

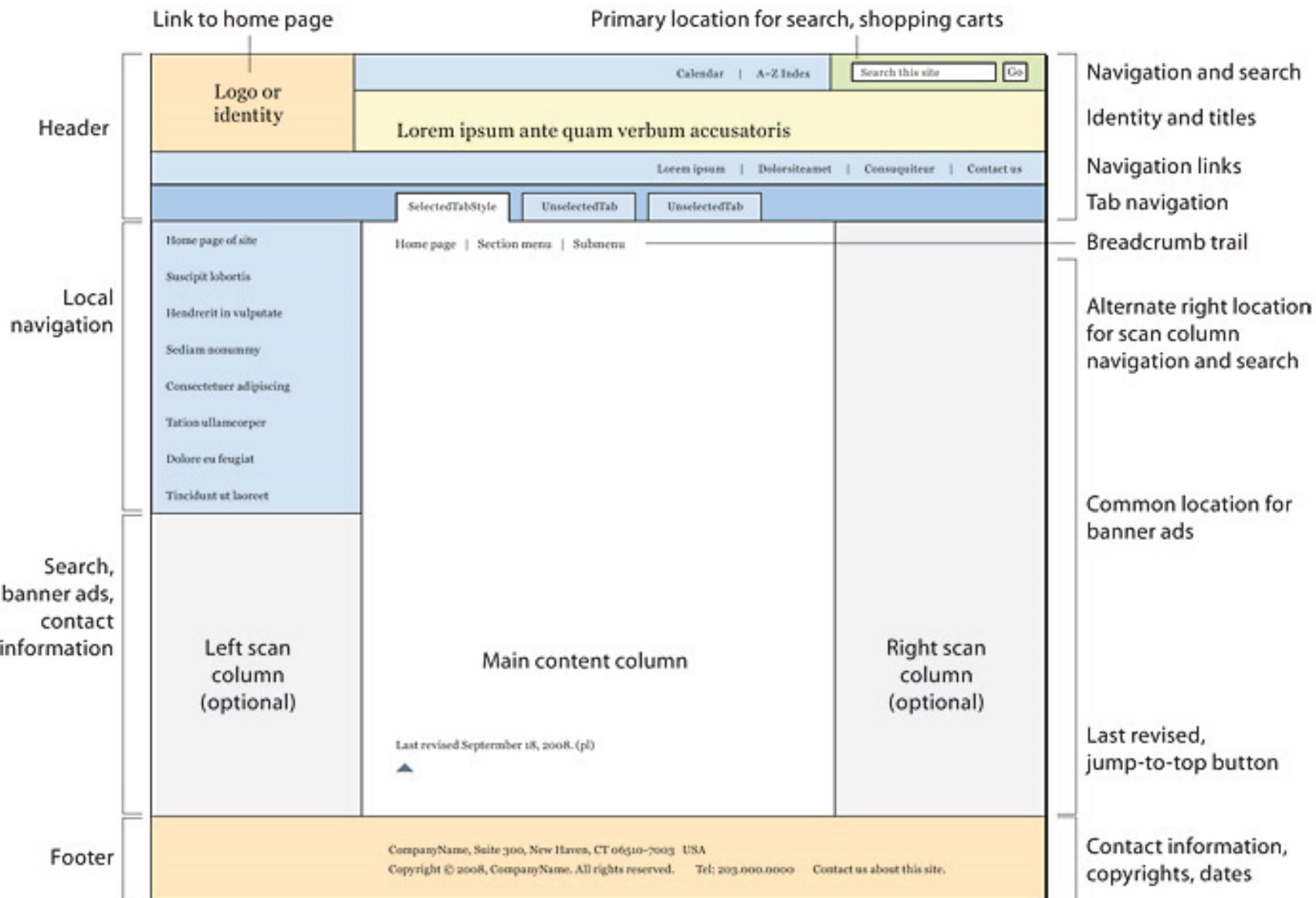
# Web Design

Msc. Trần Thị Bích Hạnh

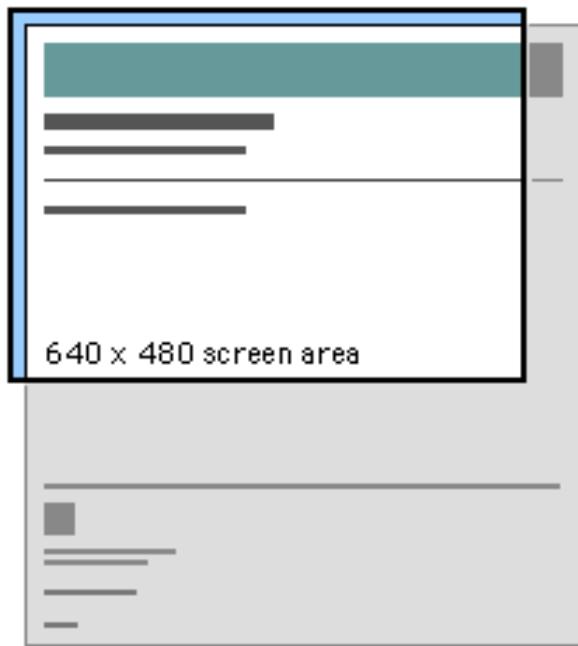


KHOA CÔNG NGHỆ THÔNG TIN  
TRƯỜNG ĐẠI HỌC KHOA HỌC TỰ NHIÊN

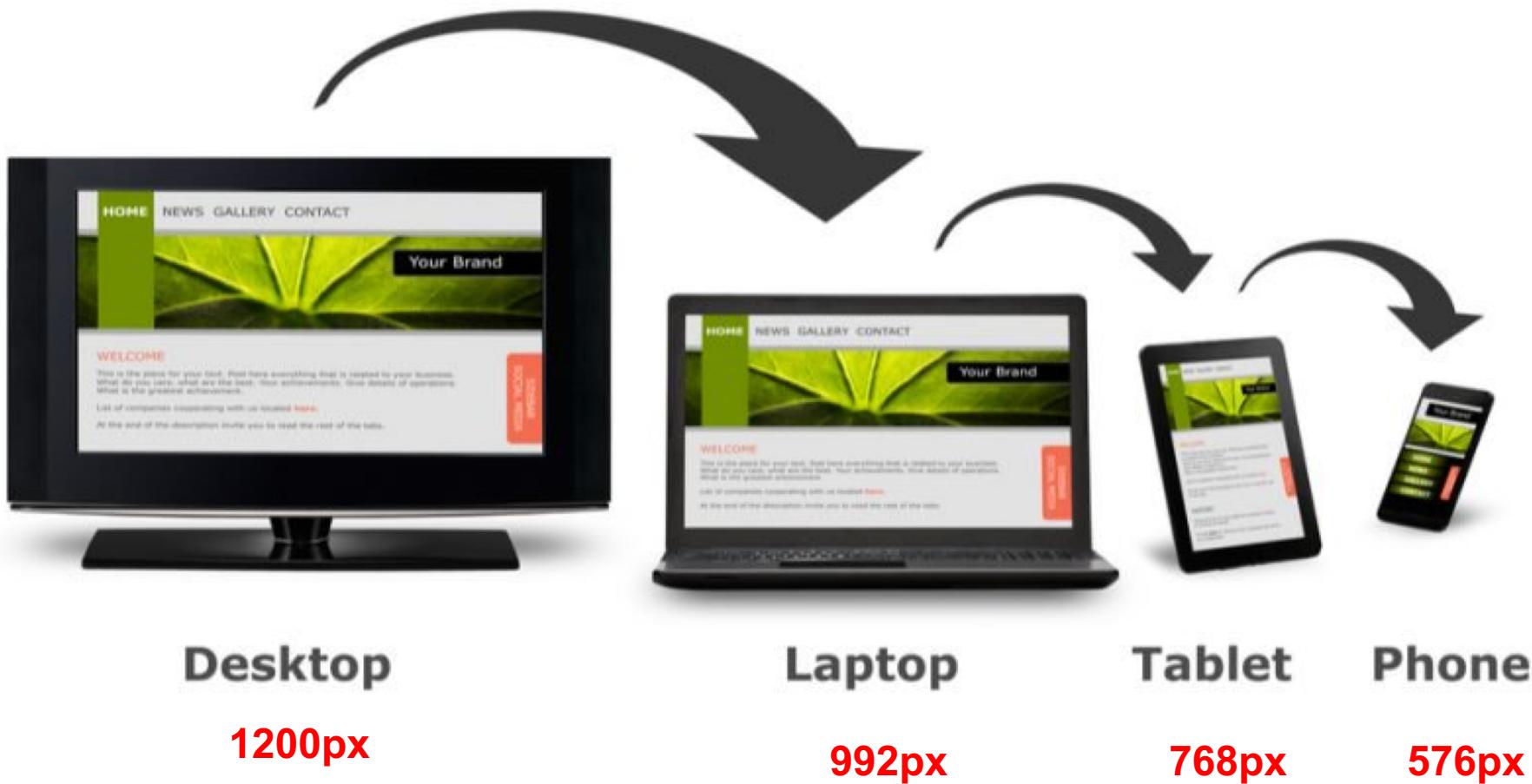
# Layout



# Screen Resolution



# Web Dimensions



# Navigations

- Users are able to answer the following questions:
  - Where am I?
  - What can I do?
  - Where should I go next?
- Consistency
- Easy to understand
- Standardized



Occupy the seat  
of power with  
Singapore Education



Sponsor of the Month



## Learning a Language

### English

Language Level Test  
Everyday English  
Grammar Lessons  
TOEFL Exercises  
ESP English Material  
Learn English CD

### Spanish Lessons, CD

Advanced Sentences  
Bank Terms/Money  
Basic Lessons  
Colors in Spanish  
Daily Objects  
Locations  
Numbers  
Verbs  
Rent-a-Car  
Restaurant Vocabulary  
Sentence Building  
Sports, Activities, Hobbies

### French

Learn French CD

### German

Learn German CD

### Italian

Learn Italian CD

### Spanish

[Learn English](#) > [English Lessons](#) > [Everyday English Grammar Problems, Online Exercises, Lessons](#)

## English Grammar: Exercises, Tests Online

### Learn English Fast

Listening	Speaking	Reading	Writing	Grammar
Vocabulary	Pronunciation	Phrasal Verbs	Idioms	Slang

### Specific English Grammar Problems & Common Difficulties for Native Speakers of:

CZECH	ITALIAN	POLISH
PORTUGUESE	SPANISH	MONGOLIAN

Get TOEFL - [Free TOEFL Exercises, TOEFL Course in New York](#)

Get FCE - Cambridge First Certificate Fast! Grammar Definitions & Examples for all levels,  
Practise Tests for PET, FCE, CAE, IELTS, TOEIC, TOEFL, SAT Test

### Grammar Practice

Present Perfect	Present Perfect Continuous	1st Conditional	2nd Conditional
3rd Conditional	Mixed Conditionals	to be used to/used to	Adjective order
Adjective + prepositions	Adverbs	Articles	Gerund or Infinitive?

Ads by Google

### [Free English Grammar](#)

A free full grammar of English. Includes free tests and help.  
[free-esl.com/](http://free-esl.com/)

### [Learning English together](#)

Download our units and exercises Take lessons in our virtual class!  
[www.english-class.eu](http://www.english-class.eu)

### [Free English Course Sites](#)

Find the Top Sites on Free English Course  
[www.Resource-t.com](http://www.Resource-t.com)

### [Workout Program](#)

The new age of fitness is here Workout and training regimes  
[www.workoutpass.com](http://www.workoutpass.com)



## [English Grammar](#)

Looking For English Software? Write, Fix, Edit & Enrich Any Text!  
[www.Whitesmoke.com](http://www.Whitesmoke.com)

## [English for Children](#)

100% online, speak, listen and read  
 Award winning program  
[www.mingoville.com](http://www.mingoville.com)

## [Free English Grammar](#)

A free full grammar of English. Includes free tests and help.  
[free-esl.com/](http://free-esl.com/)

Ads by Google

## English grammar, and vocabulary exercises grouped by topic.

### Existing exercises

If you cannot find what you are looking for, make sure you bookmark our website and come back later. We are adding new exercises every week.  
[See planned exercises.](#)

### English vocabulary topics for students of English:

#### [actions and activities](#)

verbs, what things do, what people do, movements

#### [adjectives](#)

quality, comparatives, superlatives, compound adjectives, modifiers, gradable adjectives

#### [art and entertainment](#)

music, theatre, television, dancing, classic arts, visual arts, performing arts, humour, literature

#### [business](#)

everyday words used in business and finance

#### [character and personality](#)

adjectives to describe a person's character traits and personality

#### [clothes](#)

children's clothes, men's wear and women's wear, sport's wear

#### [countries and nationalities](#)

languages, geography, nationalities, people

#### [family](#)

births, marriages, deaths, family members, family relationships, ancestors and descendants

#### [foreign words](#)

foreign words and expressions originating from French, Latin, Greek ... used in everyday English

[Homepage](#)

[Recommend us](#)

[Exercises for beginners](#)

[Elementary exercises](#)

[Pre-intermediate tests](#)

[Lower intermediate tests](#)

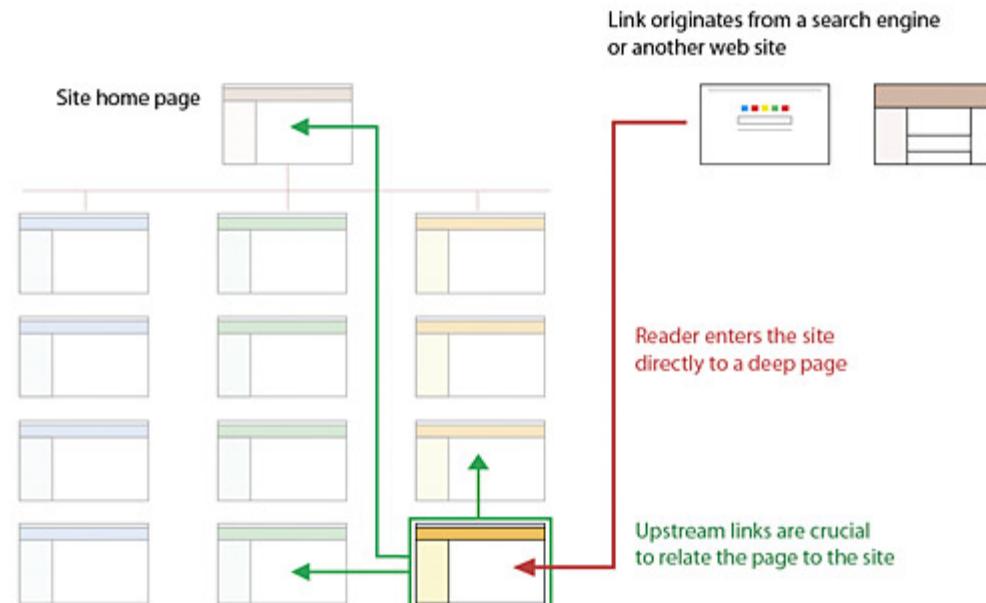
[Upper intermediate tests](#)

[Advanced level exercises](#)

[Professional level](#)

# No Dead-end Page

- “Dead-end” Page → disappointed, incapable of navigating to other pages
- Solution: Each page should have at least 1 hyperlink to Homepage





Add Live Search to your browser

**Microsoft** Your potential. Our passion.

**Silverlight**

Explore the next generation of rich-media experiences for the Web

DOWNLOAD THE PLUG-IN →

Get add-ons for Internet Explorer 7

Time-savers, entertainment, & more →

TOP 10

All Microsoft Sites

Microsoft.com Home

Products & Related Technologies

Downloads & Trials

Resources & Solutions

Security & Updates

Training & Events

Support

About Microsoft

Welcome | Sign In

**Microsoft TechNet**

Search TechNet with Live Search

## Resources for IT Professionals

Home Library Learn Downloads Support

TechNet > TechCenters > Resources for IT Professionals > Microsoft TechNet: IT Training and ...

### IT Training and Certification Resources

These resources can help you develop the skills you need to succeed in the IT industry.

### Special Learning Offers

#### FREE E-book: Windows Server 2008 and Windows Power Shell Scripting

Get FREE excerpts from two of Microsoft's latest publications: *Introducing Windows Server 2008* by Mitch Tulloch Team and *Microsoft Windows Power Shell Step by Step* by Ed Wilson.

### Save on 2007 Office

Build your skills with the Office 2007 training code 1F82 to get:

Add LIVE SEARCH to your Browser!   United States - English   Microsoft.com		
Product Families	Resources	Popular Places
Office	Microsoft Update	MSDN (Developers)
Windows	Office Update	TechNet (IT Pros)
Windows Server System	Download Center	Microsoft At Home
Windows Mobile	Help & Support	Microsoft At Work
Developer Tools	Security	Business & Industry
Business Solutions	Volume Licensing	Microsoft partners
Games & Xbox	About Microsoft	Microsoft hardware
MSN	Company Information	Product catalog
	Investor Relations	Mactopia
	PressPass for journalists	Microsoft.com site map

#### Popular Searches

#### Popular Downloads

Microsoft.com Home Site Map

Search Microsoft.com for:

Go

msdn

MSDN Home

Developer Centers | Library | Downloads | How to Buy | Subscribers | Worldwide

Search for

MSDN Magazine Go

Advanced Search

MSDN Magazine Home

MSDN® Magazine

The Microsoft Journal for Developers

Choose Your Language: English

MSDN Home > MSDN Magazine > July 2007

### SHARE CODE

## Write Code Once For Both Mobile And Desktop Apps

Daniel Moth



This article discusses:

- Windows Mobile and Windows desktop development
- Porting applications between platforms
- Retargetable assemblies
- Sharing code between platforms

This article uses the following technologies:

.NET Framework

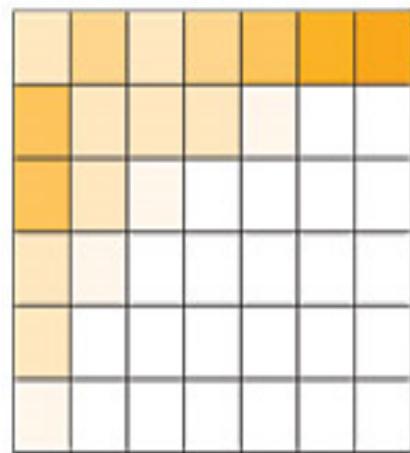
AMYUNI Technologies

You need a good engine for your



# Search Location

User expectations for search location:



Placing a search box in the scan column  
allows space for more options

Primary search location, but in a constricted space

The diagram shows a wireframe of a web page. At the top left is a "Department logo" box. To its right is a horizontal bar containing a "Search this site" button and a "Go" button. Below this is a large yellow "Section title line". Underneath the title is a "Breadcrumb trail | Page name" section. On the left side, there is a vertical sidebar with a "Search this site:" label, a search input field, a "Search options" dropdown menu, and a "Go" button. The bottom of the page has a footer with the text "Copyright ©2008 Name of the company. All rights reserved." and "Last revised date. Contact us". A red arrow points from the text "Placing a search box in the scan column allows space for more options" to the sidebar area.

# Consistency

**HIRAM COLLEGE** Apply > Academics > Give to Hiram > Calendar > Adult Studies > Athletics >

**HOME** FUTURE STUDENTS CURRENT STUDENTS FACULTY & STAFF ALUMNI & FRIENDS VISITORS

**Intimate learning. Globally engaged.**

Since its founding in 1850, Hiram College has been one of the most prestigious liberal arts institutions. [Admissions](#)

- > Centers of Excellence
- > The Hiram Plan
- > The Hiram Experience
- > Off-Campus Study

**Latest News** MORE NEWS >

March 28, 2008  
[Hiram College senior semifinalists research at Cleveland Clinic and mentors graduate school offers from Lerner Institute, CSU](#)

March 27, 2008  
[Hiram College senior art exhibition opens April 18](#)

March 26, 2008  
[Engaging education with economics: Big science partnerships propel small](#)

**Upcoming Events** MORE EVENTS >

March 30, 2008 at 4:00 PM  
[Chamber Orchestra](#)

April 4, 2008 at 9 a.m.  
[Engaging Education with Genomics](#)

April 12, 2008 at 10:00 AM  
[MAIS Information Session](#)

April 19, 2008 at 10:00 AM  
[Weekend College Information Session](#)

April 25, 2008 at 8 pm  
[Hiram College Senior Art Exhibition](#)

**HIRAM COLLEGE** Apply > Academics > Give to Hiram > Calendar > Adult Studies > Athletics >

**HOME** FUTURE STUDENTS CURRENT STUDENTS FACULTY & STAFF ALUMNI & FRIENDS VISITORS

**Men's Athletic**

- > Baseball
- > Basketball
- > Cross Country
- > Football
- > Golf
- > Soccer
- > Swimming
- > Tennis
- > Track & Field

**Women's Athletic**

- > Basketball
- > Cross Country
- > Golf
- > Softball
- > Swimming
- > Tennis

**Employment Opportunities**

Get Involved  
Help Us

**HIRAM COLLEGE** Apply > Academics > Give to Hiram > Calendar > Adult Studies > Athletics >

**HOME** FUTURE STUDENTS CURRENT STUDENTS FACULTY & STAFF ALUMNI & FRIENDS VISITORS

Home > Future Students

## Future Students

The summer 2008 schedules are now available for [undergraduate](#) and [graduate courses](#) which meet during convenient evening and weekend hours.

**High School & Transfer Students**



Challenging academics. Outstanding faculty. Talented students. Hands-on learning. Innovative calendar. A Hiram education will provide you a great foundation for a career or graduate school—and you'll have fun.

**Weekend College Students**



Hiram's quality undergraduate programs for adult students, with classes held every other weekend. Students can finish a degree started elsewhere or begin their college career and finish in four years. Over 300

**Graduate Students**



Hiram College offers a Master of Arts in Interdisciplinary Studies, an innovative, challenging, and flexible graduate program. Students take classes on alternate weekends. Hiram offers a variety of

**International & Overseas US/LPR Students**



Over 27 countries are represented in Hiram's student body. If you are an international student, overseas citizen, or Lawful Permanent Resident of the U.S., learn about admission procedures and how you

# Compatibility

- Different Browsers support
- Different Devices support



Chrome



Firefox



Safari



IE 9+



IE 6-8

# Use Good Fonts

- Vietnamese Font
  - VNI / TCVN3 vs. Unicode
- Font Sans-serif vs. Serif

F  
Sans-serif

F  
Serif  
(red serifs)

- More neutral
- Clean
- Simple
- Modern websites
- Traditional purposes
- Storytelling
- Long reading

Thứ Hai, 17/09/2007 - 12:36 AM

## Đất liền đón gió lạnh, bão mới “đe doạ” biển Đông



Mưa lớn kèm không khí lạnh sẽ đổ về khu vực Bắc bộ và Bắc Trung bộ. (Ảnh minh họa).

Tin từ Trung tâm Dự báo Khí tượng Thuỷ văn Trung ương cho hay: Đợt không khí lạnh này có hướng di chuyển hơi lệch về phía tây, hôm nay (17/9), nó sẽ ảnh hưởng và đem mưa tới cho các tỉnh phía tây Bắc bộ. Không khí lạnh về đêm theo nhiều khả năng gây ra các hiện tượng thời tiết cực đoan như: dông, tố, lốc xoáy... tại các tỉnh thuộc nơi này.

Các tỉnh phía đông Bắc bộ, do hướng di chuyển lệch tây nên đêm nay không khí lạnh mới ảnh hưởng xuống khu vực này. Các tỉnh Bắc Trung bộ muộn hơn, đến sáng ngày 18/9, không khí lạnh sẽ tác động đến đây, khiến trời nhiều mây, mưa lại tái lập tại khu vực này. Riêng ngày 18-19/9, Bắc Trung Bộ rải rác mưa vừa, có nơi mưa to và dông; gió đông đến đông bắc cấp 3, cấp 4.

Thứ Hai, 17/09/2007 - 12:36 AM

## Đất liền đón gió lạnh, bão mới “đe doạ” biển Đông



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# Google web fonts

F

Sans-serif

Google web fonts

Open Sans      Grumpy wizards make toxic brew for the evil Queen and Jack.

Lato      Grumpy wizards make toxic brew for the evil Queen and Jack.

Raleway      Grumpy wizards make toxic brew for the evil Queen and Jack.

Monsterrat      **Grumpy wizards make toxic brew for the evil Queen and Jack.**

PT Sans      Grumpy wizards make toxic brew for the evil Queen and Jack.

# Google web fonts

F  
Serif  
(red serifs)

Google web fonts

Cardo

Grumpy wizards make toxic brew for the evil Queen and Jack.

Merriweather

Grumpy wizards make toxic brew for the evil Queen and Jack.

PT Serif

Grumpy wizards make toxic brew for the evil Queen and Jack.

# Choose a Font

1

Open Sans

Most versatile typeface that can be used in any type of website. If you don't know what font design to use, use Open Sans

2

Lato

Good font design to use as headline or subtitles. Clean design that will work in any websites.

3

Lora

Contemporary take on classic typeface like Georgia. Great for websites with lots of content.

4

Georgia

Classic typeface that works well in both large and small font size. Very readable so it is great for content heavy websites.

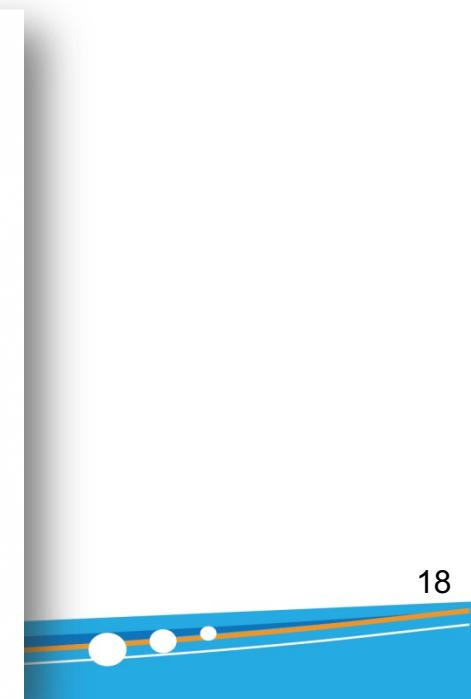
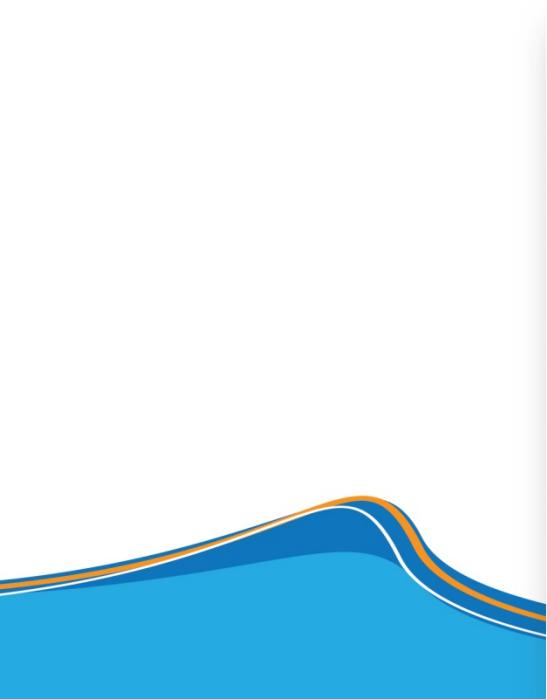
5

Myriad Pro

Popular typeface that is a good balance between contemporary and classic font design.

# No more 4 fonts

- 1 font style for Headline or Page Title
- 1 font style for Subtitles (*optional*)
- 1 font style for body content areas
- 1 font style for quotes



Using **too MANY**  
***typefaces*** is  
confusing *and* LOOKS  
*messy* and CLUTTERED.



# Use a Font-size between 15 and 25px



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...

GOOD

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



Zoltán Hosszú on Mar 9 · 8 min

You, Josh Muccio, and 1,534 others recommended



NEXT STORY



# Use a Font-size between 15 and 25px



**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...

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

14px

**BAD**

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30px

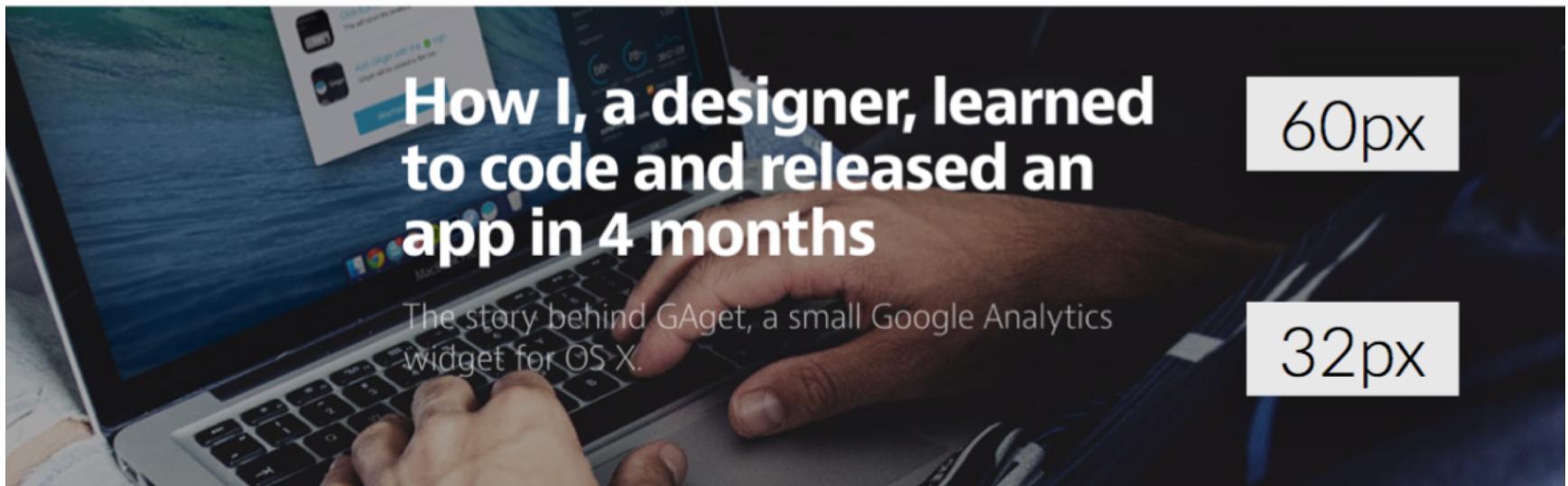
Zoltán Hosszú on Mar 9 · 8 min

You, Josh Muccio, and 1,535 others recommended



NEXT STORY

# Use (Really) Big Font-sizes for Headlines



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*.

 Zoltán Hosszú on Mar 9 · 8 min

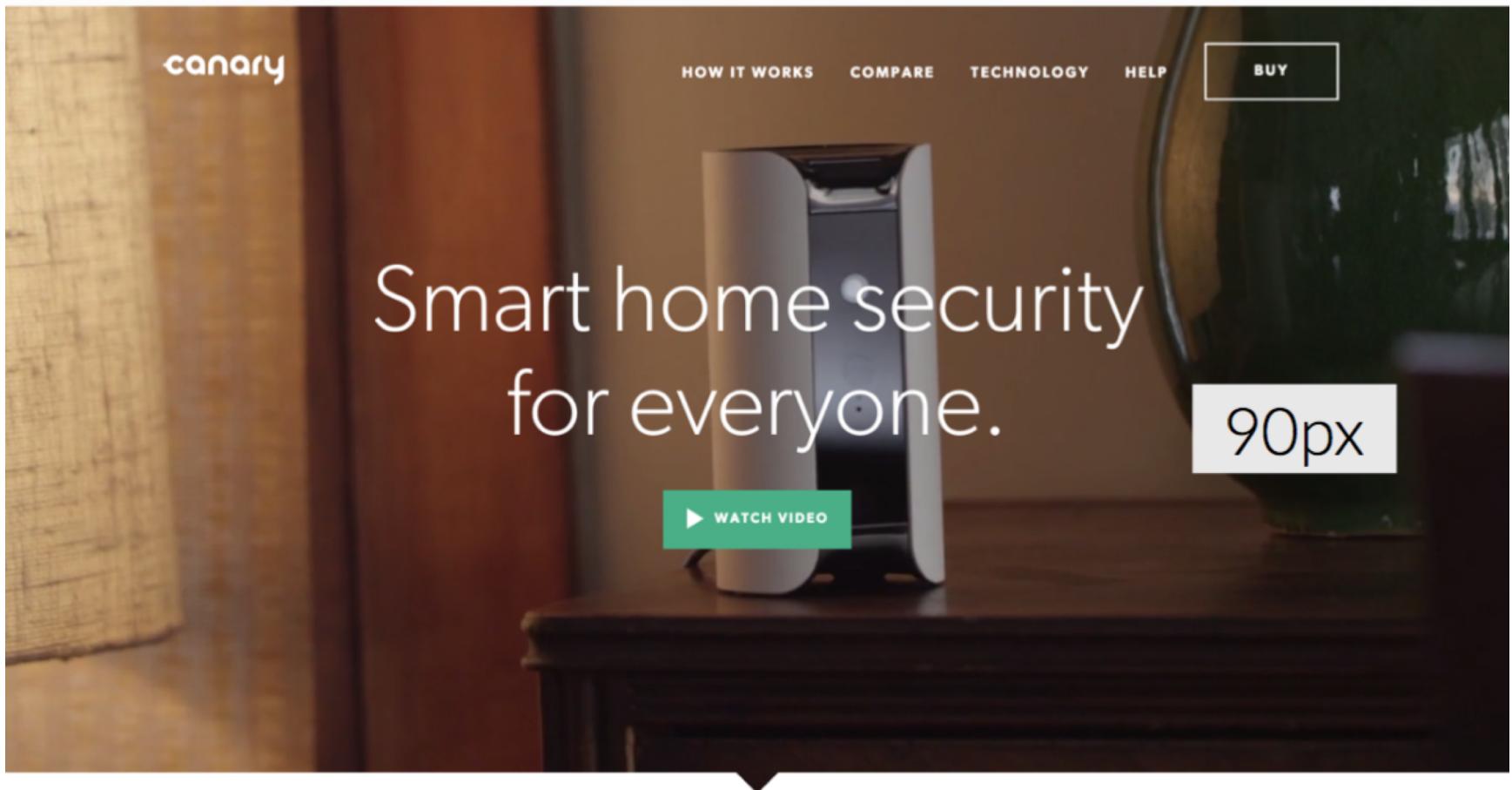
You, Josh Muccio, and 1,535 others recommended



NEXT STORY



# Use (Really) Big Font-sizes for Headlines





# Use Line Spacing between 120 and 150%



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...

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150%



Zoltán Hosszú on Mar 9 · 8 min

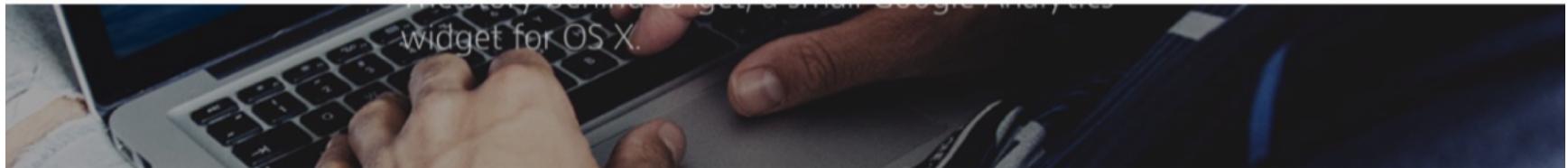
You, Josh Muccio, and 1,534 others recommended



NEXT STORY



# Use Line Spacing between 120 and 150%



**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...

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100%

**BAD**

## Traveling back in time

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200%

 Zoltán Hosszú on Mar 9 - 8 min

You, Josh Muccio, and 1,535 others recommended



NEXT STORY



# 45 to 90 characters per line



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

GOOD

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

# 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**

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141 chars

Post forwarded to 1000. It was the time of 56k dial-up modems and AOL. Users flocked still into computers as the Internet started mining...



Zoltán Hosszú on Mar 9 · 8 min

You, Josh Muccio, and 1,535 others recommended



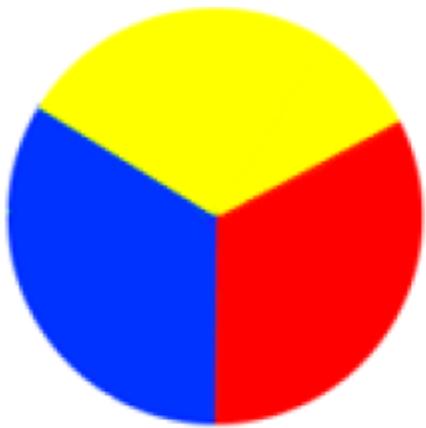
NEXT STORY

# Colors



## The Color Wheel

# Color Types



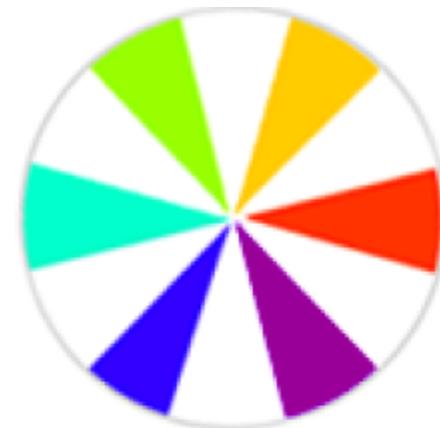
## PRIMARY COLORS

Red, yellow and blue



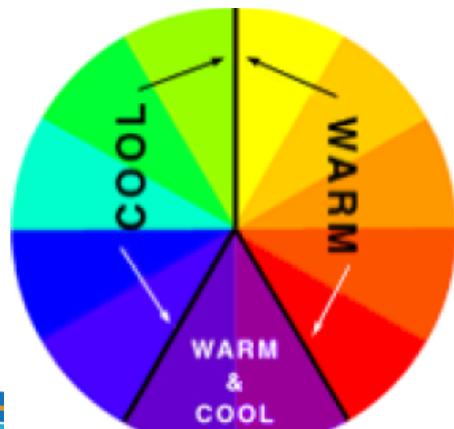
## SECONDARY COLORS

Green, orange and purple

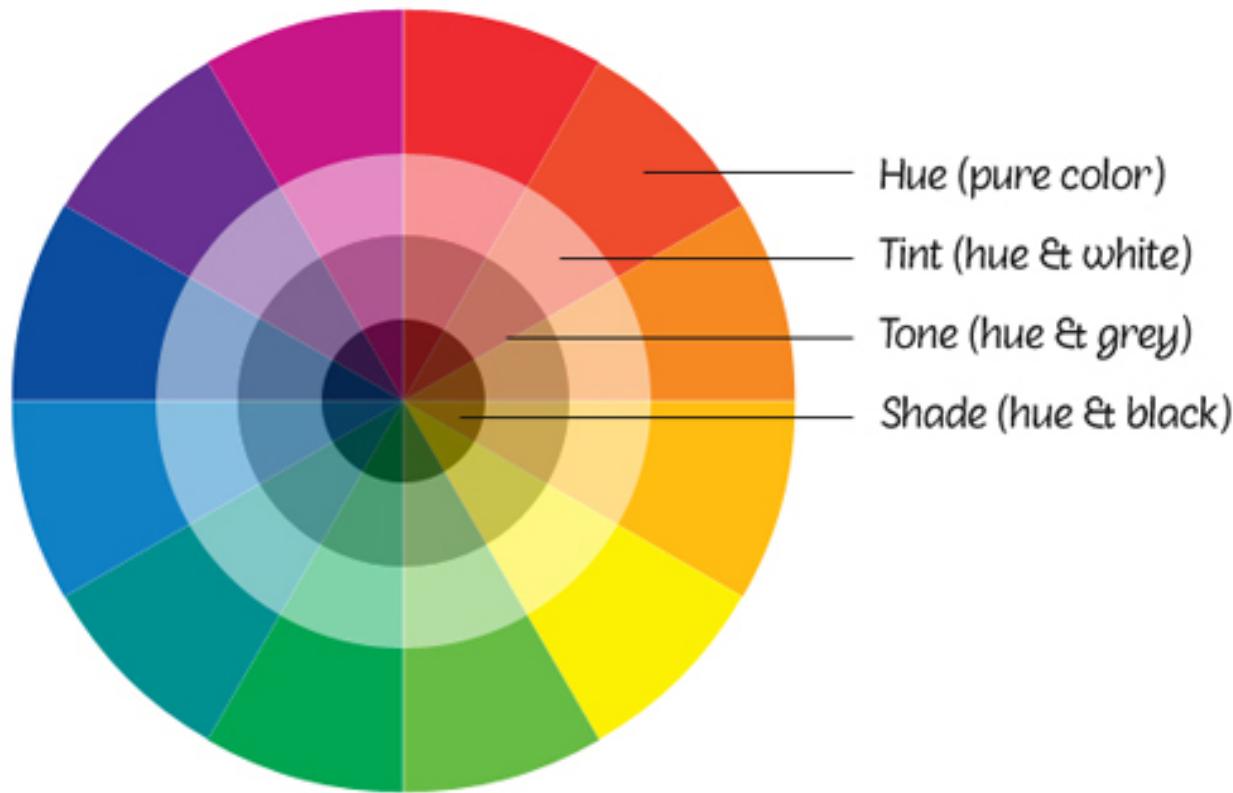


## TERTIARY COLORS

Yellow-orange, red-orange,  
red-purple, blue-purple,  
blue-green and yellow-green.



# Hue – Tint – Tone – Shade



# Color Meanings

## □ Warm colors

- **Red** - power, passion, strength, excitement.  
Brighter - more energetic, darker shades - more powerful, elegant
- **Orange** – cheerfulness, creativity, friendliness, confidence, courage
- **Yellow** – energetic, happiness, liveliness, curiosity, intelligence, brightness



# Color Meanings

## □ Cool Colors

- **Green** – health, growth, wealth, nature
- **Blue** – patience, peace, trustworthiness, stability, professionalism, trust, honor
- **Purple** – power, nobility, wealth, wisdom, royalty, nobility, luxury, mystery



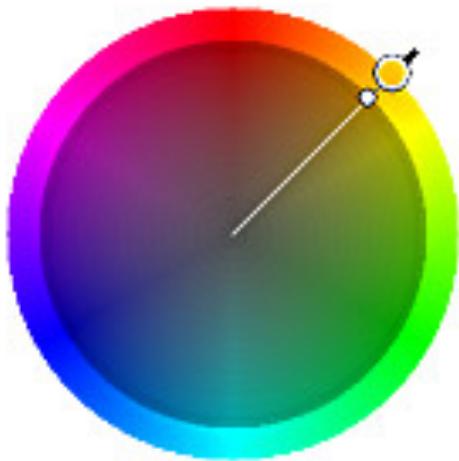
# Color Meanings

## □ Cool & Warm Colors

- **Black** – power, elegance, formality, death, evil, and mystery
- **White** – light, goodness, innocence, purity, and virginity
- **Gray** – Safety, reliability, intelligence, modesty, dignity, maturity, soundness, functionality, old age and grief
- **Brown** – relaxation, confidence, earthiness, nature, durability, comfort, reliability

# Color Scheme

## Monochromatic color scheme

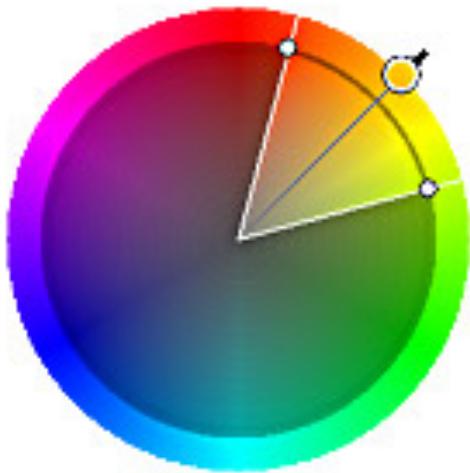


Examples:



# Color Scheme

## Analogous color scheme

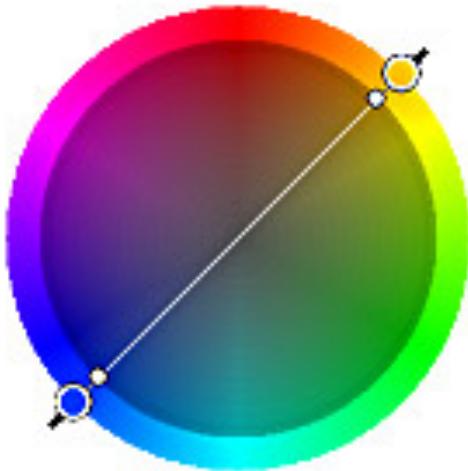


### Examples:



# Color Scheme

## Complementary color scheme

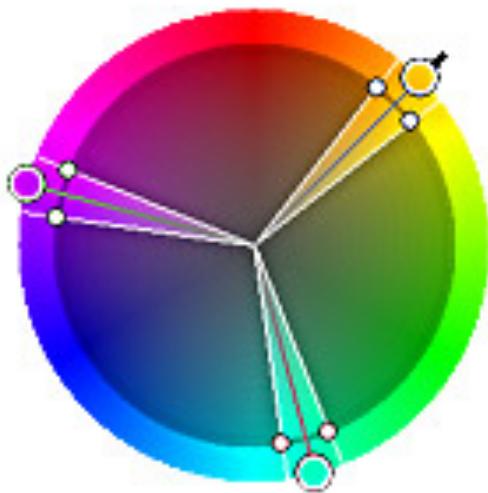


Examples:



# Color Scheme

## Triadic color scheme

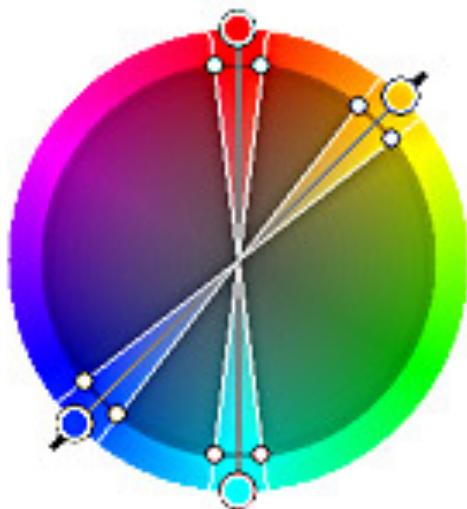


### Examples:



# Color Scheme

## Tetradic (double complementary) color scheme



Examples:



# Contrast

**By choosing stark, complementary colors, text becomes easily readable.**

**Sometimes, choosing a color scheme in which the text is the brightest element of the design reduces eyestrain by focusing the User's attention.**

A lack of contrast between text and its background will drive your users insane. Their eyes don't know which color to focus on, which will almost instantly strain their eyes.

A complementary color scheme does not necessarily mean the contrast between text and background is strong enough. Sometimes, one of your colors will be too bright in comparison to the other, which will lead to eventual eyestrain.

# Web Palette

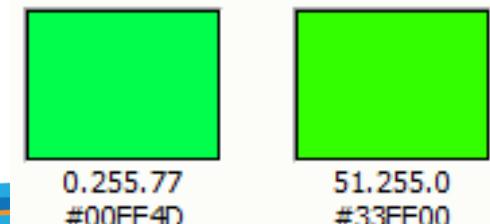
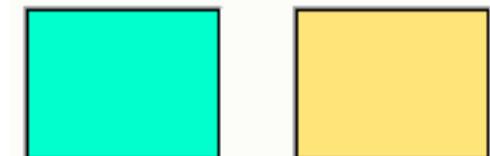
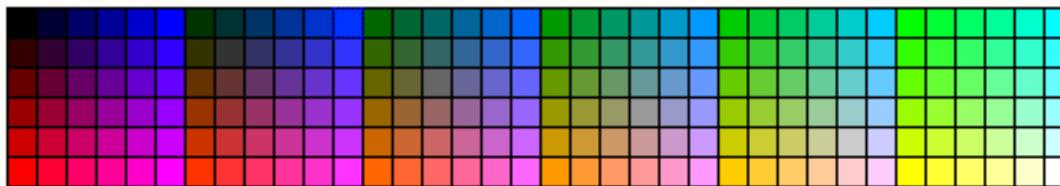
## □ Dithering

- The attempt by a computer program to approximate a color from a mixture of other colors when the required color is not available
- 24-bit colors (True color) hay 32-bit colors

## □ → Web Palette

- 216 Web Colors / 136 color names

**Bad**  
**Ugly**





# 216-color browser-safe palette table

000000	003300	006600	009900	00CC00	00FF00
000033	003333	006633	009933	00CC33	00FF33
000066	003366	006666	009966	00CC66	00FF66
000099	003399	006699	009999	00CC99	00FF99
0000CC	0033CC	0066CC	0099CC	00CCCC	00FFCC
0000FF	0033FF	0066FF	0099FF	00CCFF	00FFFF

330000	333300	336600	339900	33CC00	33FF00
330033	333333	336633	339933	33CC33	33FF33
330066	333366	336666	339966	33CC66	33FF66
330099	333399	336699	339999	33CC99	33FF99
3300CC	3333CC	3366CC	3399CC	33CCCC	33FFCC
3300FF	3333FF	3366FF	3399FF	33CCFF	33FFFF

660000	663300	666600	669900	66CC00	66FF00
660033	663333	666633	669933	66CC33	66FF33
660066	663366	666666	669966	66CC66	66FF66
660099	663399	666699	669999	66CC99	66FF99
6600CC	6633CC	6666CC	6699CC	66CCCC	66FFCC
6600FF	6633FF	6666FF	6699FF	66CCFF	66FFFF

990000	993300	996600	999900	99CC00	99FF00
990033	993333	996633	999933	99CC33	99FF33
990066	993366	996666	999966	99CC66	99FF66
990099	993399	996699	999999	99CC99	99FF99
9900CC	9933CC	9966CC	9999CC	99CCCC	99FFCC
9900FF	9933FF	9966FF	9999FF	99CCFF	99FFFF

CC0000	CC3300	CC6600	CC9900	CCCC00	CCFF00
CC0033	CC3333	CC6633	CC9933	CCCC33	CCFF33
CC0066	CC3366	CC6666	CC9966	CCCC66	CCFF66
CC0099	CC3399	CC6699	CC9999	CCCC99	CCFF99
CC00CC	CC33CC	CC66CC	CC99CC	CCCCCC	CCFFCC
CC00FF	CC33FF	CC66FF	CC99FF	CCCCFF	CCFFFF

FF0000	FF3300	FF6600	FF9900	FFCC00	FFFF00
FF0033	FF3333	FF6633	FF9933	FFCC33	FFFF33
FF0066	FF3366	FF6666	FF9966	FFCC66	FFFF66
FF0099	FF3399	FF6699	FF9999	FFCC99	FFFF99
FF00CC	FF33CC	FF66CC	FF99CC	FFCCCC	FFFFCC
FF00FF	FF33FF	FF66FF	FF99FF	FFCCFF	FFFFFF



# 136 browser color with name

Color	Hex Equivalent
White	#FFFFFF
Red	#FF0000
Orange	#FFA500
Yellow	#FFFF00
Green	#008000
Blue	#0000FF
Purple	#800080
Black	#000000
Alice Blue	#FOF8FF
Antique White	#FAEBD7
Aqua	#00FFFF
Aquamarine	#7FFFDD
Azure	#F0FFFF
Beige	#F5F5DC
Bisque	#FFE4C4
Blanched Almond	#FFEBCD
Blue Violet	#8A2BE2
Brown	#A52A2A
Burly Wood	#DEB887
Cadet Blue	#5F9EA0

Chartreuse	#7FFF00
Chocolate	#D2691E
Coral	#FF7F50
Corn Flower Blue	#6495ED
Corn Silk	#FFF8DC
Crimson	#DC143C
Cyan	#00FFFF
Dark Blue	#00008B
Dark Cyan	#008B8B
Dark Goldenrod	#B8860B
Dark Gray	#A9A9A9
Dark Green	#006400
Dark Khaki	#BDB76B
Dark Magenta	#BD008B
Dark Olive Green	#556B2F
Dark Orange	#FF8C00
Dark Orchid	#9932CC
Dark Red	#8B0000
Dark Salmon	#E9967A
Dark Sea Green	#8FBC8F
Dark Slate Blue	#483D8B
Dark Slate Gray	#2F4F4F
Dark Turquoise	#00CED1

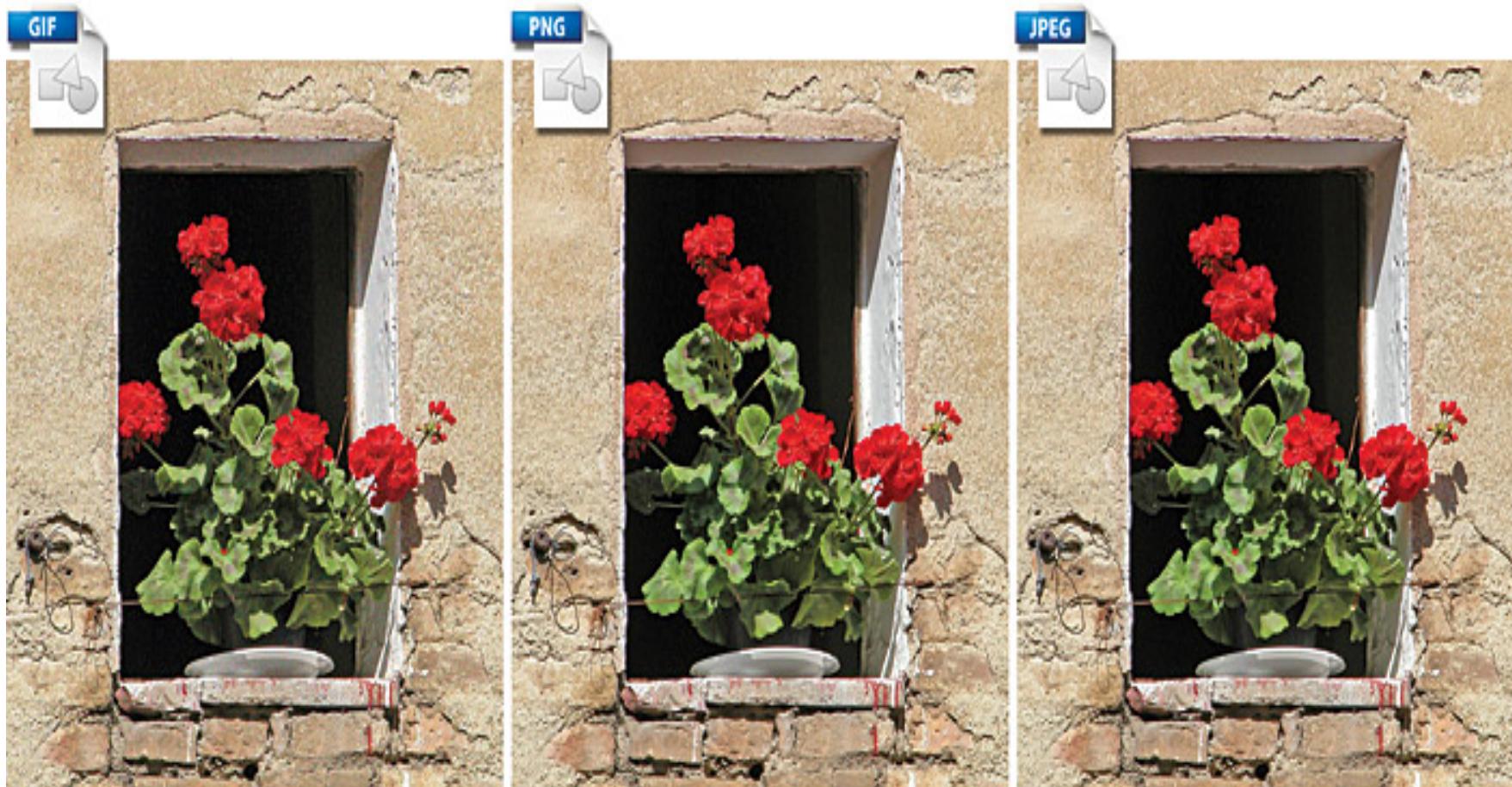
Dark Violet	#9400D3
Deep Pink	#FF1493
Deep Sky Blue	#00BFFF
Dim Gray	#696969
Dodger Blue	#1E90FF
Fire Brick	#B22222
Floral White	#FFFFAF
Forest Green	#228B22
Fuschia	#FF00FF
Gainsboro	#DCDCDC
Ghost White	#F8F8FF
Gold	#FFD700
Goldenrod	#DAA520
Gray	#808080
Green Yellow	#ADFF2F
Honeydew	#F0FFFF
Hot Pink	#FF69B4
Indian Red	#CD5C5C
Indigo	#4B0082
Ivory	#FFFFFF
Khaki	#F0E68C
Lavender	#E6E6FA

Lavender Blush	#FFF0F5
Lemon Chiffon	#FFFFACD
Light Blue	#ADD8E6
Light Coral	#F08080
Light Cyan	#E0FFFF
Light Goldenrod Yellow	#FAFAD2
Light Green	#90EE90
Light Grey	#D3D3D3
Light Pink	#FFB6C1
Light Salmon	#FFA07A
Light Sea Green	#20B2AA
Light Sky Blue	#87CEFA
Light Slate Gray	#778899
Old Lace	#FDF5E6
Olive	#808000
Olive Drab	#6B8E23
Orange Red	#FF4500
Orchid	#DA70D6
Pale Goldenrod	#EEE8AA
Pale Green	#98FB98
Pale Turquoise	#AFEEEE
Tomato	#FF6347
Turquoise	#40E0D0

Pale Violet Red	#DB7093
Papaya Whip	#FFEFD5
Peach Puff	#FFDAB9
Peru	#CD853F
Pink	#FFC0CB
Plum	#DDA0DD
Powder Blue	#B0E0E6
Rosy Brown	#BC8F8F
Royal Blue	#4169E1
Saddle Brown	#8B4513
Sea Green	#2E8B57
Sea Shell	#FFF5EE
Sienna	#A0522D
Light Steel Blue	#B0C4DE
Light Yellow	#FFFFFF
Lime	#00FF00
Lime Green	#32CD32
Linen	#FAF0E6
Magenta	#FF00FF
Maroon	#800000
Medium Aquamarine	#66CDAA
Medium Blue	#0000CD
Violet	#EE82EE
Wheat	#F5DEB3

Medium Orchid	#BA55D3
Medium Purple	#9370DB
Medium Sea Green	#3CB371
Medium Slate Blue	#7B68EE
Medium Spring Green	#00FA9A
Medium Turquoise	#48D1CC
Medium Violet Red	#C71585
Midnight Blue	#191970
Mint Cream	#F5FFFA
Misty Rose	#FFE4E1
Navajo White	#FFDEAD
Navy	#000080
Silver	#C0C0C0
Sky Blue	#87CEEB
Slate Blue	#6A5ACD
Slate Gray	#708090
Snow	#FFFFFA
Spring Green	#00FF7F
Steel Blue	#4682B4
Tan	#D2B486
Teal	#008080
Thistle	#D8BFDB
White Smoke	#F5F5F5
Yellow Green	#9ACD32

# Images



GIF image, 428 Kb file size  
Poor image quality due to dithering

PNG image, 968 Kb file size  
Excellent quality, lossless compression

JPEG image, 280 Kb (quality = high-8)  
Very good quality and file size

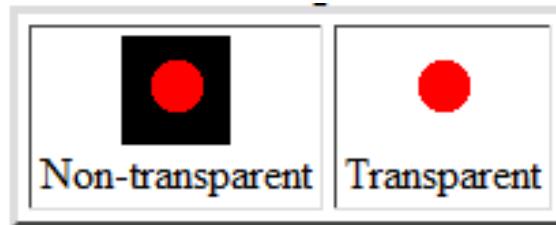
# Images

## TOP 4 IMAGE FORMATS FOR THE WEB [2018]

	JPG	GIF	PNG	SVG
VECTOR				✓
RASTER	✓	✓	✓	
TRANSPARENCY			✓	✓
ANIMATION		✓	✓	✓
LOSSY	✓			

# Transparent & Interlacing

## Transparent



## Interlacing



- Graphic Interchange Format (GIF)
- Animation
- Transparency
- Interlacing
- Suitable for flat images

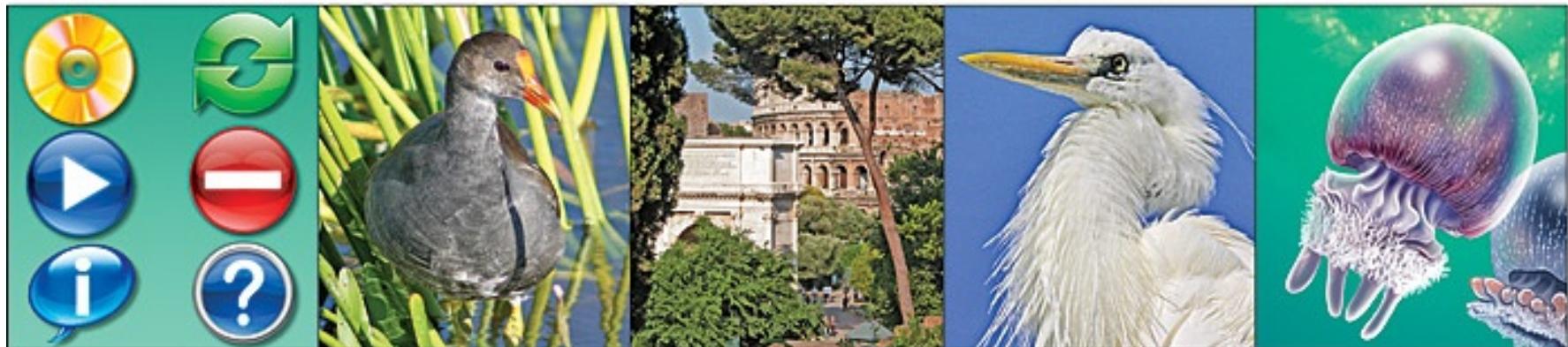
GIF—Diagrams and illustrations with simple color fields and no subtle shading are ideal for the GIF graphics file format



# JPEG

- Joint Photographic Experts Group (JPEG)
- 24-bit colors (True color)
- Small file size
- Suitable for complex images with gradation colors

JPEG—Photographic images, complex icons, and realistic illustrations are ideal for the JPEG graphics file format



# PNG

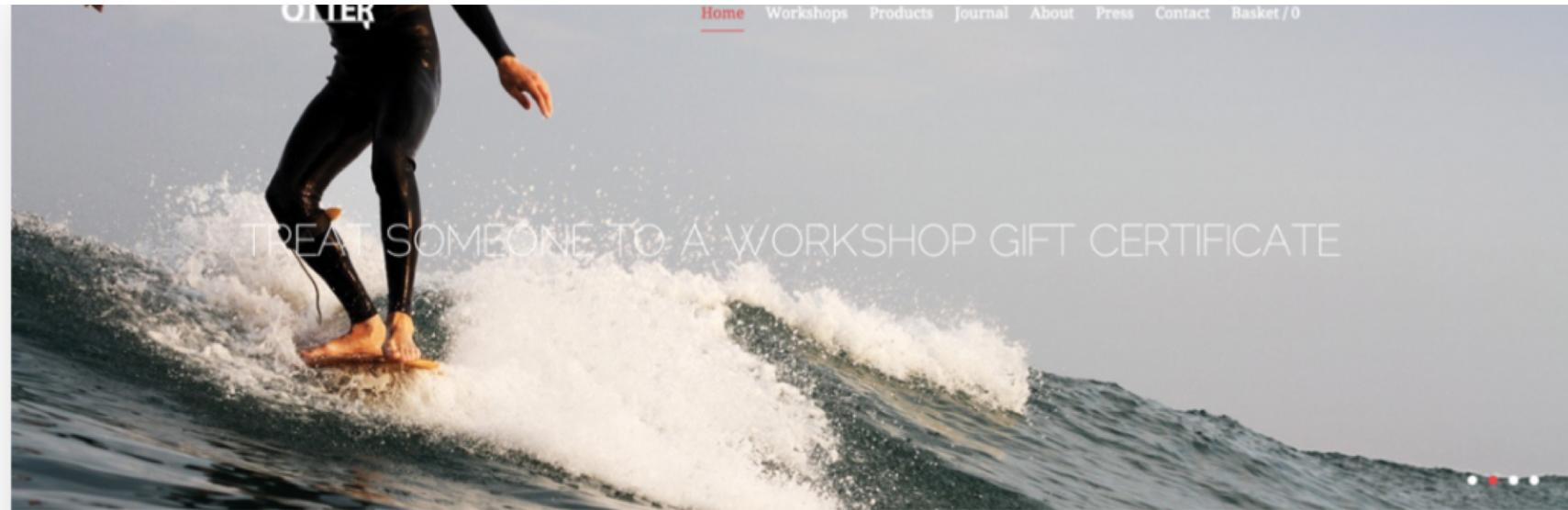
- Portable Network Graphic (PNG)
- Big file size
- Support
  - True color
  - Transparency
  - Interlacing
- Suitable for line art, text, and logos

# SVG

- Scalable Vector Graphics
- Vector image format
- Remains crisp and clear at any resolution or size
- Big file size



# Put Text on Image



## SURFBOARDS

We make hollow, skin and frame wooden surfboards. They're the product of the shared twin passions of surfing and fine woodworking.



## WORKSHOPS

You can build the surfboard of your choosing alongside a maximum of two other people, with us guiding you through each step of the process.



## ABOUT

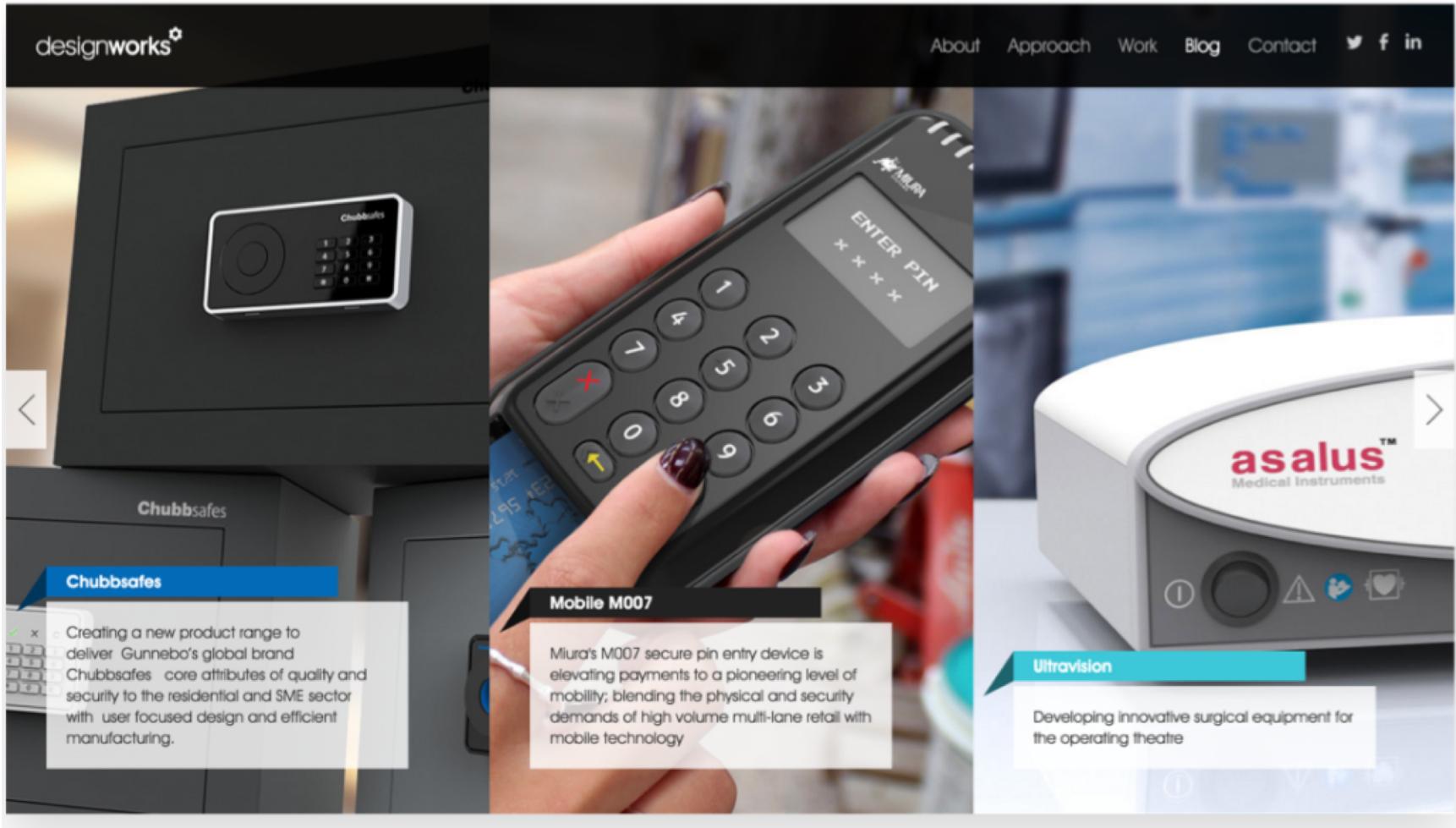
We're inspired by construction techniques pioneered by legendary waterman Tom Blake and look forwards towards a sustainable surf craft.



## CONTACT

We're in the workshop most days and are happy to down tools to have a chat. You can also email us or send us a letter because everybody loves post.

# Put Text In a Box

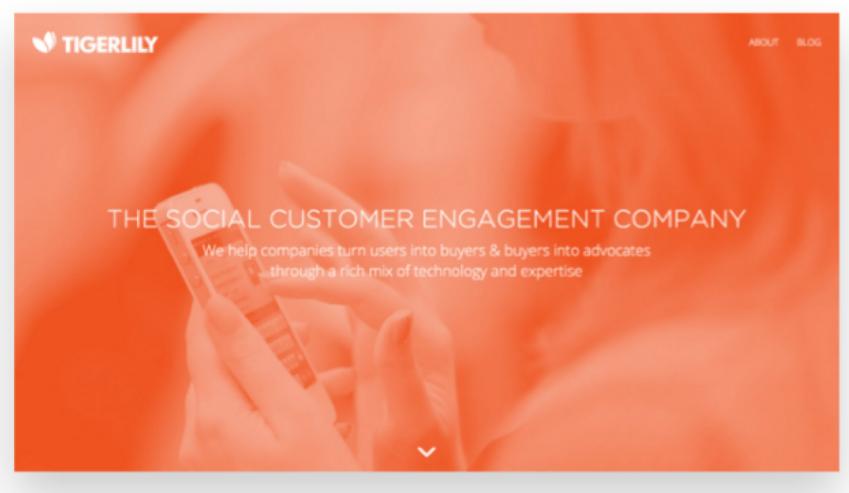
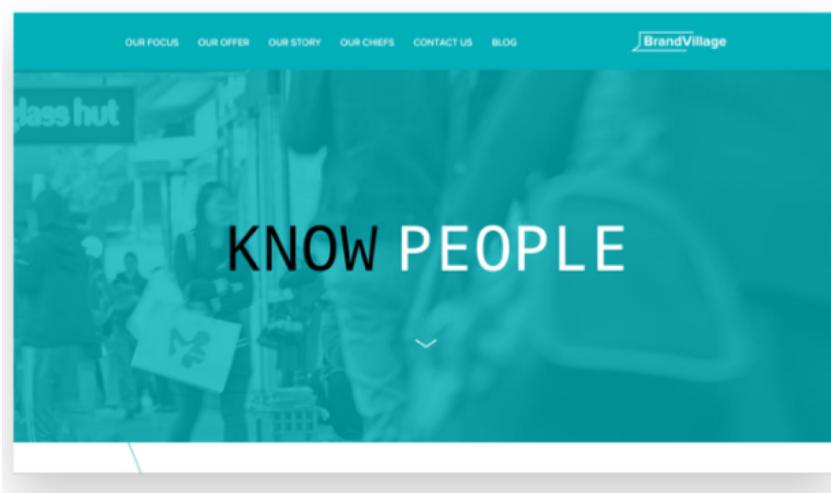


The image is a collage of three product photographs from the website of designworks\*. The top navigation bar includes links for About, Approach, Work, Blog, Contact, and social media icons for Twitter, Facebook, and LinkedIn.

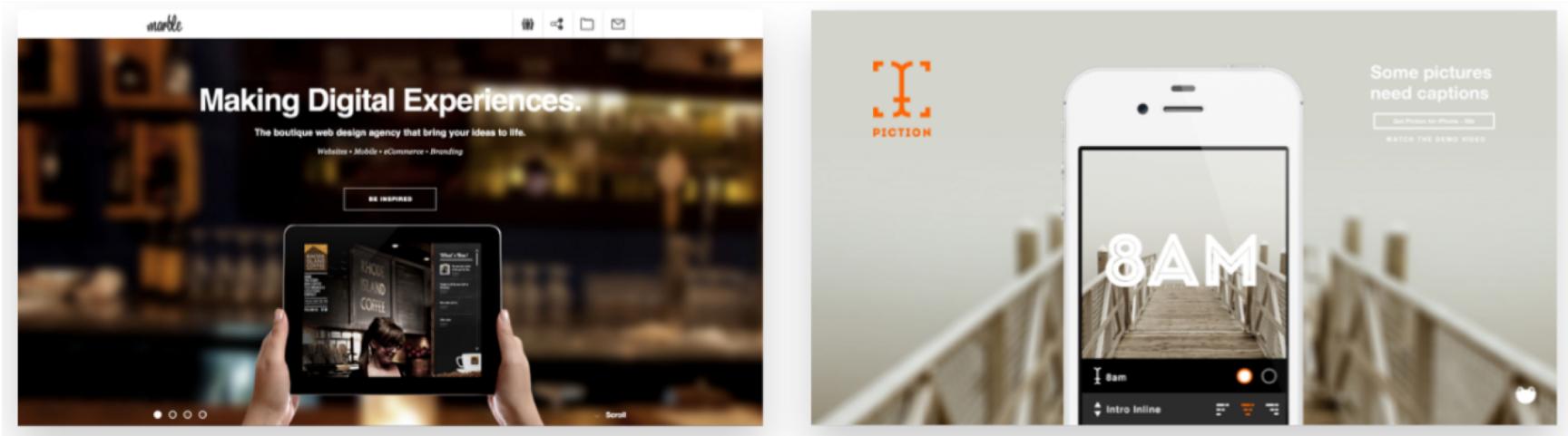
- Chubbsafes:** A black safe with a digital keypad. A callout box provides information about the Chubbsafes product range.
- Mobile M007:** A black handheld device with a numeric keypad and a screen displaying "ENTER PIN". A callout box provides information about the Miura M007 device.
- Asalus Ultravision:** A white medical instrument with a circular control panel featuring a power button and several icons. A callout box provides information about the Ultravision product.



# Floor Fade



# Overlay the Image





# Use icon for 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.

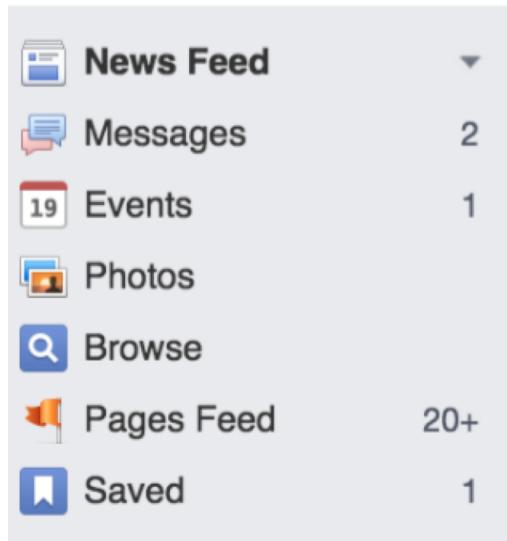


### Step 4

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



# Use Icons for Action/Link



**What to Watch**

- My Channel
- My Subscriptions
- History
- Watch Later

---

**PLAYLISTS**

- Web Design Tutorial for...
- Liked videos

Write a story

---

- New story
- Import story
- Your drafts and stories
- Stats
- Publications

---

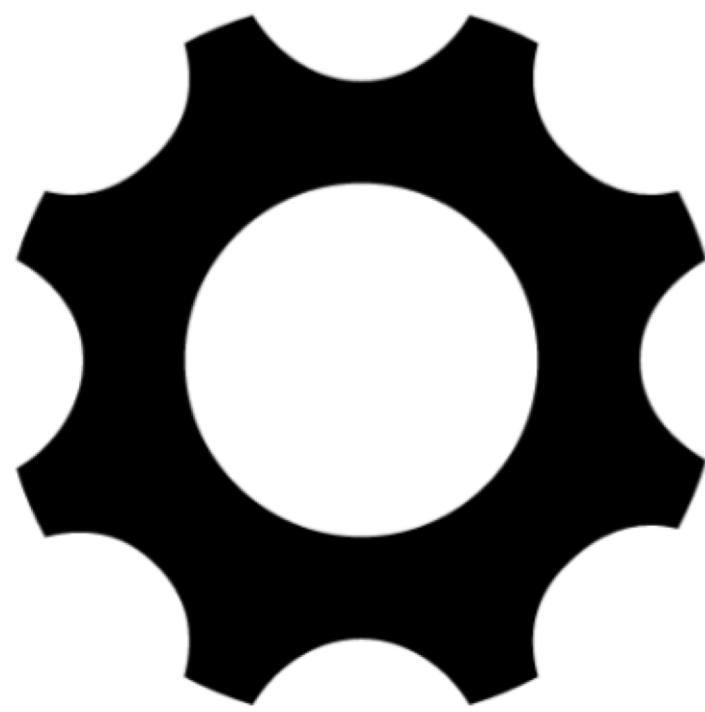
- Your profile
- Settings
- Sign out

1. Icons should be recognizable
2. Label your icons

# Use Icon Font



**Static** image 300%



**Vector** icon font 300%

# Whitespace and Layout

OVERVIEW FEATURES TESTIMONIALS

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### Track your sales in real time.

By recording cash, cards, or any other kinds of payments through Square Register, you can monitor sales trends and create sales reports for the day, month, or year. You can also track and issue refunds.

#### Tax preparation made easy

Square Register allows you to instantly populate a spreadsheet with your sales history for tax purposes—which means you don't have to spend nearly as much time preparing for taxes.

#### Control what information employees see.

With a manager PIN, you can control what your employees can see and do in Square Register on the iPad while logged into the administrative account.

#### Works offline

Square lets you record transactions even when the internet is down. They'll be stored locally, then automatically sync to your Square account when you're connected again.

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With whitespace



# Whitespace and Layout

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FEATURES

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Works offline

Square lets you record transactions even when the internet is down. They'll be stored locally, then automatically sync to your Square account when you're connected again.

LEARN MORE

Create Item

Sun-dried Tomato Wrap

Sandwiches

Manage your inventory effortlessly.

Now you can manage your inventory free from anywhere. Square Inventory is fast to set up and can send you alerts when items are almost out of stock. You can also export your stock levels as a printable spreadsheet at any time.

Edit items with ease

Manage details like names, quantities, or prices quickly and easily.

Without whitespace

# References

- <https://www.udemy.com/web-design-secrets/learn/v4/overview>
- <https://www.websitebuilderexpert.com>
- Color Tools
  - Adobe Color CC
  - Paletton (Color Scheme Designer)

