

Visual Design Principles

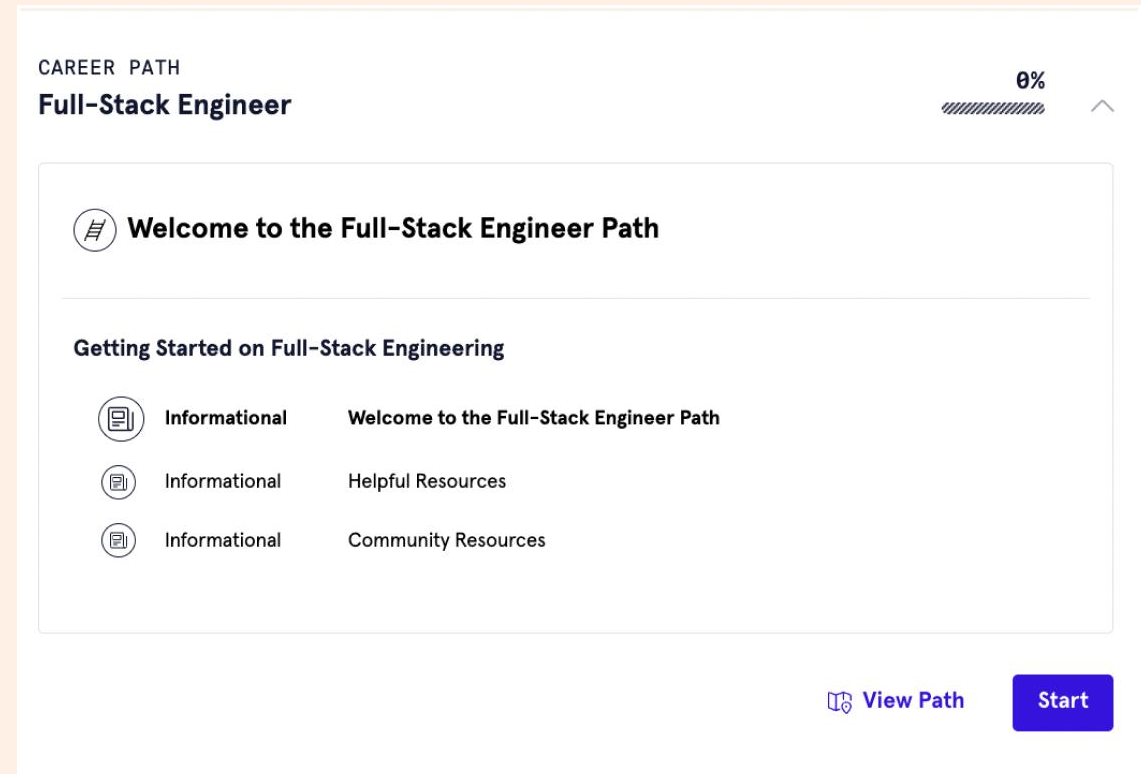
Hierarchy

The title uses bold typography that is the largest text in this section. This draws our attention to the title before we notice smaller text in the paragraph or “skill path” tag.



Contrast

The “Start” button uses a solid purple fill, making it stand out from the white background and black typography in this section.




Balance

Each skill includes the same elements: icon, title, and description. The uniform size and spacing of these elements creates a sense of visual evenness across the page.

Build the skills you need


Created by industry experts, our course catalog covers all of the most sought-after technical skills and languages (like Python, React, and SQL).



Computer science

Improve your onboarding to bring new team members up to speed quicker


[See courses](#)



Data science

Develop the skills needed to make better data-driven business decisions


[See courses](#)



Web development

Empower teams to build and manage websites and web applications

[See courses](#)



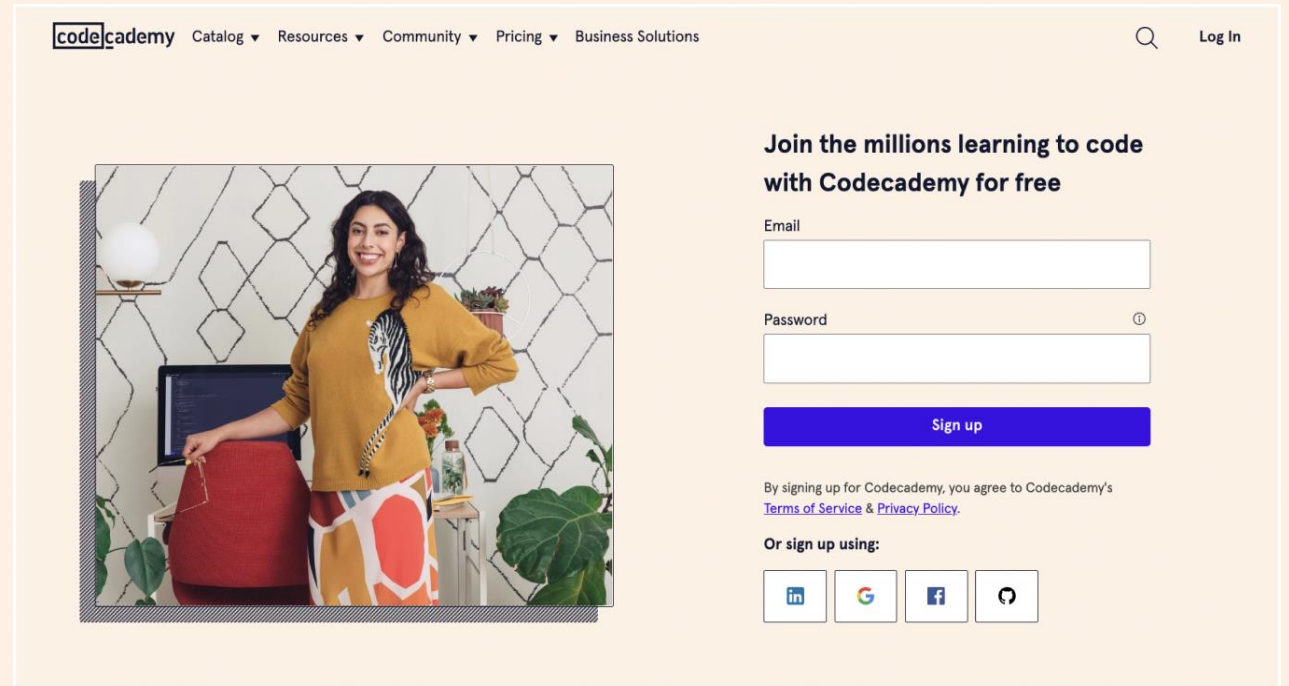
Code foundations

Create a technical baseline and scale digital literacy for your company

[See courses](#)

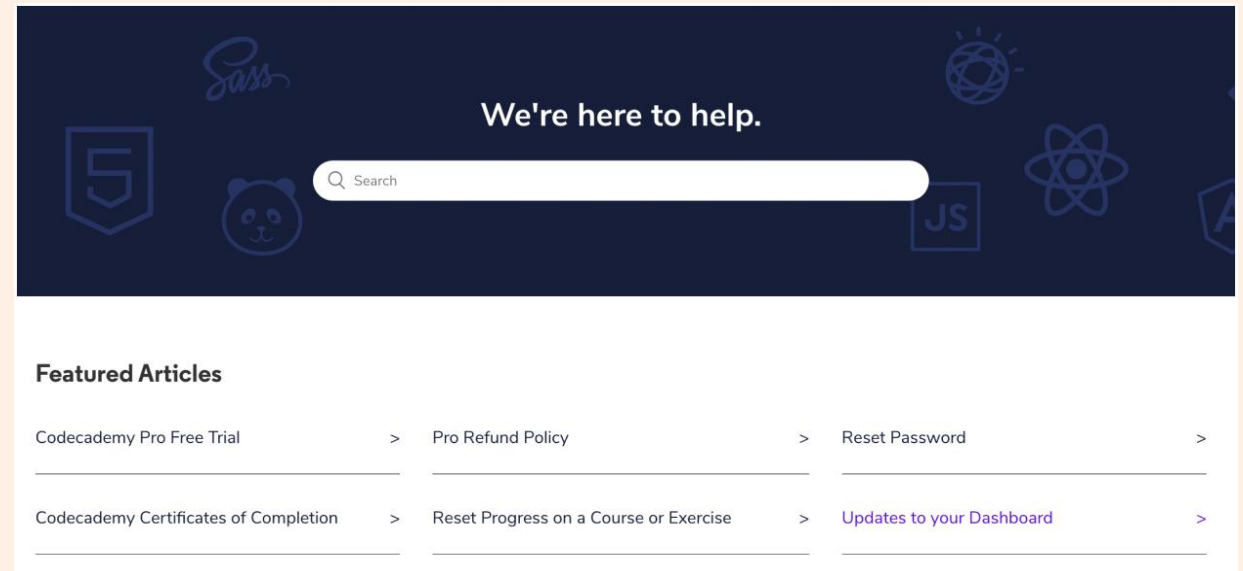
Scale

The elements vary in size, with the photograph being the largest. At the top, the navigation links are the same size, indicating equal importance. On the right, the typography uses different sizes which establishes a hierarchy.



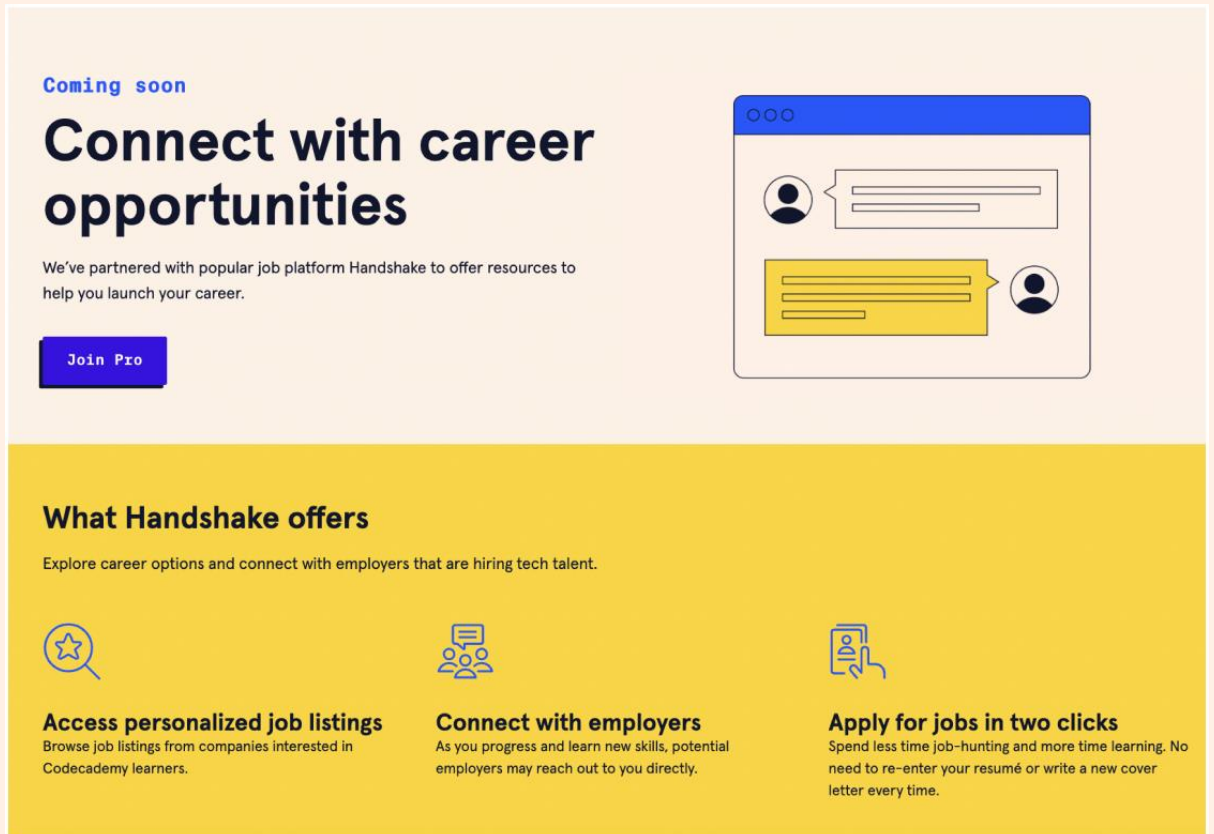
Dominance

The Help page features the search bar as its focal point. The search bar section is prominent due to its size, navy color, and position at the top of the page.



Unity

The various sections and elements on this page look harmonious. Strategic choices with visual design elements like color, space, and typography contribute to this cohesive look.



Gestalt

Our brains automatically identify patterns and organize information on the page. The markings on this example show our tendency to group objects if they look similar or are placed near each other.

