED QUESTIONS ...IN THE WORLD!

You can't find a car?

Apply for a CAR QUOTE

ALL SEEN ON TV

DRAGONS' DEN

Richard Farleigh - "I wanted to invest; I was amazed by Ling's complete lack of nerves, and also by her business sense."

Duncan Bannatyne - "I wanted to invest... but ye turnd me dooon!"

Deborah Meaden "Harrumph! I'm out!"

### MEET MY STAFF

Ling is OFFICIAL VIZ ethnic business ambassador!

PLAY STUPID CRASH GAME!

CHEAP INSURANCE

Google Spider Food

View LIVE visitors: 32 online

### Hi! I am Ling from Dragons' Den. I lease cheap new cars!

UPDATE... The latest car I've added is a Mercedes SLK Roadster 2.1 CDI BlueEFFICIENCY 16v (201bhp) 250 AMG Sport Convertible 2dr 2143cc Diesel at £327.55 inc VAT at 16:55 yesterday - Ling

### CAR LEASING

Want a cheap new lease car? Start HERE!

My cheapest leasing deals!

Click to chat is closed

### ABARTH CAR LEASING

500  
500 Convertible  
595  
595 Convertible

### ALFA ROMEO LEASE CARS

Giulietta  
Mito

### AUDI LEASING

Close (X)

ASK

THE BEST FAQ: IN THE WORLD!

Close (X)

LIVE CHAT!

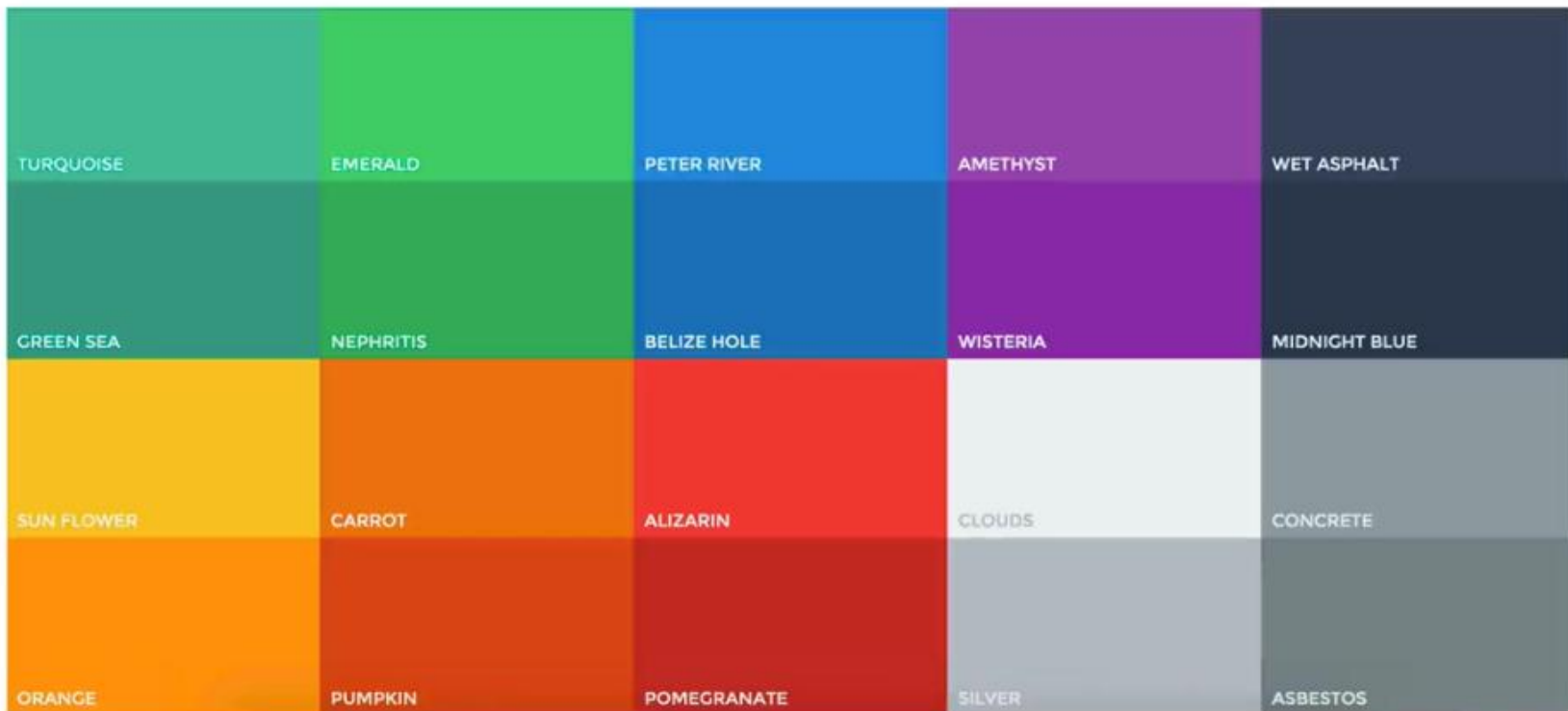
# 12. Colors

- Picking a color for a website means more than picking your favorite color and turning it into a design. It means picking the right color in order to get the desired response from your audience. Color really makes a difference. This happens because there are psychological effects behind each color.



# 12. Colors

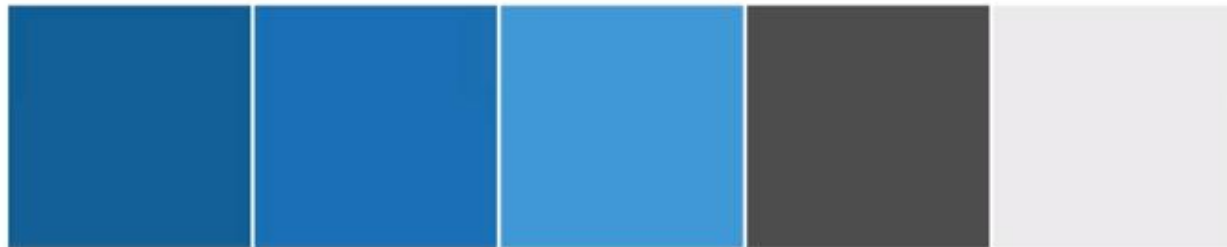
## 1. USE ONLY ONE BASE COLOR



# 12. Colors

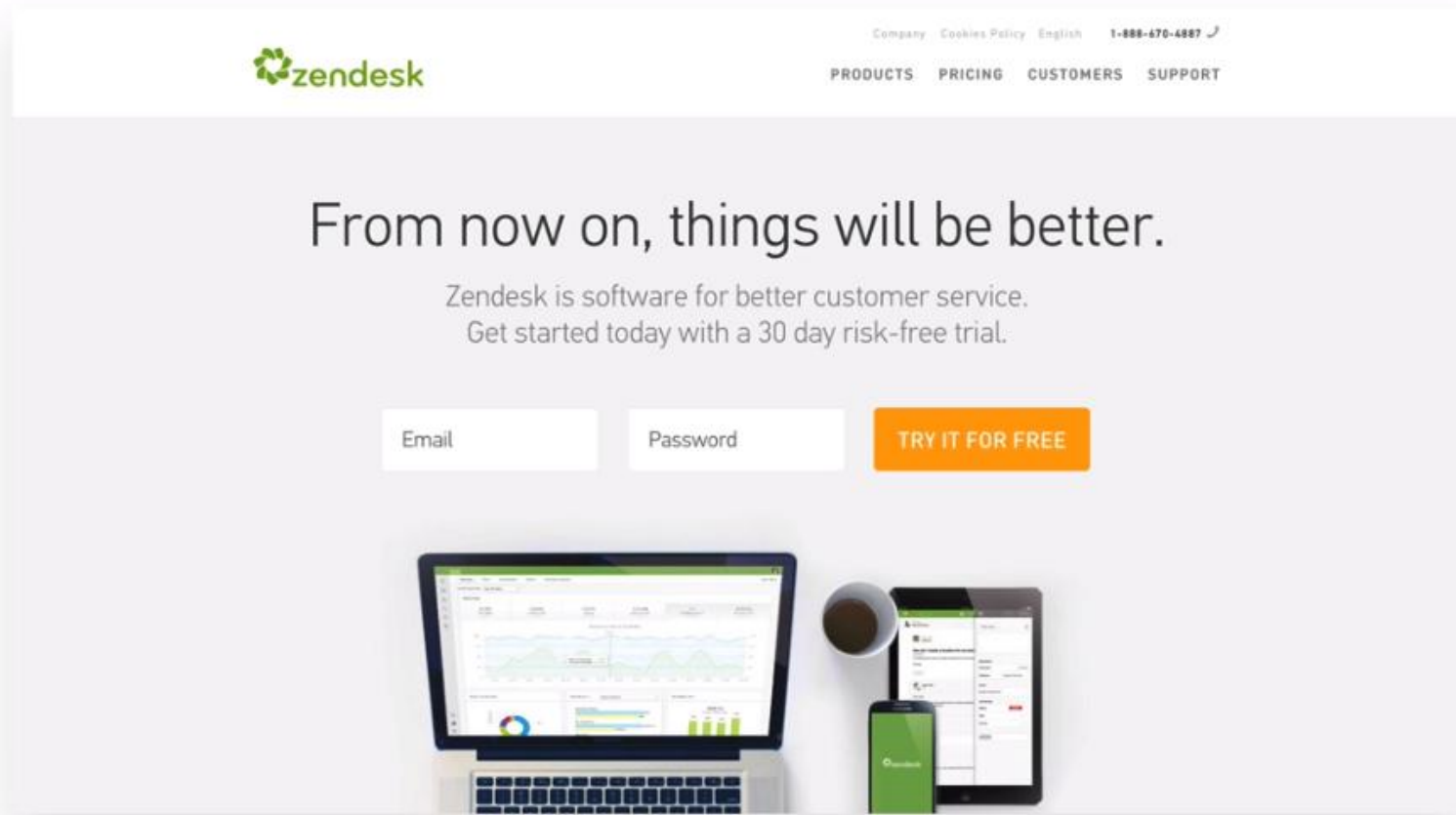
## 1. USE ONLY ONE BASE COLOR

Base color



# 12. Colors

## 2. USE A TOOL IF YOU WANT TO USE MORE COLORS



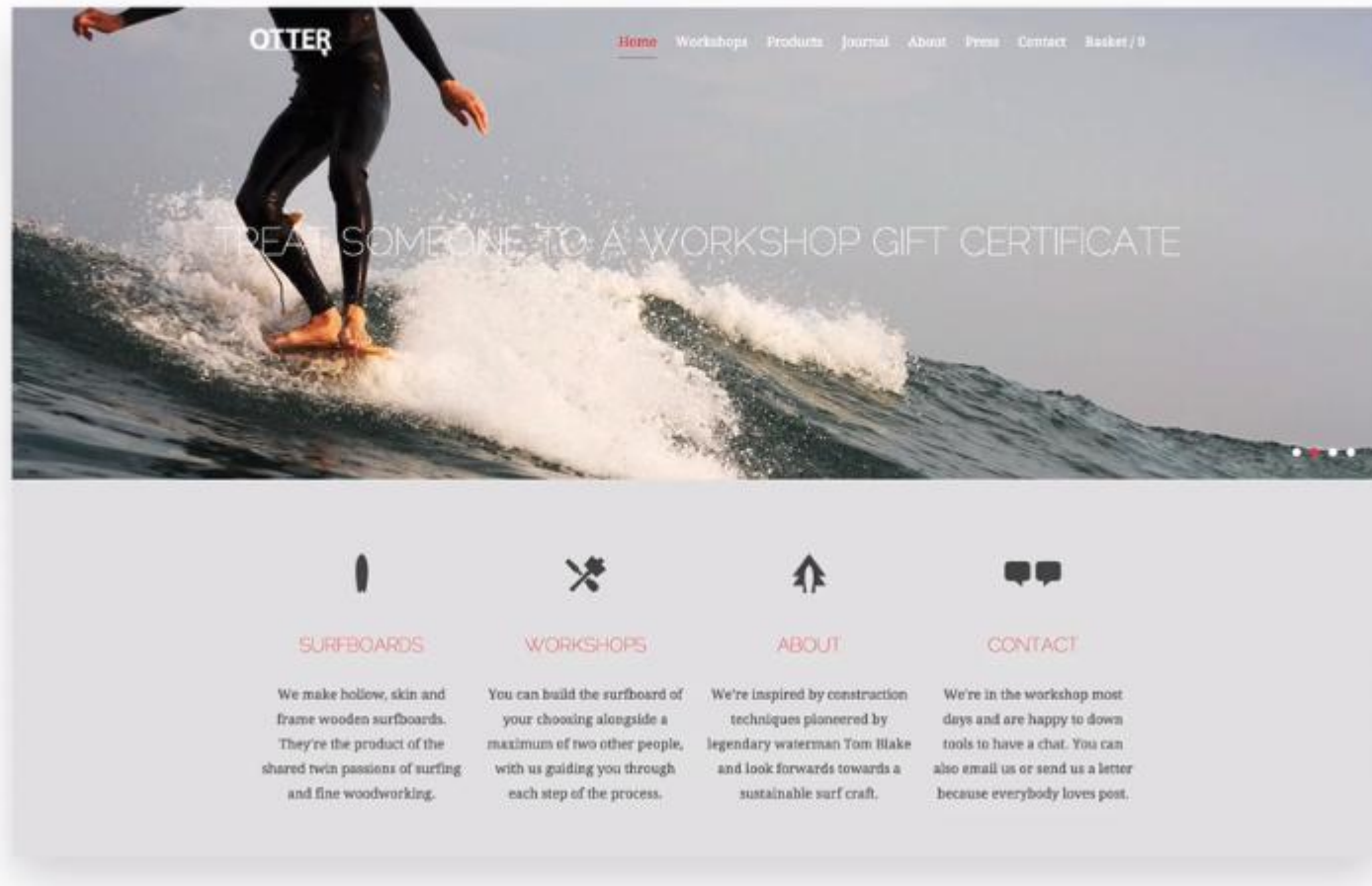


# 12. Colors

- Red is a great color to use when power, passion, strength and excitement want to be transmitted. Brighter tones are more energetic and darker shades are more powerful and elegant.
- Orange draws attention without being as overpowering as red. It means cheerfulness and creativity. Orange can be associated with friendliness, confidence, and courage.
- Yellow is energetic and gives the feeling of happiness and liveliness. Also, it associates with curiosity, intelligence, brightness, etc.
- Green is the color of harmony, nature, life and health. Also, it is often associated with money. In design, green can have a balancing and harmonizing effect.
- Blue means patience, peace, trustworthiness, and stability. It is one of the most beloved colors, especially by men. It is associated with professionalism, trust and honor. That's actually why the biggest social networks use blue.
- Purple is traditionally associated with power, nobility and wealth. In your design, purple can give a sense of wisdom, royalty, nobility, luxury, and mystery.
- Pink expresses romance, passivity, care, peace, affection, etc.
- Brown is the color of relaxation and confidence. Brown means earthiness, nature, durability, comfort, and reliability.

# 13. Images

## 1. PUT TEXT DIRECTLY ON THE IMAGE



# 13. Images

## 2. OVERLAY THE IMAGE



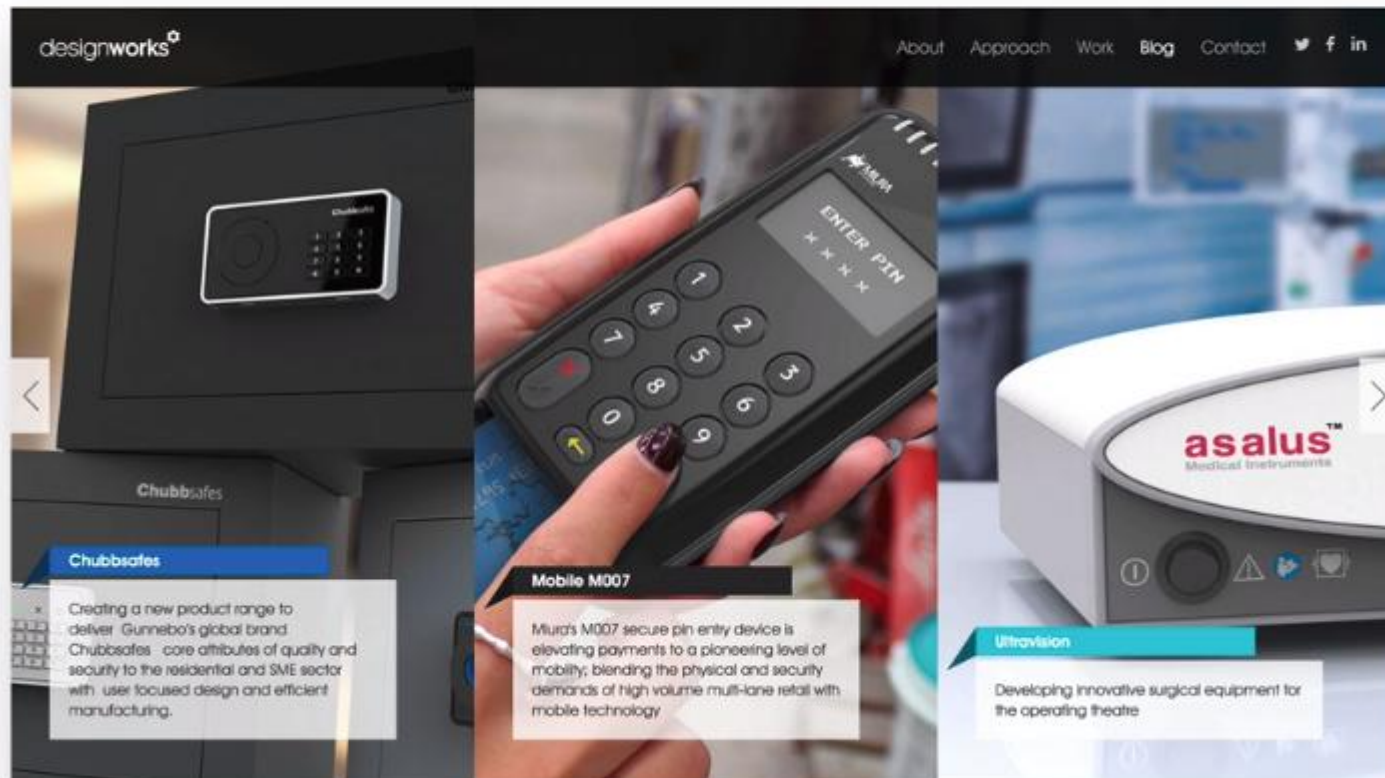
# 13. Images

## 2. OVERLAY THE IMAGE



# 13. Images

## 3. PUT YOUR TEXT IN A BOX





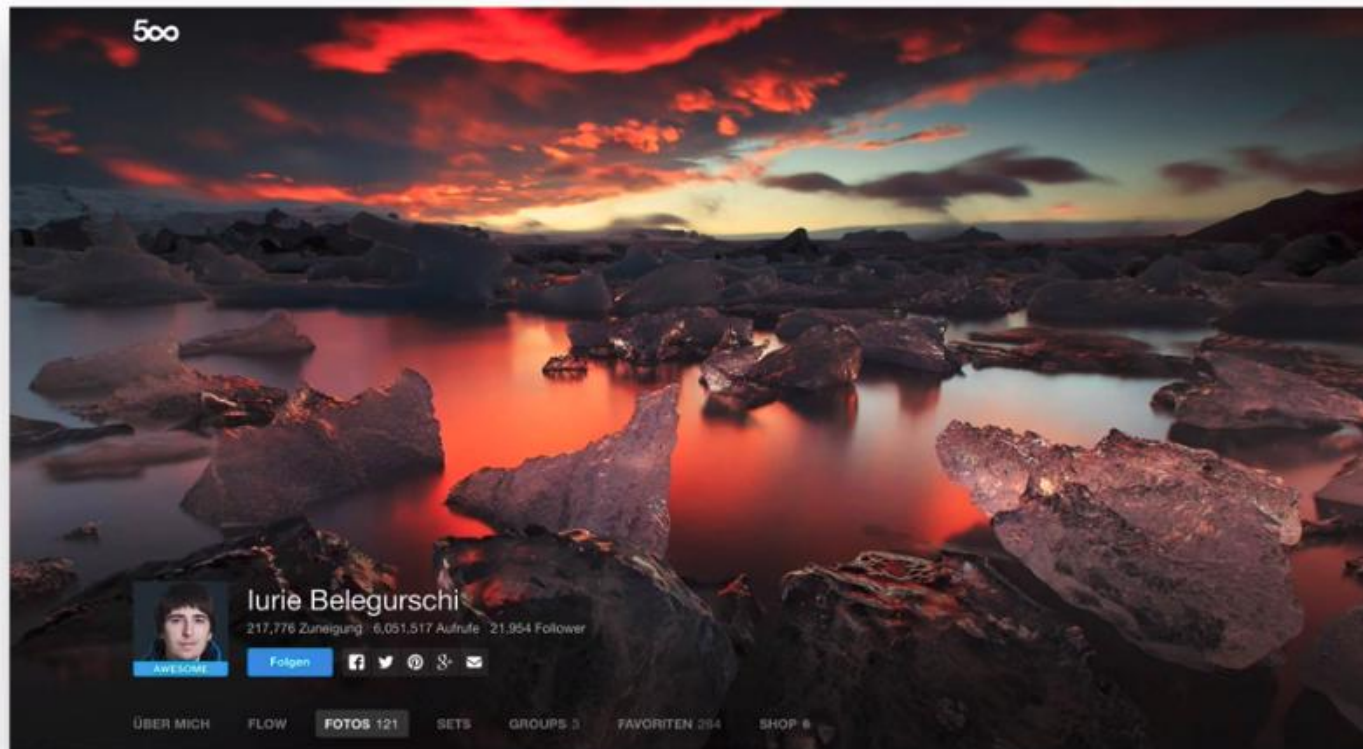
# 13. Images

## 4. BLUR THE IMAGE



# 13. Images

## 5. THE FLOOR FADE



WITH FLOOR FADE

# 14. Icons



## Download free

Square Register is the perfect point-of-sale system, available in the App Store and Google Play. It's designed to run on a smartphone or tablet, on your counter or on the go.



## Grow your business

Square Register is the point of sale that takes care of digital receipts, inventory, and sales reports and provides valuable analytics and feedback—so you can focus on your customers.



## Powerful enough for anyone

Square Register serves businesses big and small, from corner bakeries to retailers around the world. It works with hardware and software accessories that make it easier to run your business.



## Upgrades automatically

We're constantly improving with free updates that equip you with great new features to help you run your business more efficiently and effectively.



7458

CODE LINES



3680

CUSTOMIZATIONS ADDED



16380

THEME LOVERS



583

COFFEE CUPS



# 14. Icons

## 1. USE ICONS TO LIST FEATURES/STEPS



### Portable WiFi

Connect all of your devices, and never hunt for reliable WiFi again. [Learn more >](#)



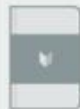
### No-nonsense Pricing

Ditch subscriptions and contracts. Pay only for what you use. [Learn more >](#)



### Nationwide coverage

Everywhere you go, the WiFi goes with you. Never miss a beat. [Learn more >](#)



### Step 1

Enjoy your new Mod notebook. Fill it in 2 days or 2 years. We'll digitize it when you're ready.



### Step 2

Once you've filled your notebook, mail it back to us using the pre-paid shipping envelope hidden in the back cover (shipping included).



### Step 3

We scan and digitize it for free within 5 days. Have the notebook recycled or returned to you. It's your choice.

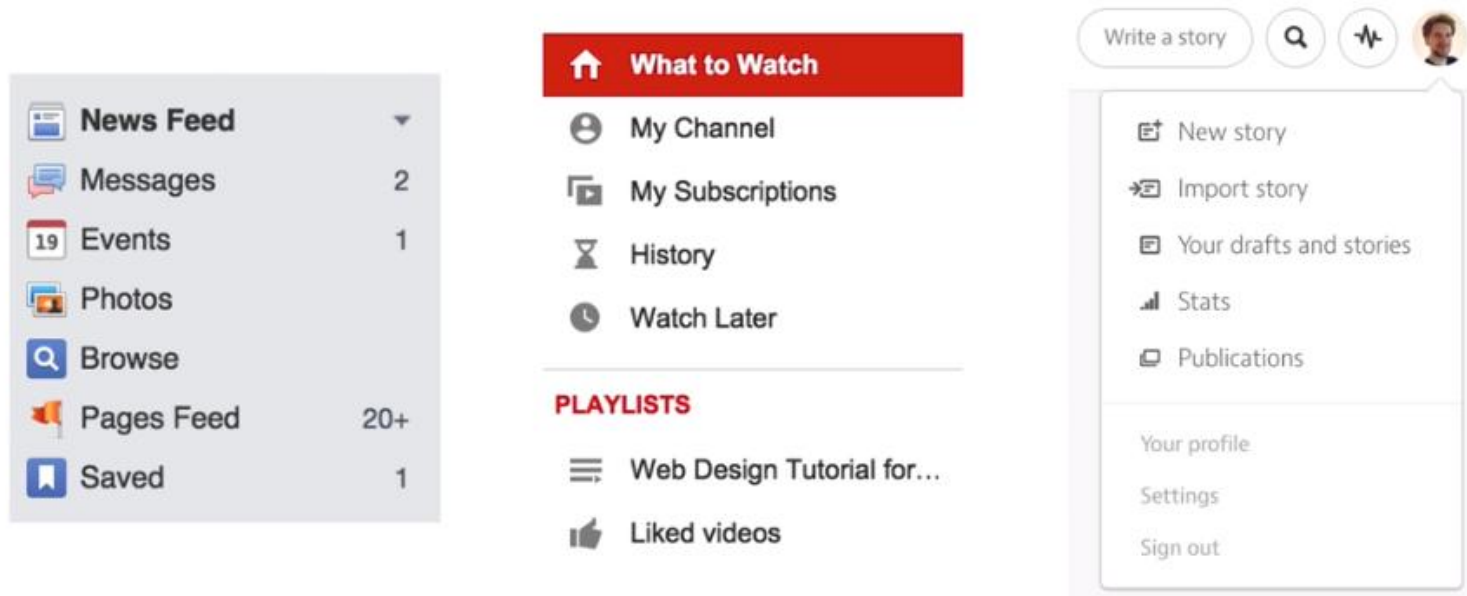


### Step 4

Enjoy your notes from anywhere in our beautiful Mod app. Start your next notebook, and let the love continue.

# 14. Icons

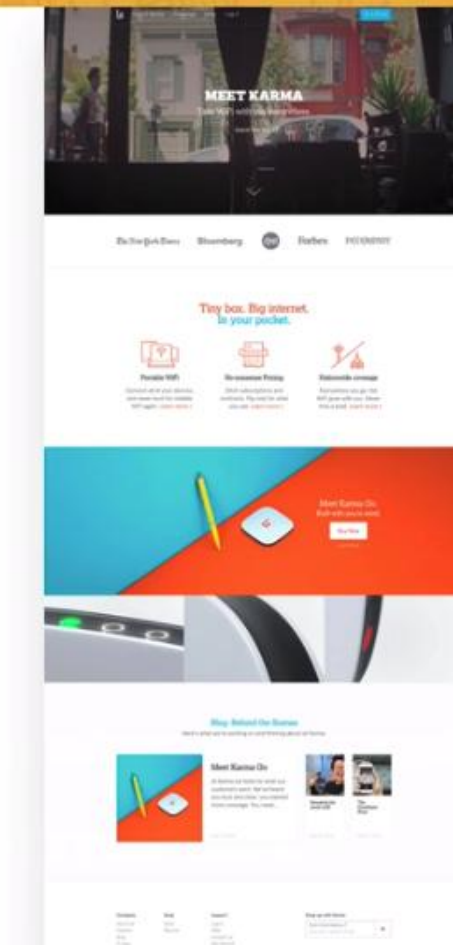
## 2. USE ICONS FOR ACTIONS AND LINKS



1. Icons should be recognizable
2. Label your icons

# 14. Icons

## 3. ICONS SHOULD NOT TAKE A CENTER STAGE

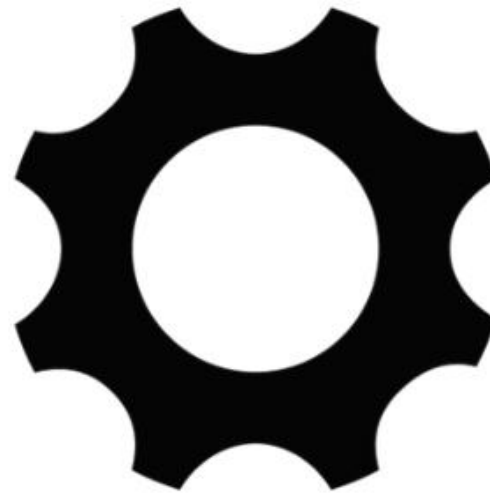


# 14. Icons

## 4. USE ICON FONTS WHENEVER POSSIBLE



**Static** image 300%



**Vector** icon font 300%

# Summary

- Most of your content will be text, so beautiful typography is a key element to a good looking website.
- Images are getting more and more important in webdesign, so choosing great images and putting text on them is an essential part of your work.
- Icons are also a good way of setting a friendly tone for your website, but use them carefully.
- The adequate use of whitespace makes a website look professionally designed, so use it a lot, but in the correct way.
- Build a layout by defining the visual hierarchy of your content. Whitespace is also important for this.