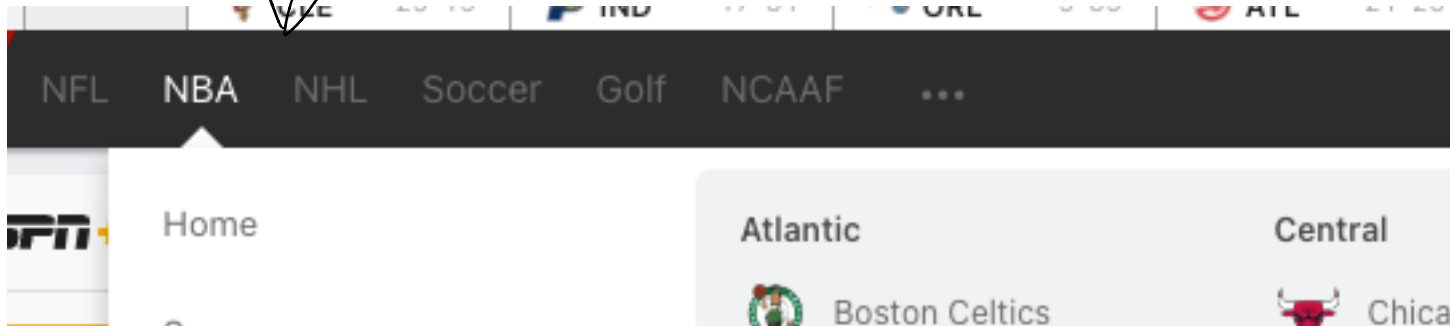




Image is from ESPN's homepage: <https://www.espn.com/>

on hover, up-pop for selected  
UI element but down-pop for  
everything else

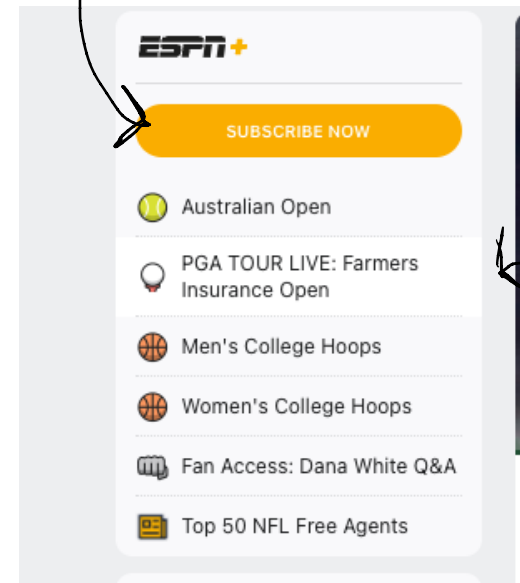


eye-popping colour used  
for this to lure readers  
to subscribe  
on hover, fill colour  
changes to white



link on hover  
changes colour  
(up-pop)

down-pop for sub-heading



(Screenshots of other styles on website)

*7 Rules for Creating Gorgeous UI - Part 2 by Erik D. Kennedy & Ghost Buttons (reinforces Kennedy's Rule #4) by Bartholomew Fish*

**- Overlaying text on images**

- Floor fade is used on main heading to overlay the white text on image
- Without subtle fade, white text would be harder to read especially the smaller sub-headings below title
- “Breaking News” text is using text-in-a-box with a red background to make white text visible

**- Make text pop and un-pop**

- Main heading on image is using up pop - bigger size, bold text, regular capitalization to ensure simplicity
- Author and timestamp below main heading is using down pop - smaller size, less contrast, fainter colour
- Score numbers are using up pop as it is arguably the most important text on screen - very big font weight, high contrast, bigger size
- Each title card has up-pop with the contents of it using down-pop - ex: “Top Headlines” has bold text and each word capitalization where as the contents of it have less contrast text, smaller size, and regular capitalization
- On navigation bar, hovered item becomes up pop and the rest become down pop to put emphasis on hovered element
- All links turn blue from black on hover which is a form of up pop to notify reader to click on the link
- Sidebar links on hover change background colour from grey to white to convey a form of differentiation for reader so they can click on it (up pop)

**- Use Good Fonts**

- Main heading is using a Serif style font meaning each letter has some text decoration (lines) on the ends of it - used to grab the readers attention in order to read the main headline
- All other fonts are Sans Serif style which gives a simplistic style and modern look

**- Steal like an artist**

- TSN's website <https://www.tsn.ca/> uses a lot of the same elements as ESPN - same placement of navigation bar with company name on the left
- Same scoreboard UI above navigation bar as ESPN
- Instead of all information presented in home page with quick links to other topics, TSN uses more scrolling and more cards to place along one page

**- Ghost Buttons**

- Log in is a ghost button and is complimented with a solid fill button above it
- All sidebar links are kind of ghost buttons just because they do not have a fill inside until you hover which is when the colour changes to white