

# Front-end Design

Hoang Thi Kieu Hoa



## Set up Two-Factor Authentication

STEP 1 OF 3

Every time you sign in to your account, you will need your password and verification code


### Setup your phone

Enter the phone number you would like to use.

Country

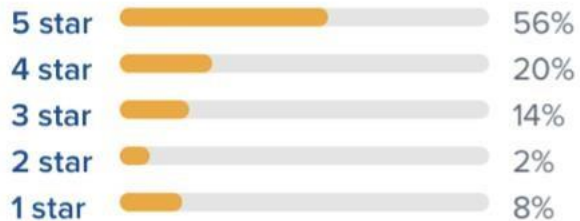
 Canada ▼

Phone Number

+1 (555) 555-5555 

Next Step

### 50 customer reviews



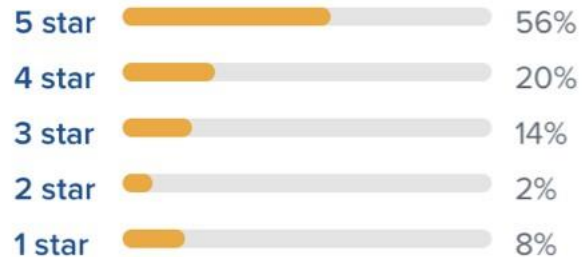
#### Review this product

Share your thoughts with other customers

Write a review



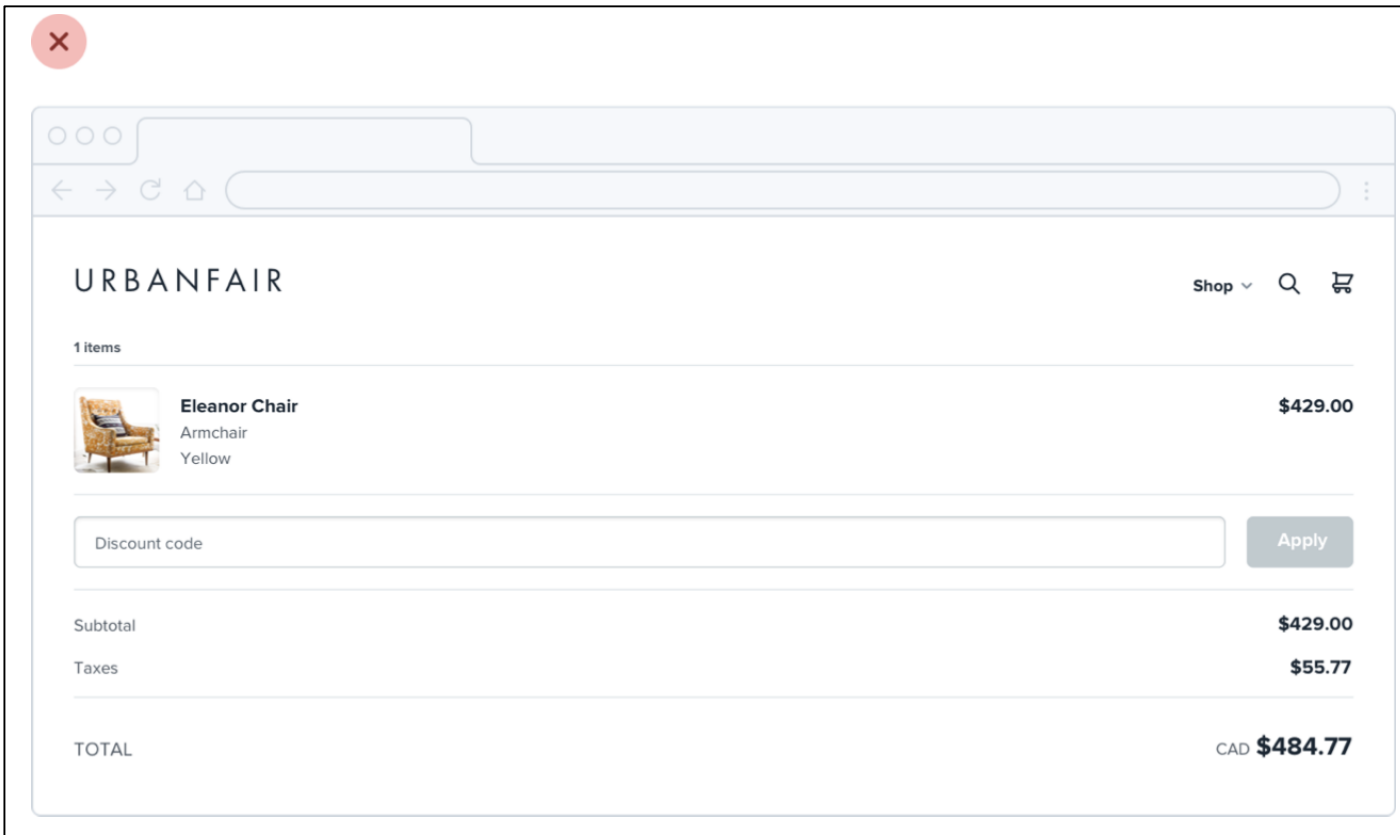
### 50 customer reviews

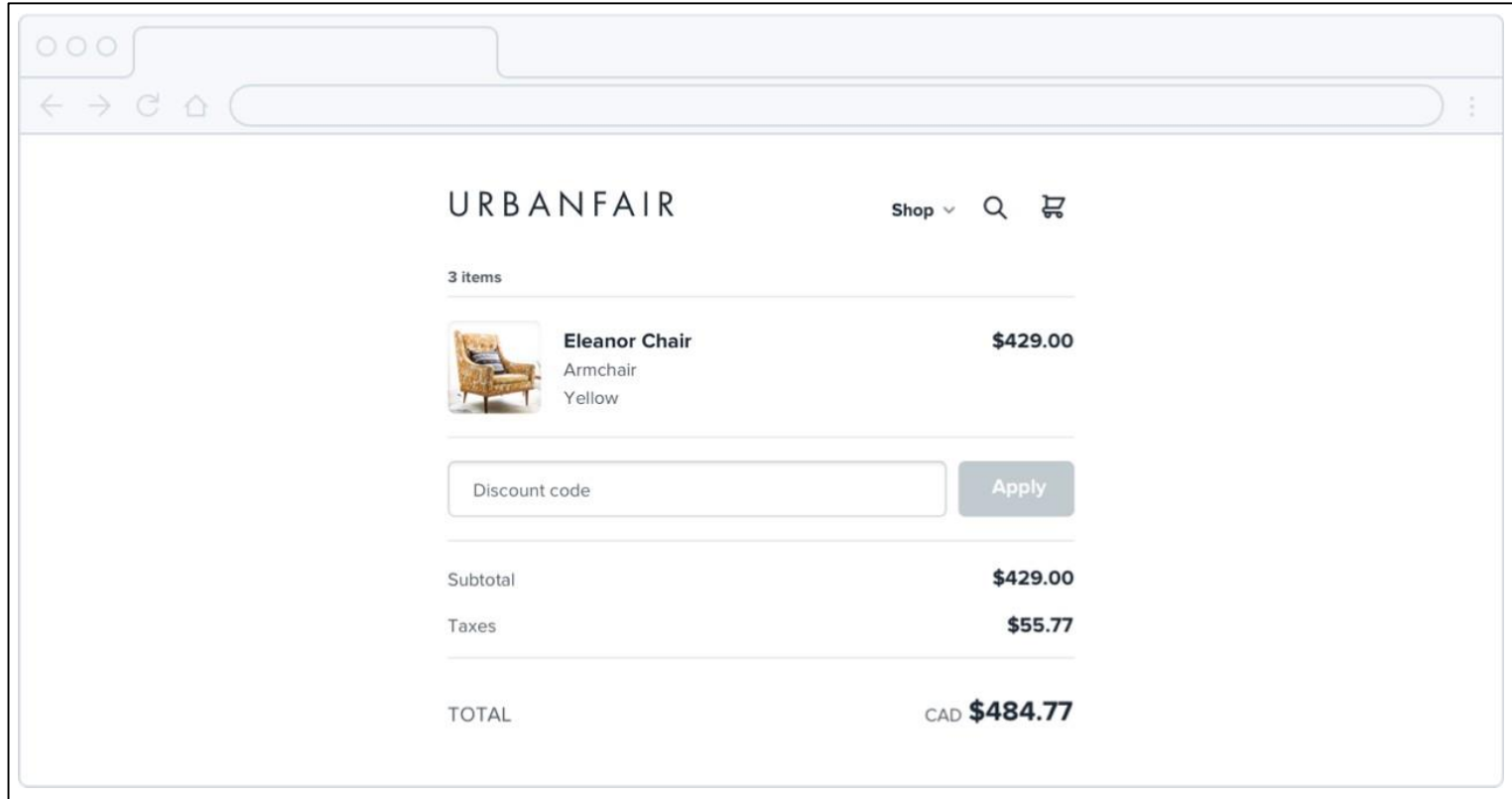



#### Review this product

Share your thoughts with other customers

Write a review







2

BILLING ADDRESS

Are you purchasing for someone else?

Full name


20px

Street address

20px

City

Province/Territory



2

BILLING ADDRESS

Are you purchasing for someone else?

Full name

20px

Street address

10px

City

Province/Territory

Postal code



designers, developers, marketers, and support folks. CoffeeKit  
uses Level to communicate.

24px

**Monday morning has arrived.**

24px

After eating a waffle, Sarah starts her workday by checking her  
Level Inbox. First up, Joe Gibraltar posted a direct question for



designers, developers, marketers, and support folks. CoffeeKit  
uses Level to communicate.

36px

**Monday morning has arrived.**

12px

After eating a waffle, Sarah starts her workday by checking her  
Level Inbox. First up, Joe Gibraltar posted a direct question for





## JOIN OUR GROWING COMMUNITY

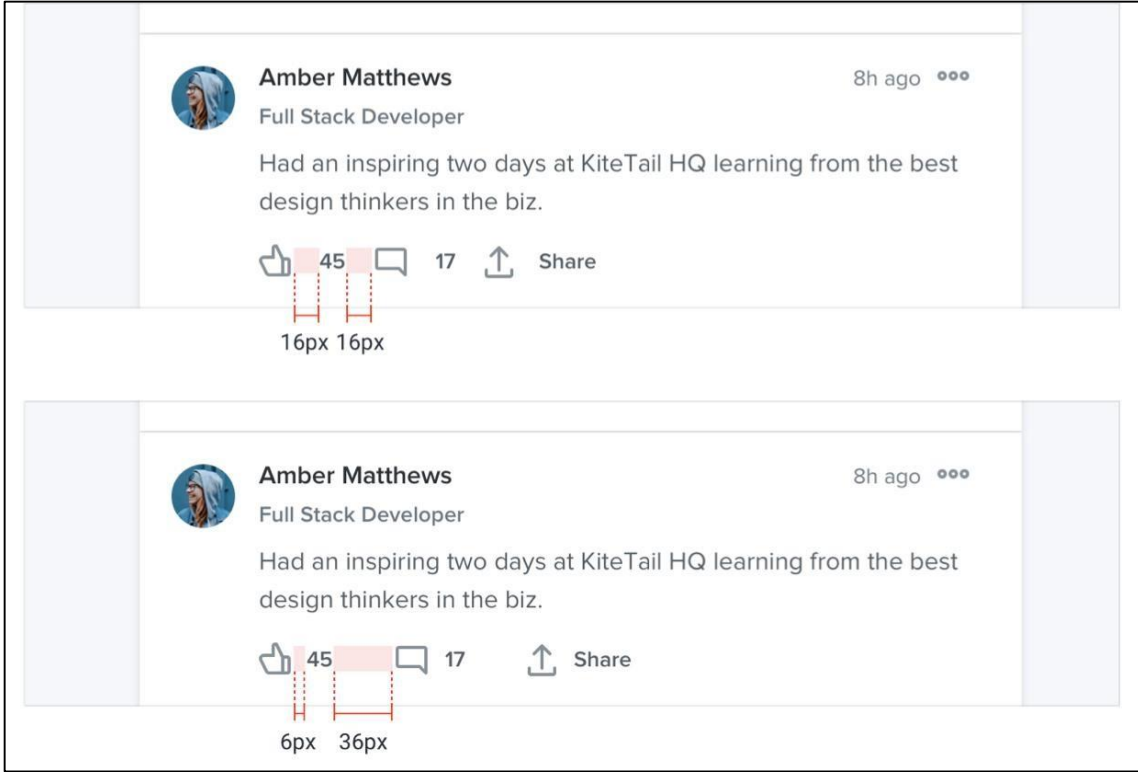
- ✓ Connect with accomplished founders in your local area and have online conversations with others in the community. 24px
- ✓ Partake in exclusive questioning sessions with investors, executives and high-profile leaders. 24px
- ✓ Pitch your concepts and get insights from other founders.



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- It's not just vertical spacing that you have to worry about:



- **Rule of thumb:** Whenever you're relying on spacing to connect a group of elements, always make sure there's more space *around* the group than there is within it — UI that are hard to understand always look **worse**.

- Lines that are too long, making text harder to read




~120 characters per line

Call me Ishmael. Some years ago—never mind how long precisely—having little or no money in my purse, and nothing particular to interest me on shore, I thought I would sail about a little and see the watery part of the world. It is a way I have of driving off the spleen and regulating the circulation. Whenever I find myself growing grim about the mouth; whenever it is a damp, drizzly November in my soul; whenever I find myself involuntarily pausing before coffin warehouses, and bringing up the rear of every funeral I meet; and especially whenever my hypos get such an upper hand of me, that it requires a strong moral principle to prevent me from deliberately stepping into the street, and methodically knocking people's hats off—then, I account it high time to get to sea as soon as I can. This is my substitute for pistol and ball. With a philosophical flourish Cato throws himself upon his sword; I quietly take to the

- For the best reading experience, make your paragraphs wide enough to fit between 45 and 75 characters per line

55 - 65 characters per line	There was no possibility of taking a walk that day. We had been wandering, indeed, in the leafless shrubbery an hour in the morning; but since dinner (Mrs. Reed, when there was no company, dined early) the cold winter wind had brought with it clouds so sombre, and a rain so penetrating, that further out-door exercise was now out of the question.
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- Line-height and paragraph width should be proportional



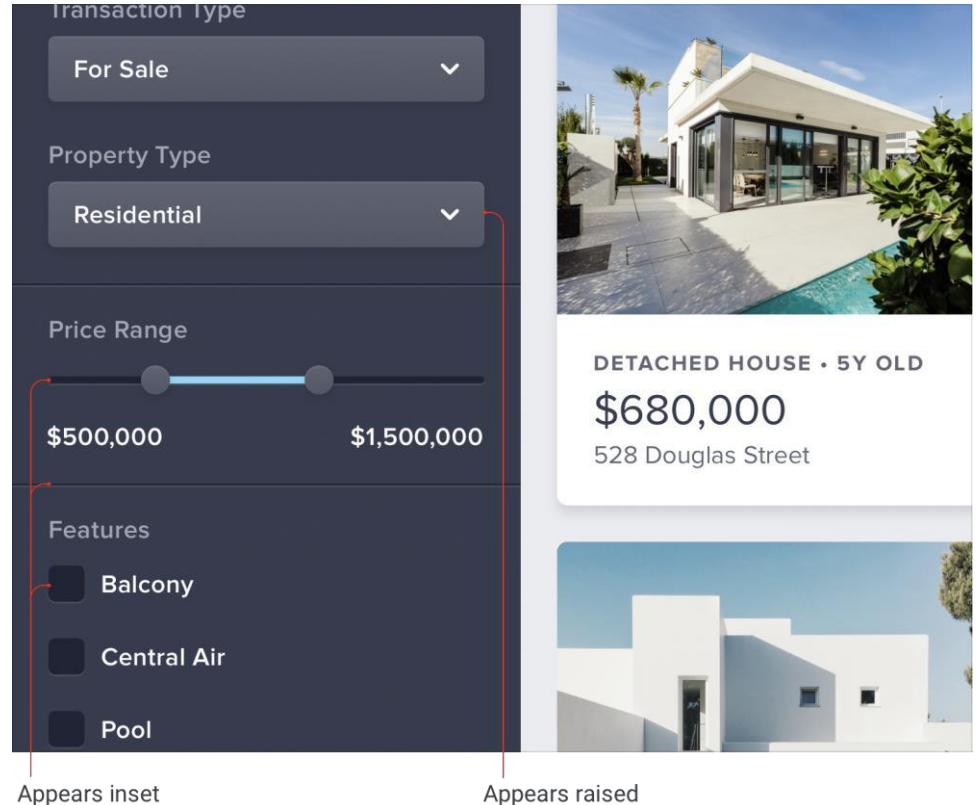
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1.5

There was no possibility of taking a walk that day. We had been wandering, indeed, in the leafless shrubbery an hour in the morning; but since dinner (Mrs. Reed, when there was no company, dined early) the cold winter wind had brought with it clouds so sombre, and a rain so penetrating, that further out-door exercise was now out of the question.

2

- Have you ever noticed how some elements in an interface feel like they're raised off of the page, while others feel like they are inset into the background?

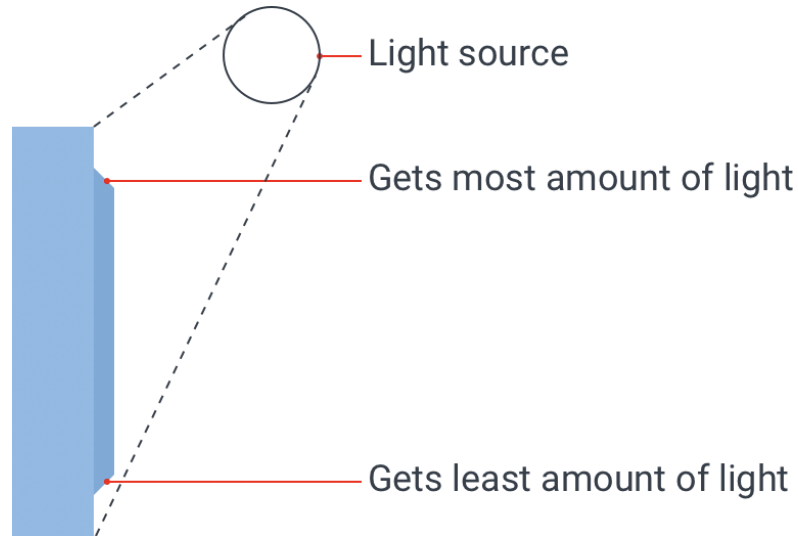


- Light comes from above





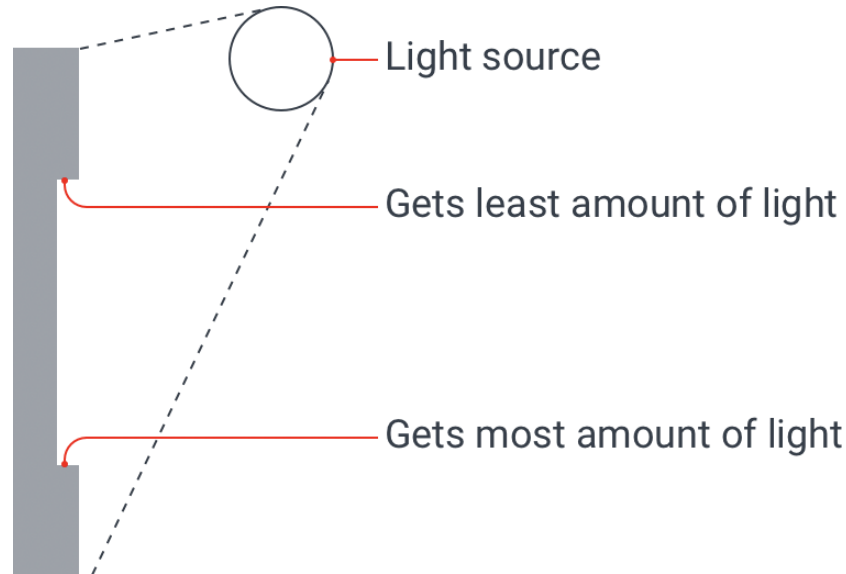
- Notice how the top edge of the panel is lighter? That's because it's angled towards the sky and receives more light. Similarly, the bottom edge is darker because it's angled *away* from the sky, receiving *less* light.



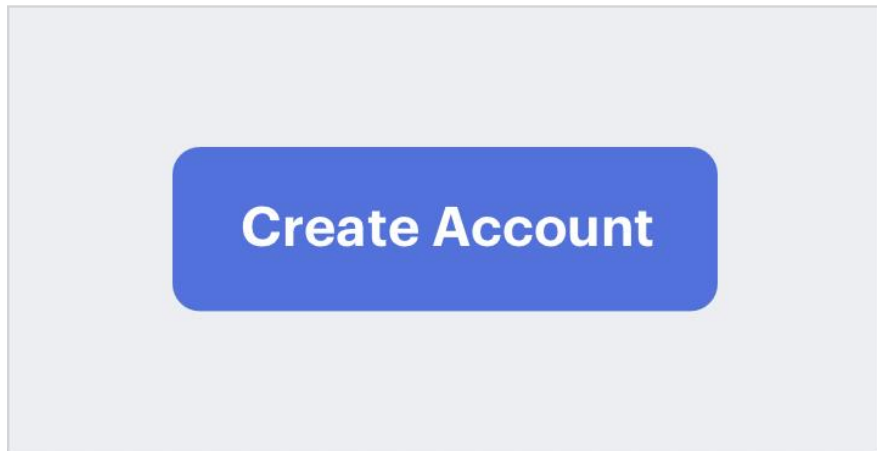
- Now take a look at the panelling on this cabinet:



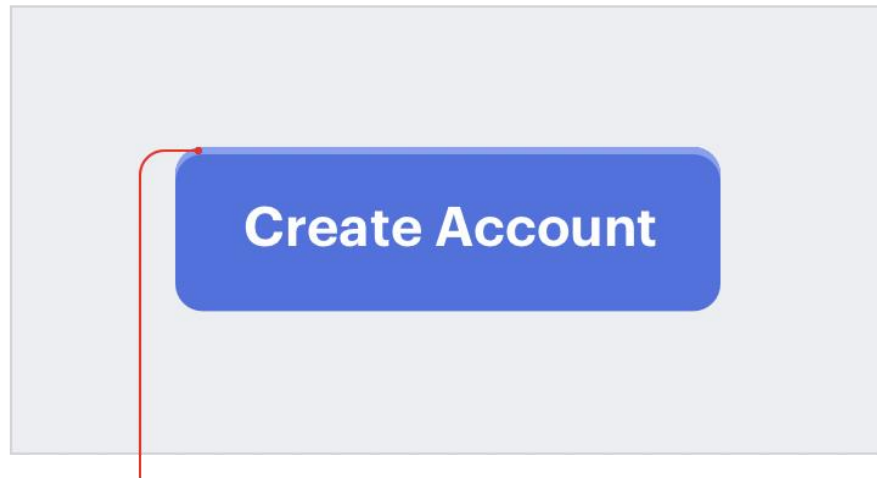
In this case it's clear that the panels are *inset* because there's a shadow at the top indicating that the lip above is blocking the light, and the bottom edge is lighter, indicating that it's angled upward.



BEFORE

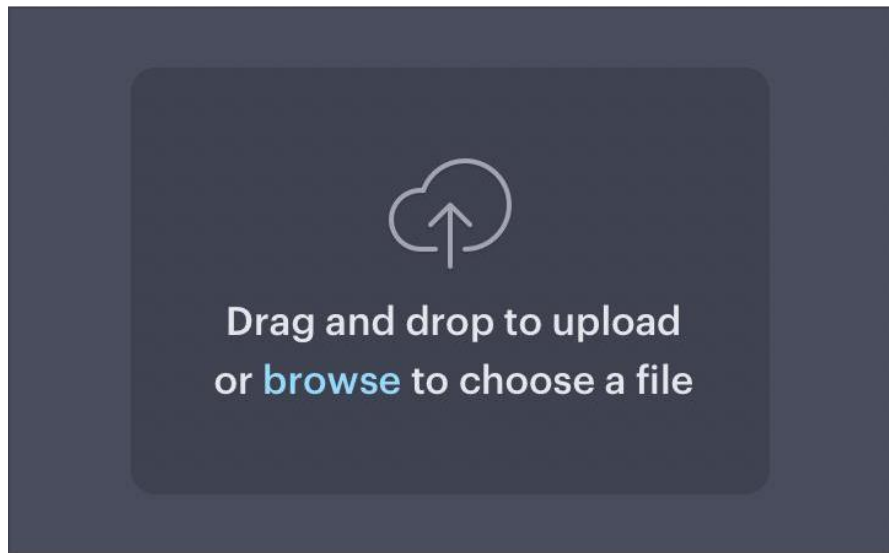


AFTER

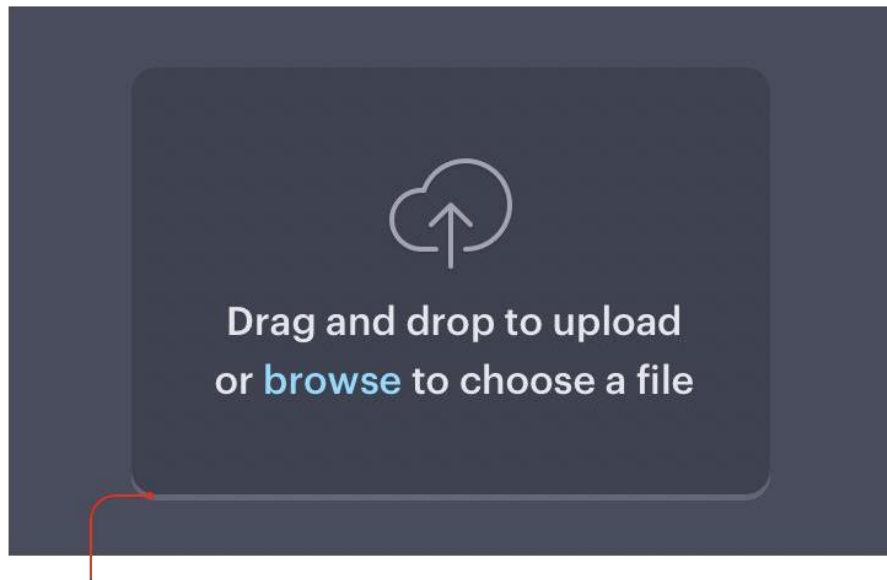


`box-shadow: inset 0 1px 0 hsl(224, 84%, 74%);`

## BEFORE



## AFTER



```
box-shadow: 0 2px 0 hsla(0, 0%, 100%, .15);
```



ENTIRE APARTMENT

### Modern Studio in Central San Francisco

\$120 USD per night

★★★★★ 23




ENTIRE APARTMENT

### Modern Studio in Central San Francisco

\$120 USD per night


★★★★★ 23



 Roommate

Sign in

Schedule a Demo



# Meeting Room Scheduling Made Easy

A hassle-free solution to booking meeting rooms

Book a Demo



Too light

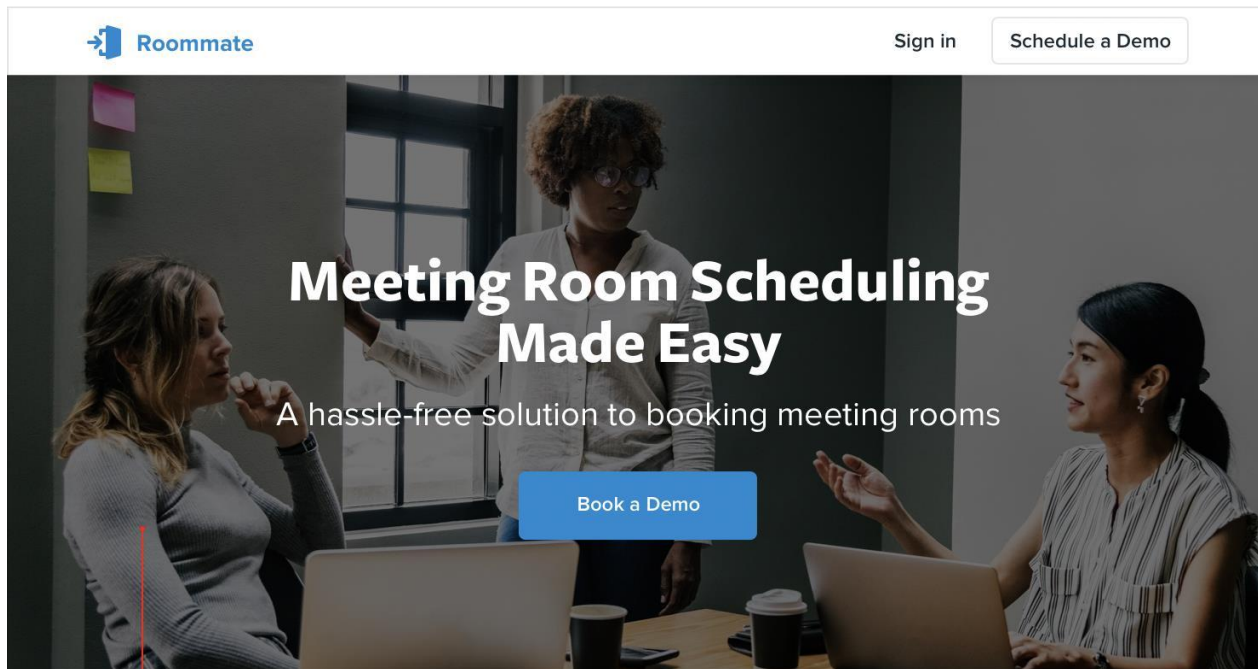


Too dark





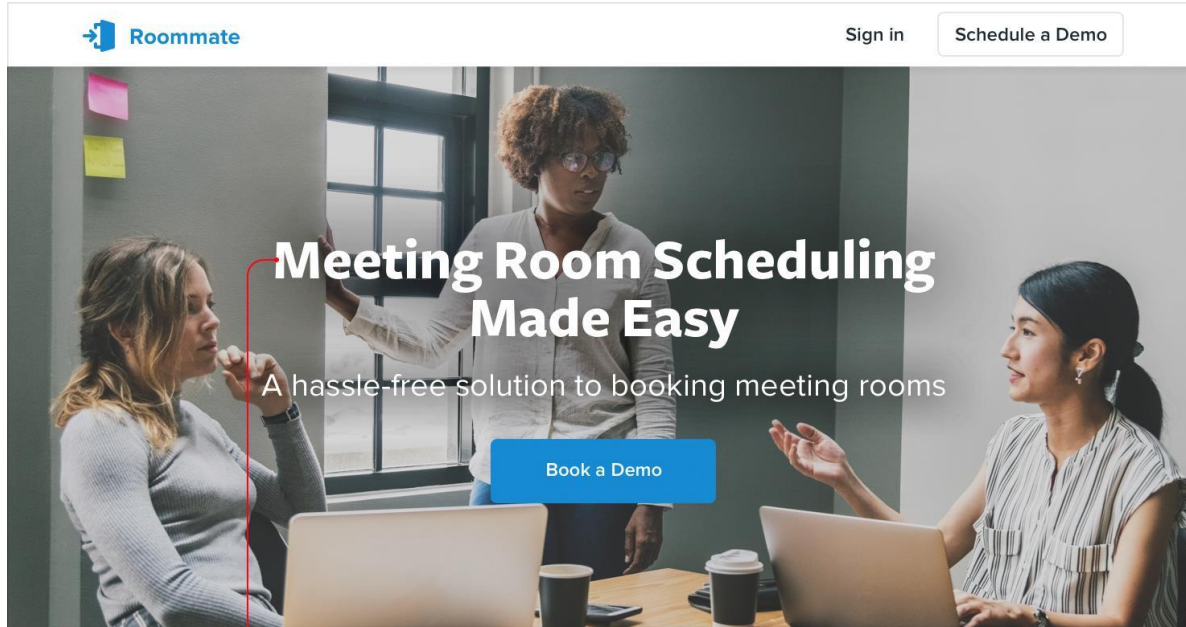
## Add an overlay



`background-color: hsla(0, 0%, 0%, .55);`

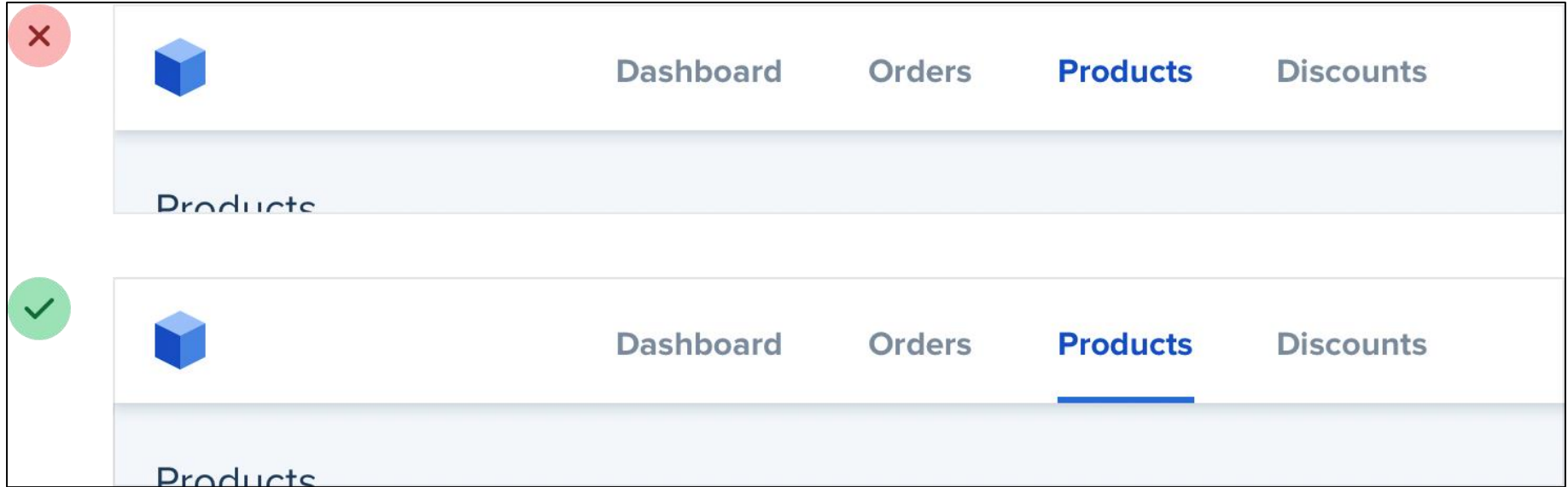


## Add text shadow



```
text-shadow: 0 0 50px hsla(0, 0%, 0%, .4);
```

- Highlight user navigation



Thank you