

# Web Design Rules (Part1)

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- Web Design != Web development
  - Web Design: overall look and feel of a website using photoshop software
    - Good Design: good impression of brand and product, increase perceived value and trust of brand, give users what they are looking for when come to the site without confused
  - Divided into 9 important rules
    - Typography: formatting and designing text
    - Colors
    - Images/Illustrations
    - Icons
    - Shadows
    - Border-Radius
    - Whitespace
    - Visual Hierarchy
    - User Experience
    - Components/Layouts
  - website personality
    - Serious/Elegant:use thin serif typefaces, high big quality images
    - Minimalist/Simple
    - Plain/Neutral:common in big corporations
    - Bold/Confident: big or bold typography, big and bright colored blocks
    - Calm/Peaceful
    - Startup/Upbeat: rounded elements, light-grey text and backgrounds, widely used in startup companies
    - playful/fun: creative elements, colorful
  - Web developer: CSS HTML JavaScript code

## ● **1. Typography**

- ConceptsDesign Tool Box: [Google Fonts](#)/[Fonts Squirrels](#)
  - make text beautiful and easy to read
  - Serif VS Sans-serif
    - Serif: traditional looks, conveys trustworthy, good for long text



- Typefaces: Merrweather, Aleo, Playair Display, Cormorant, Cardo, Lora
  - use only one typeface per page, limit to 2 typefaces
- Sans-serif: look clean and simple, modern look and feel, easy for web design beginner to fit the theme



- Typefaces: Inter, Open Sans, Roboto, Montserrat, Word Sans, Lato
- Design Tool Box: [Google Fonts/Fonts Squirrels @jonas.io](#)
  - select wanted font-family in google fonts, larger than 400, copy the link to html, and set css file **{font-family:**

**selected\_font\_family\_name,sans-serif;}**

```

Light 300
Whereas recognition of the inherent dignity
Light 300 ⊕
Regular 400
Whereas recognition of the inherent dignity
Regular 400 ⊕
Regular 400 Italic
Whereas recognition of the inherent dignity
Regular 400 Italic ⊕
Bold 700
Whereas recognition of the inherent dignity
Bold 700 ⊕
Bold 700 Italic
Whereas recognition of the inherent dignity
Bold 700 Italic ⊕

```

Light 300 ⊕

Regular 400 ⊕

Regular 400 Italic ⊕

Bold 700 ⊕

Bold 700 Italic ⊕

Add more styles

Remove all

the <head> of your html

<link>  @import

```

<link rel="preconnect" href="https://fonts.googleapis.com">
<link rel="preconnect" href="https://fonts.gstatic.com" crossorigin>
<link href="https://fonts.googleapis.com/css2?family=Merrweather:ital,wght@0,400;1,700&display=swap" rel="stylesheet">

```

- Font-size , Weights
  - use type scale tool or pre-defined range
  - use **16px ~ 32px** for normal text
  - for long text format, we can use size >20px
  - for headline, use big(50px+) and bold(600+), depend personally
  - for any text, we use weight not under 400(regular)
  - Get a font-size system: <https://type-scale.com/> We just need to copy the number in yellow shadow

Base Size  
16 px (100%/1em)

Scale  
1.200 – Minor Third

Google Fonts ▾ Weight  
Poppins 400

Preview Text  
A Visual Type Scale

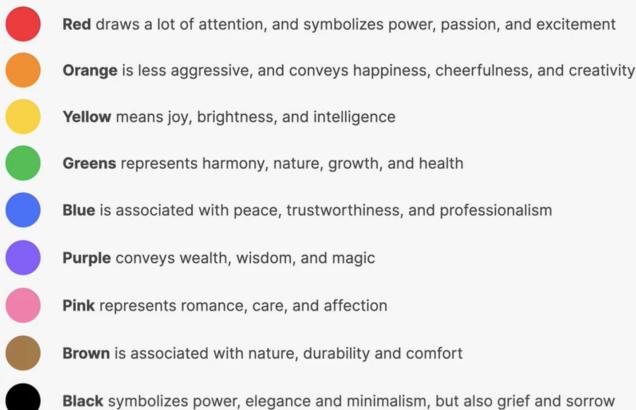
Reset All |  Save for Later

2.488rem/39.81px A Visual Type Scale  
2.074rem/33.18px A Visual Type Scale  
1.728rem/27.65px A Visual Type Scale  
1.44rem/23.04px A Visual Type Scale  
1.2rem/19.20px A Visual Type Scale  
1rem/16.00px A Visual Type Scale  
0.833rem/13.33px A Visual Type Scale  
0.694rem/11.11px A Visual Type Scale  
0.579rem/9.26px A Visual Type Scale

- Create good reading experience
  - use *less than 75 characters* per line
  - for normal text, use a [line height 1.5~2.0.](#)
  - For big text, line height <1.5(1.1/1.2).
  - Smaller or larger the text, the larger the line height should be.
  - [Decrease the letter spacing](#) in headlines, for better visual experience
  - Use all caps for short titles, make them bold, small, and increase their letter spaces
  - don't justify text
  - don't center long text blocks. Small blocks are okay~

## • 2. Colors

- choose the right color: match website personality

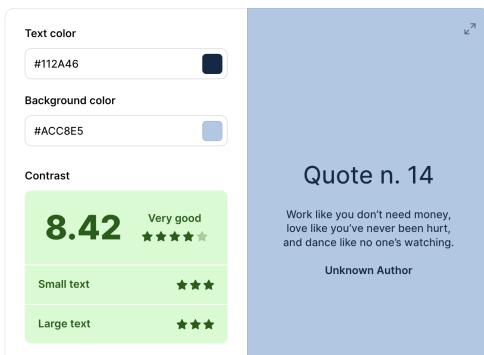


- ToolBox: [Open Color](#), [tailwindcss](#), [FLAT UI COLORS 2](#), [Tints & Shade Generator](#), [Pallen.com](#), [COOLORS](#)
- Color System:
  - at least two colors: main color, grey color
    - Main color: draw attention for most important content or logo
  - Add more colors: accent color use a tool, there should be some relationship
    - make entire components stand out, add interesting accents
    - create lighter and darker versions (tints and shades)
- Color and Typography
  - dark colored background with lighter version for texts

- Text should **not be completely black**. Lighting them up if they look heavy and uniniviting
- don't make your text too light. Use tool to check contrast between text and bg colors
  - use COOLORS to check out the contrast ratio
  - Come to color contrast checker webpage

## Color Contrast Checker

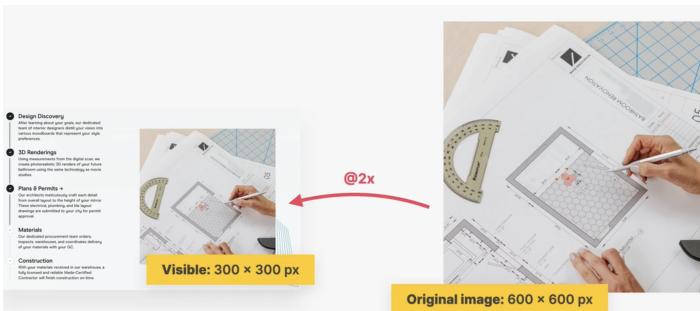
Calculate the contrast ratio of text and background colors.



- the ideal ratio at least 4.5:1 for normal text, 3:1 for larger text (18px+)

### 3. Images/Illustrations

- Find Good Image
  - types of image
    - product photos, storytelling photo, illustrations, patterns
  - only use relevant images
  - use original images, or professional photographer photos, or high quality stock images
  - use images from Unsplash, Pexels, DrawKit, unDraw [Tool Box]
- How can we use images well?
  - show **real people** to trigger users' attention
  - *crop images* to fit your message
  - *combine images*, illustrations ,patterns to create interesting details
- Handling Text on Images
  - 1) *Darken/brighten* image completely or partially, using a gradient
  - 2) Position text into neutral image area
  - 3) Put text in box
- Technical details
  - make images dimensions 2x as big as their displayed size, for high-resolution screen



- Scale factor: actual pixels the screen contains divide by the pixels represented on screen for any element
- The scale factor is 2x or 3x (high-resolution screen), 1x (normal screen)
- If we only have 1x, in high-res screen, the quality is destroyed
- Compress image for a lower file size and better performance
- We set the same dimensions for using multiple images side-by-side

#### • 4. Icons

- use good icons
  - use good icons pack or emoji 😊, ToolBox: [Phosphor icons](#), [ionicons](#), [ICON8](#), [hero icons](#)
  - use [only one icon pack](#), don't mix different icon packs together
  - use **SVG** format icons or **icon fonts** (vector based, can be scaled infinitely), don't use .jpg/.png(放大会模糊。。。)
  - Add Icons: Copy the SVG path from *Heroicons* (search keyword) to the html file

```
<h2>What makes our chairs special</h2>
<div>
  <div>
    <svg
      xmlns="http://www.w3.org/2000/svg"
      class="features-icon"
      fill="none"
      viewBox="0 0 24 24"
      stroke="currentColor"
      stroke-width="2"
    >
      <path
        stroke-linecap="round"
        stroke-linejoin="round"
        d="M19.428 15.428a2 2 0 00-1.022-.547l-2.387-.477a6 6 0 00-3.86.517l-.318.158a6 6 0 01-3.86.517L6.05
      />
    </svg>
    <p class="features-title"><strong>Science meets design</strong></p>
    <p class="features-text">
      Lorem, ipsum dolor sit amet consectetur adipisicing elit. Natus similique adipisci praesentium.
    </p>
  </div>
</div>
```

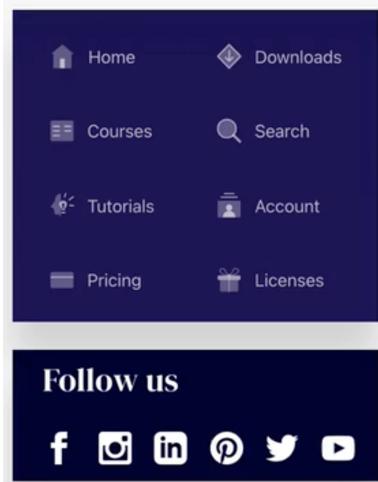
```
/* FEATURES */
.features-icon {
  stroke: #087f5b;
  width: 32px;
  height: 32px;
  margin-bottom: 16px;
}
```



**Science meets design**

Lorem, ipsum dolor sit amet  
 consectetur adipisicing elit.  
 Natus similique adipisci  
 praesentium.

- Adjust to website personality, roundness/weight/filled/outlined depend on typography
- When to use icons
  - provide visualize assistance to text
  - use icons to build product feature blocks
  - associated with *actions* and label them



- don't sometime only use text, some only use icons
- use icons as bullet points
- Use icons well
  - use color the same as text
  - to attract attention, use different color
  - don't make icons larger than what they were designed for, enclose them in a bigger shape

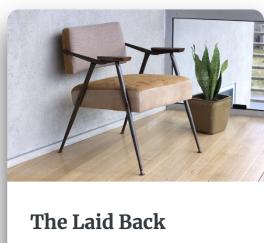
## • 5. Shadows

- Concept
  - skeuomorphic→flat design, minimal→flat design2.0, bring back shadow and depth, still minimal
  - Shadow create depth, 3D experience
  - we can use it in texts and boxes
- Use Shadow Well
  - don't always have to use shadow, it depends on website personality
    - Less shadow, get Serious/Elegant; More shadow, Playful/Fun style
  - use shadows *in small doses*, don't use it to every elements.
  - Go light on shadows, don't make them too dark
- When we use Shadow?
  - Small Shadow:for small elements that we want to stand out
  - Medium-Sized Shadow: for large area that should stand out a bit more

- Large Shadow: really float above the interface
- Changing: mouse interaction ([click/hover](#))
- Glows: colored shadows
- Write in **CSS** (with 4 or 5 items) [Tricks](#)
  - Box Shadow
    - {box-shadow:
    - */horizontal offset between the box and shadow: positive means the shadow will be on the right of the box, a negative offset will put the shadow on the left of the box./ 20px*
    - */vertical offset between the box and shadow: negative one means the box-shadow will be above the box, a positive one means the shadow will be below the box./ 20px*
    - */blurred: if set to 0 the shadow will be sharp, the higher the number, the more blurred it will be, and the further out the shadow will extend. / 20px*
    - */scale the shadow up: positive values increase the size of the shadow, negative values decrease the size. Default is 0/ 10px*
    - */Color/ #000;}*
  - Text Shadow
    - {text-shadow: */without the fourth items-blurred/.....;*}

## • 6. Border-Radius

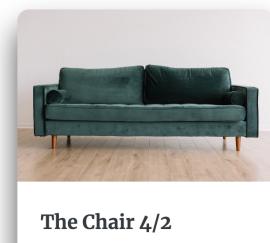
- Use Border Radius Well
  - increase fun and playfulness, make it less serious
  - match the roundness
  - in buttons, images, around icons, standout sections, other elements
- Implementation in CSS
  - **img{border-radius:12px;}**
  - if we want to **close** some images' bottom roundness for better visual experiences



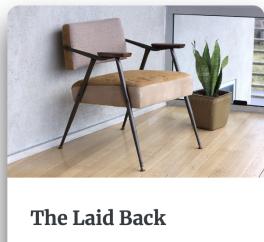
The Laid Back



The Worker Bee



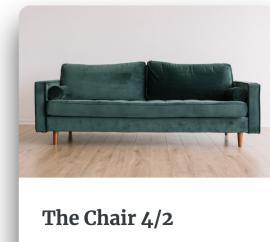
The Chair 4/2



The Laid Back



The Worker Bee



The Chair 4/2

- **.chair img { border-bottom-left-radius: 0; border-bottom-right-radius: 0;}**  
We select a child elements, then set bottom left/right to 0.
- if we want to change a square rounded to a oval shape
  - **{border-radius: 50%;}**

SHOP CHAIRS

- **{border-radius:100px;}**

SHOP CHAIRS

## • 7. Whitespace

- Why whitespace?
  - make our page modern, clean, polished, easy for understand
  - communicates how different sections of information are related with each other
  - implies invisible relationships between the elements of layouts
- Where to use?
  - between sections/ between groups of elements/ between elements inside group of elements( try to use whitespace instead of lines)
- How much whitespace we use?
  - the more elements belong together, the closer they should be-->**law of proximity**
  - each label/button should clearly belongs to a certain input field, *avoiding ambiguous spacing*
    - with spacing system, choose the bigger **margin**

```
header,
section {
  margin-bottom: 80px;
  /* 48 / 64 / 80 / 96 / 128 */
}
```

- Too much whitespace looks detached, too little looks too crammed
- match with other design choices. For *big text or big icon*, we need *more* whitespace
- use **multiples 16px** for all spacing

## • 8. Visual Hierarchy

- Concepts
  - Establish which elements of design are most important one, drawing attention
  - define a **path** for users **guiding** them through the page
  - use combination of position, size, colors, spacing, borders, shadows to realize hierarchy
- Fundamentals

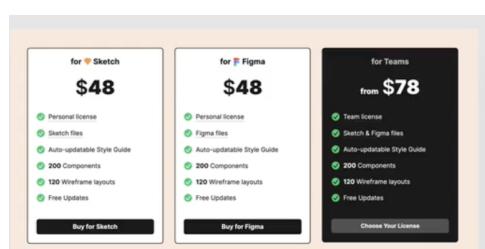
- put important elements **close to top** of the page
- **images** draws a lot of attention, larger image attract more attention
- use **whitespace** strategically to emphasize elements, it creates separation. More isolated, more attention will be put.
- For text elements
  - font-size, font weight, color, whitespace
  - Title, Subtitle, link, buttons, data points, icons
    - *De-emphasize unimportant text*



- Between Components
  - stand out important part using combination bg-color, shadow, border
  - de-emphasize component A to stand out component B
  - For testimonials, call-to-actions, highlight sections, preview cards, forms, pricing table, important row/columns in table...

## 9. User Experience(UX)

- user interface(UI): visual presentation of product layout, personality, typography, colors, icons
  - graphical interface beautiful
- user experience: overall experience the user has while interacting with product
  - logical, intuitive, reach goals
  - useful and functional, create difference experience
- Goals
  - certain motivation for customer to visit it ❤️ <--> business goal 💰



**Highlighting an option in the product pricing table:**

- 👉 Helps the **user** decide faster what is the best option ❤️
- 👉 Helps the **business** maximize revenue 💰

- Rules for Usability
  - use patterns users easily understand
  - make call-to-action the most prominent elements, make text descriptive
  - use [blue text and underline text](#) only for links
  - [Animations](#) have a purpose and be fast
  - in forms, align labels and fields in a single vertical line, easier to scan
  - set feedback for users' actions
  - place button in the right place
- Rules for Website Content
  - use a descriptive, keyword-focus headline on main page. Don't too fancy or vague.
  - only include relevant information
  - use simple words
  - break-up long text into sub-headings, images, block quotes, bullet points

以上内容整理于 [幕布文档](#)