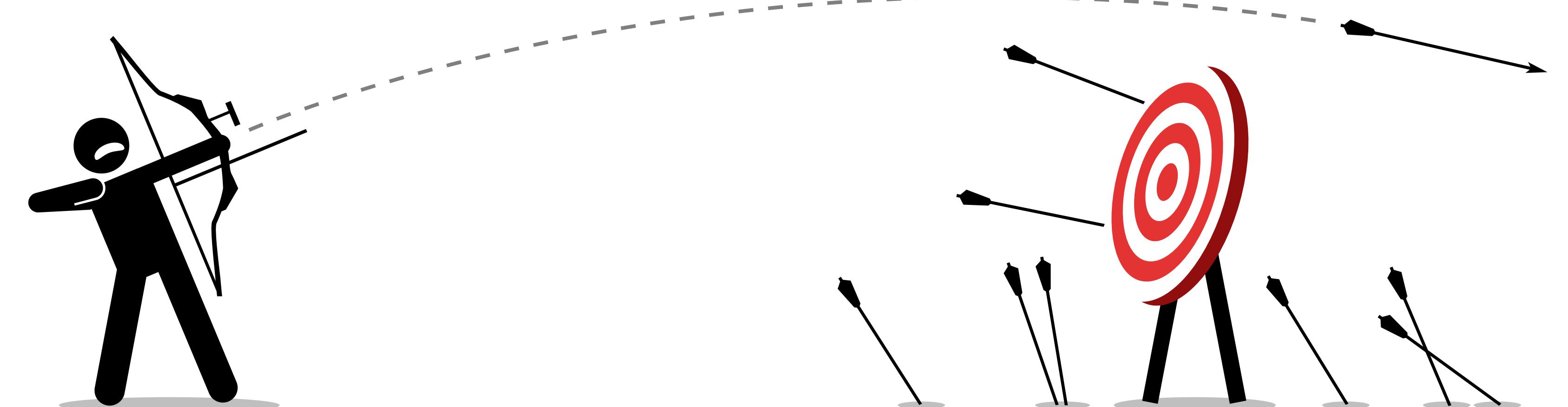


The first pillar of web design - Pixel-perfect Execution

LESSON SUMMARY

EXAMPLES OF EXECUTION MISTAKES

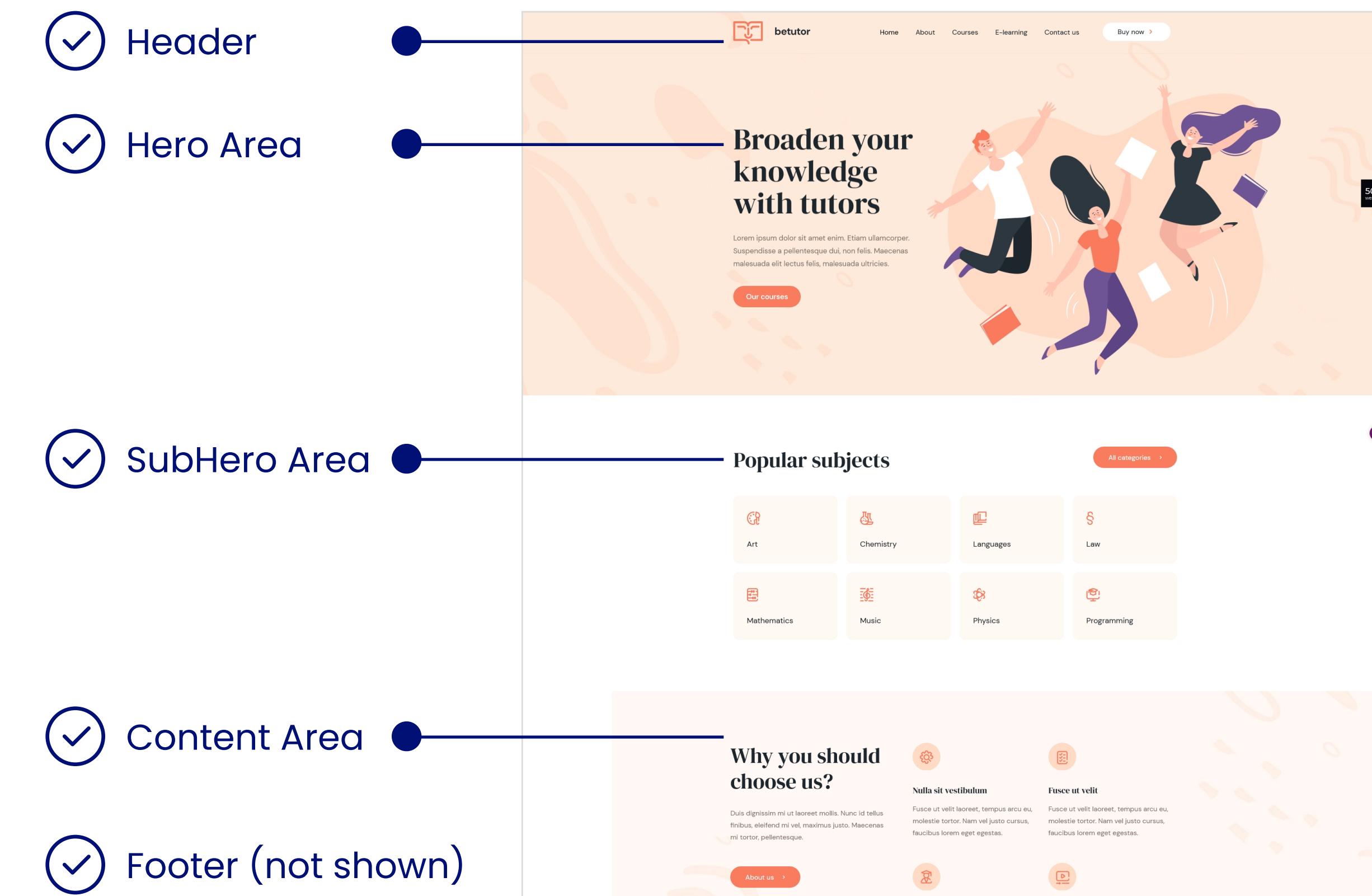
- ✓ Improper contrast
- ✓ Poor text formatting
- ✓ Huge text layers
- ✓ Elements that don't have the same style
- ✓ Poor spacing
- ✓ Lack of consistency
- ✓ Improper photos
- ✓ Non-standard layouts
- ✓ Lack of symmetry



Best settings for a web design project

LESSON SUMMARY

- ✓ RGB, 8-bit, preferably with artboards, Width: 1600 or 1920; Height: whatever is needed
- ✓ Active area: that part of the project where all the content is laid out
- ✓ Active area: 1200 px

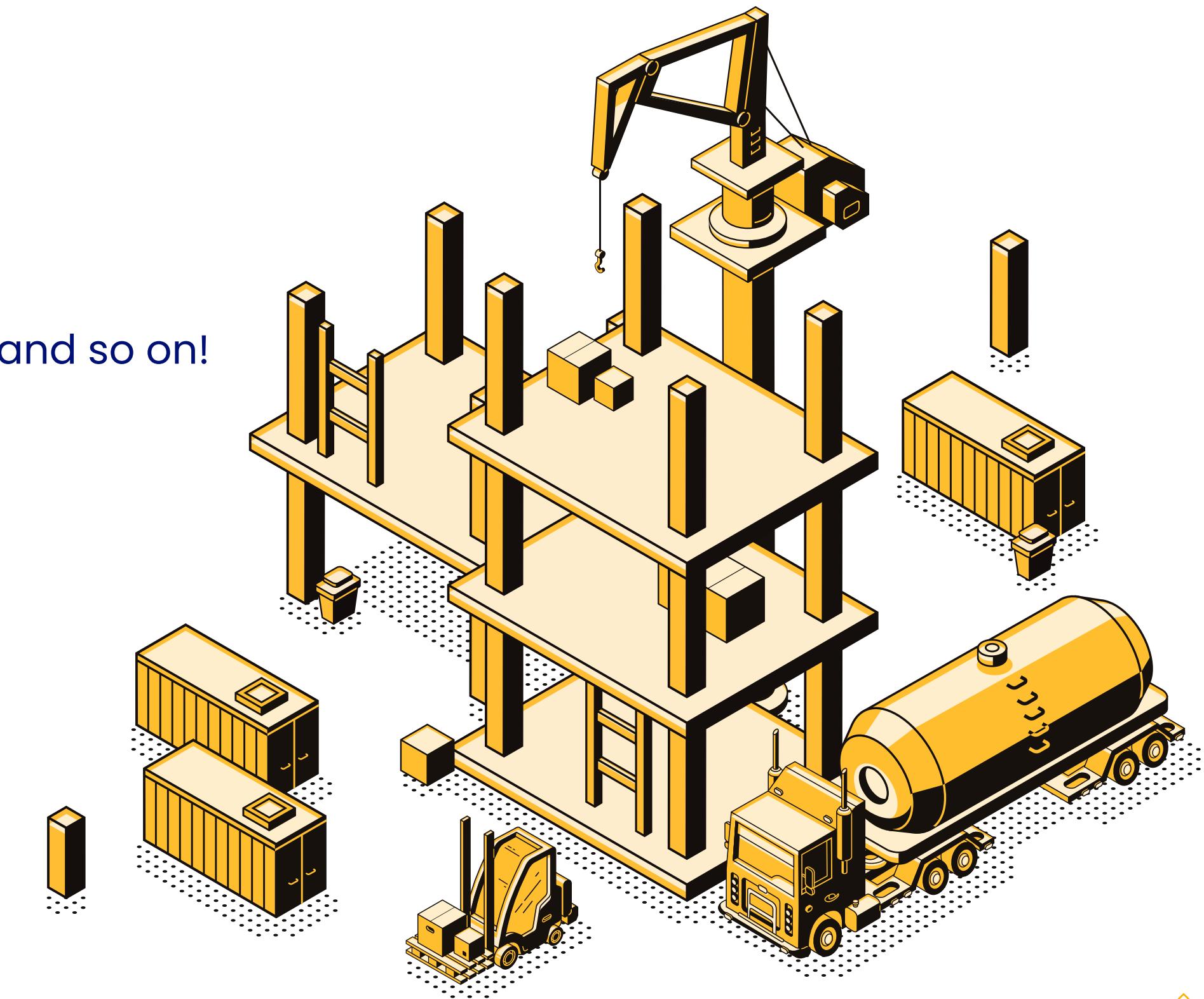


Case study: Non-standard layouts

LESSON SUMMARY

KEY IDEAS TO REMEMBER

- ✓ Use classic layouts that you see everywhere
- ✓ Logo: bottom left; Shopping cart: top right; Main menu in the header; and so on!
- ✓ Don't try to be creative! Just use what every major website is using!
- ✓ It may sound weird, but trust me! Keep it standard!

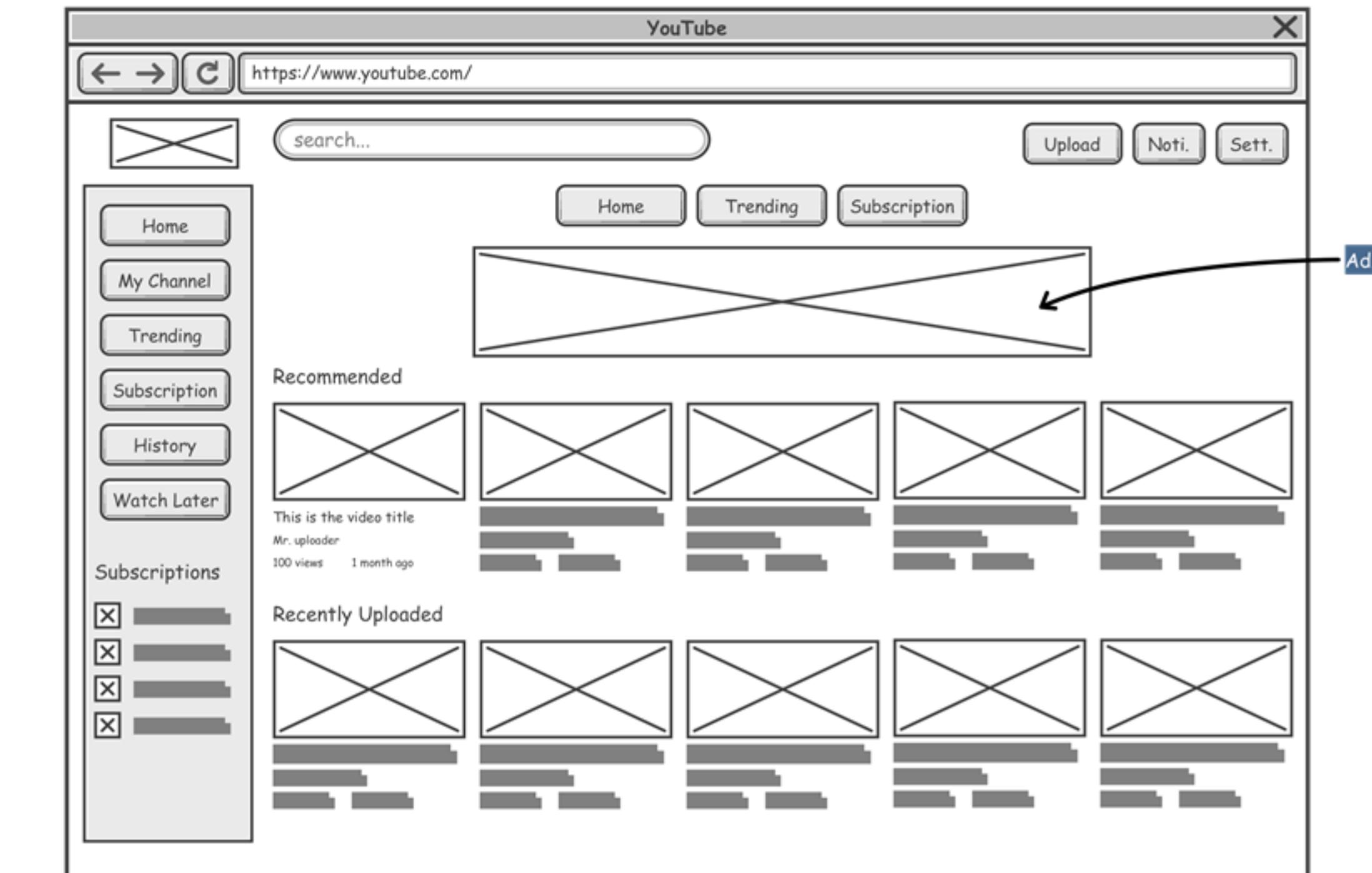


Create a standard website layout

LESSON SUMMARY

KEY IDEAS TO REMEMBER

- ✓ You need to create a wireframe
- ✓ Keep it simple - squares that are labelled
- ✓ When you have a rectangle selected and you go over it with the Type tool activated, make sure you hit Enter



random example of a wireframe

Case study: text layers

LESSON SUMMARY

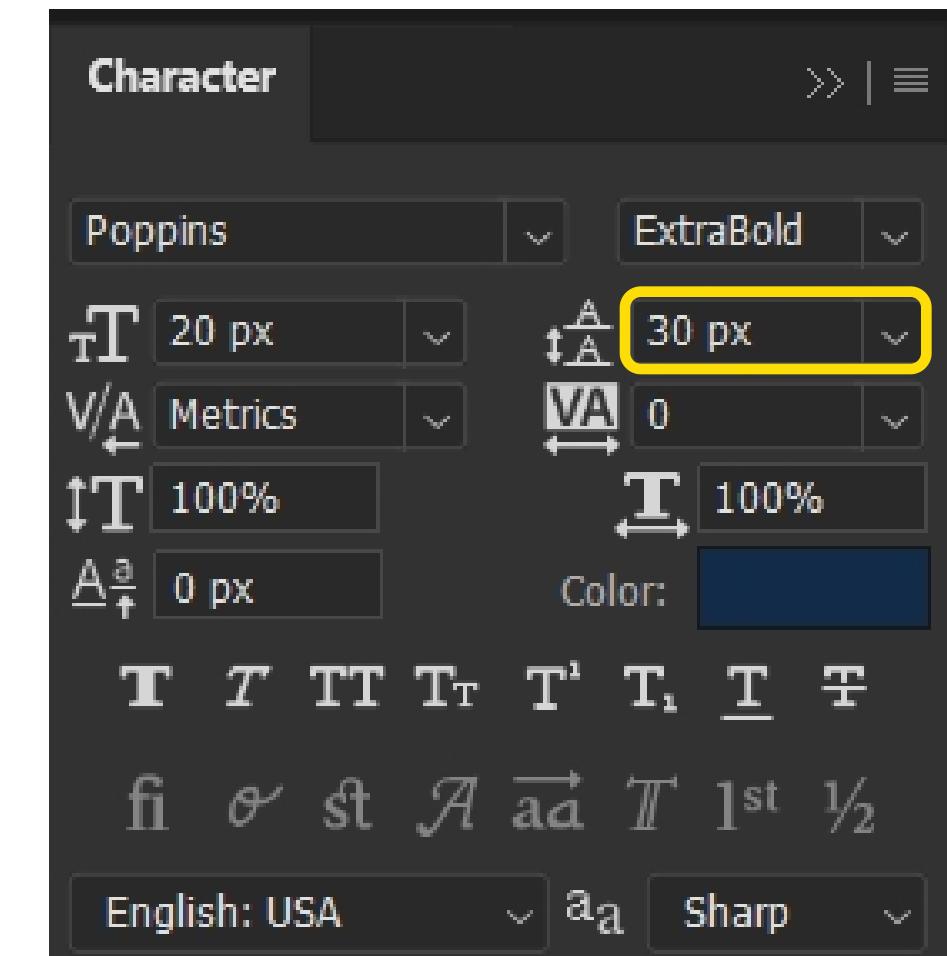
KEY IDEAS TO REMEMBER

- ✓ Ledding = Line-height = the vertical distance between lines of text
- ✓ The best line-height is: text size X 1.5
- ✓ Example: 20 px font size * 1.5 = 30 line-height
- ✓ Never leave this value set to Auto
- ✗ This is set to Auto

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi vehicula, nisi et feugiat iaculis, diam erat maximus ligula, at tincidunt turpis lectus et sem. Morbi fringilla purus at dignissim viverra. Fusce vitae dui ac orci lacinia ornare. Aenean tincidunt ut est at luctus. Vivamus nec tortor porta, tristique magna vitae, pulvinar ligula. Proin vestibulum sodales quam, eget scelerisque ligula blandit non.

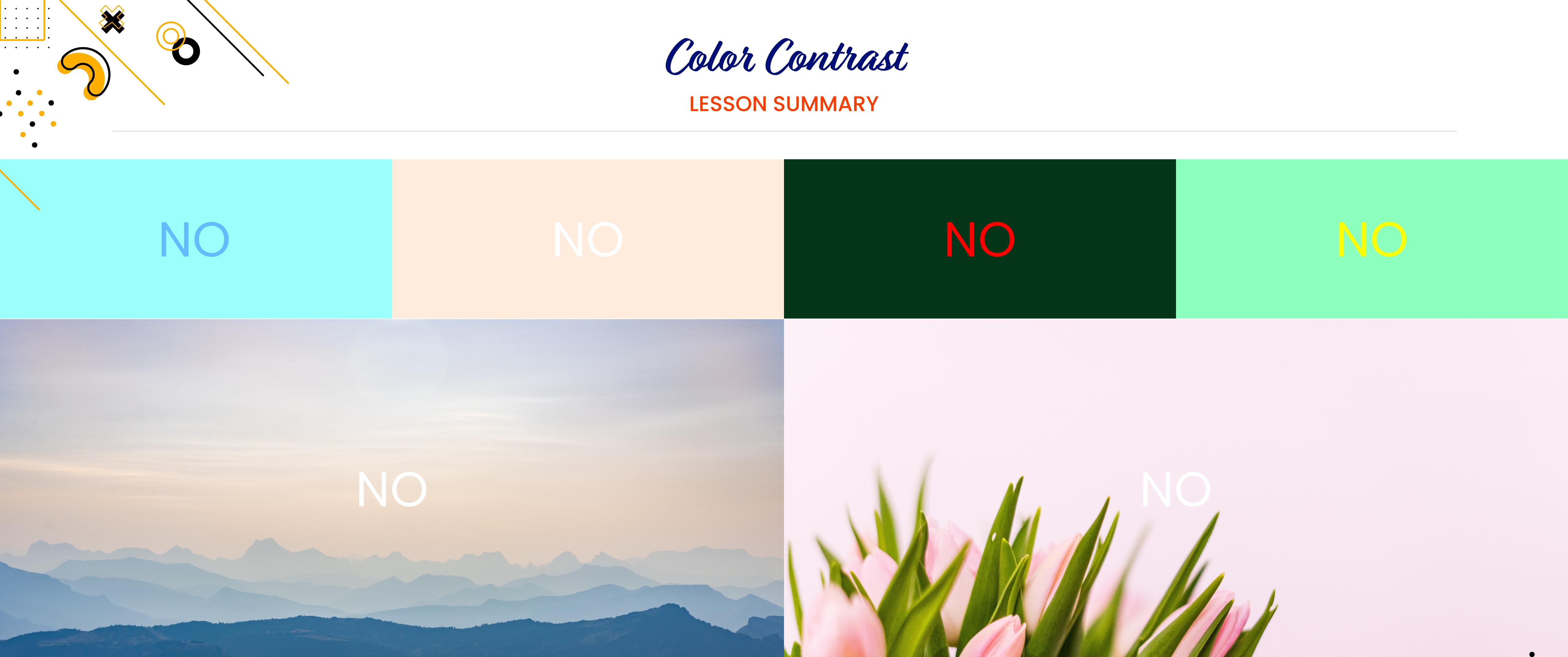
- ✓ This is set to 1.5x

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi vehicula, nisi et feugiat iaculis, diam erat maximus ligula, at tincidunt turpis lectus et sem. Morbi fringilla purus at dignissim viverra. Fusce vitae dui ac orci lacinia ornare. Aenean tincidunt ut est at luctus. Vivamus nec tortor porta, tristique magna vitae, pulvinar ligula. Proin vestibulum sodales quam, eget scelerisque ligula blandit non.



Color Contrast

LESSON SUMMARY



- ✓ Use maximum contrast
- ✓ Don't use colored text on a colored background
- ✓ In most cases, use white text on a dark background

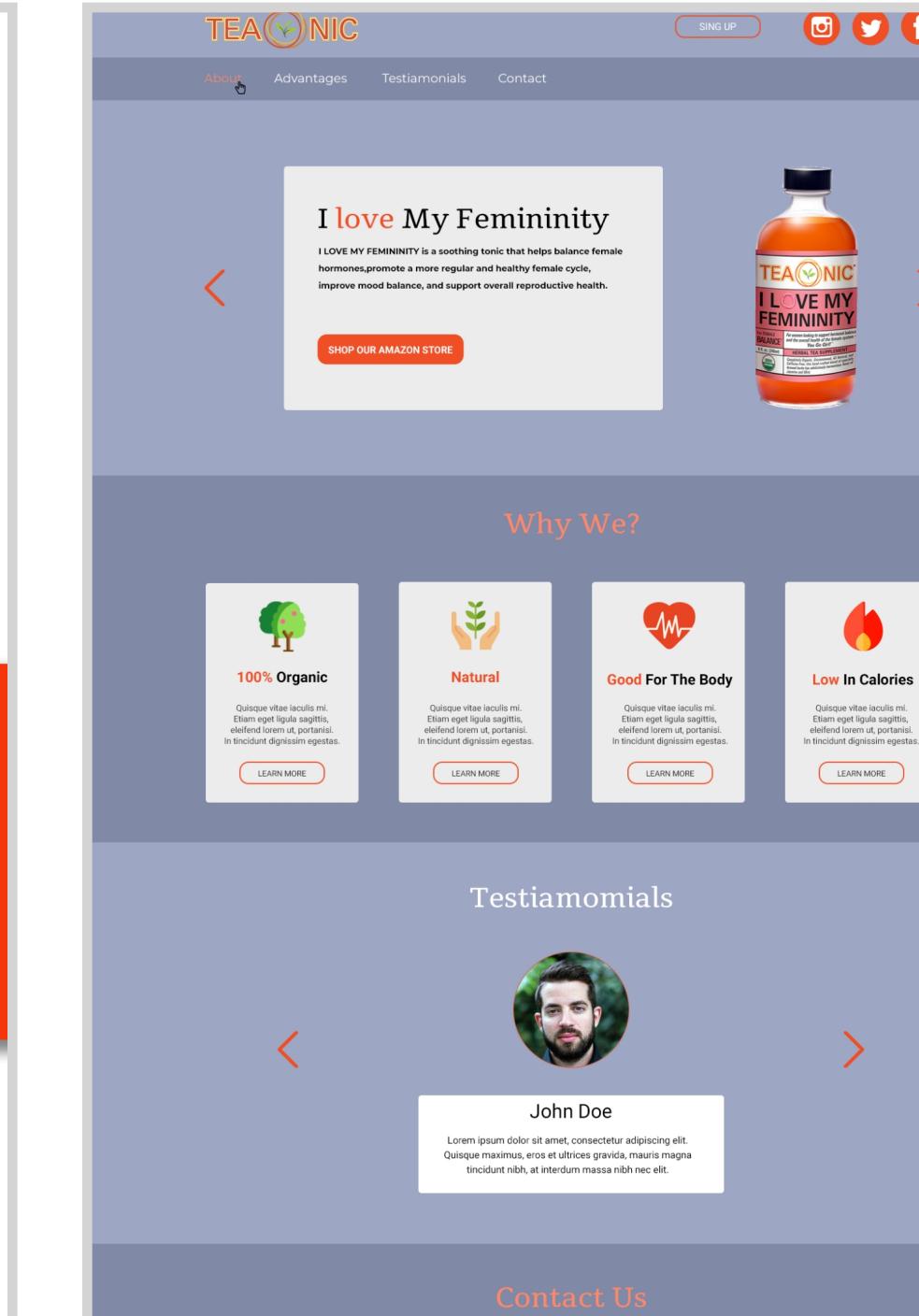
- ✓ Don't use strokes or drop shadow to compensate for poor contrast
- ✓ What can you do? Change the image/color
- ✓ Keep it simple!



Case study: Colors – Part 1

LESSON SUMMARY

The Swiss Password interface features a light grey background with a red footer bar. It includes input fields for application and account identifiers, a password strength slider, and a 'Generate Password' button. The red footer bar contains sections for 'What is Swiss Password?' and 'How does Swiss Password work?'.



The Betmax website has a dark purple header with navigation links like 'LIVE STREAMING', 'PROMOTIONS', and 'OPEN ACCOUNT OFFER'. The main content area shows a horse race and a grid of odds for various sports and leagues. A 'BET NOW' button is visible.

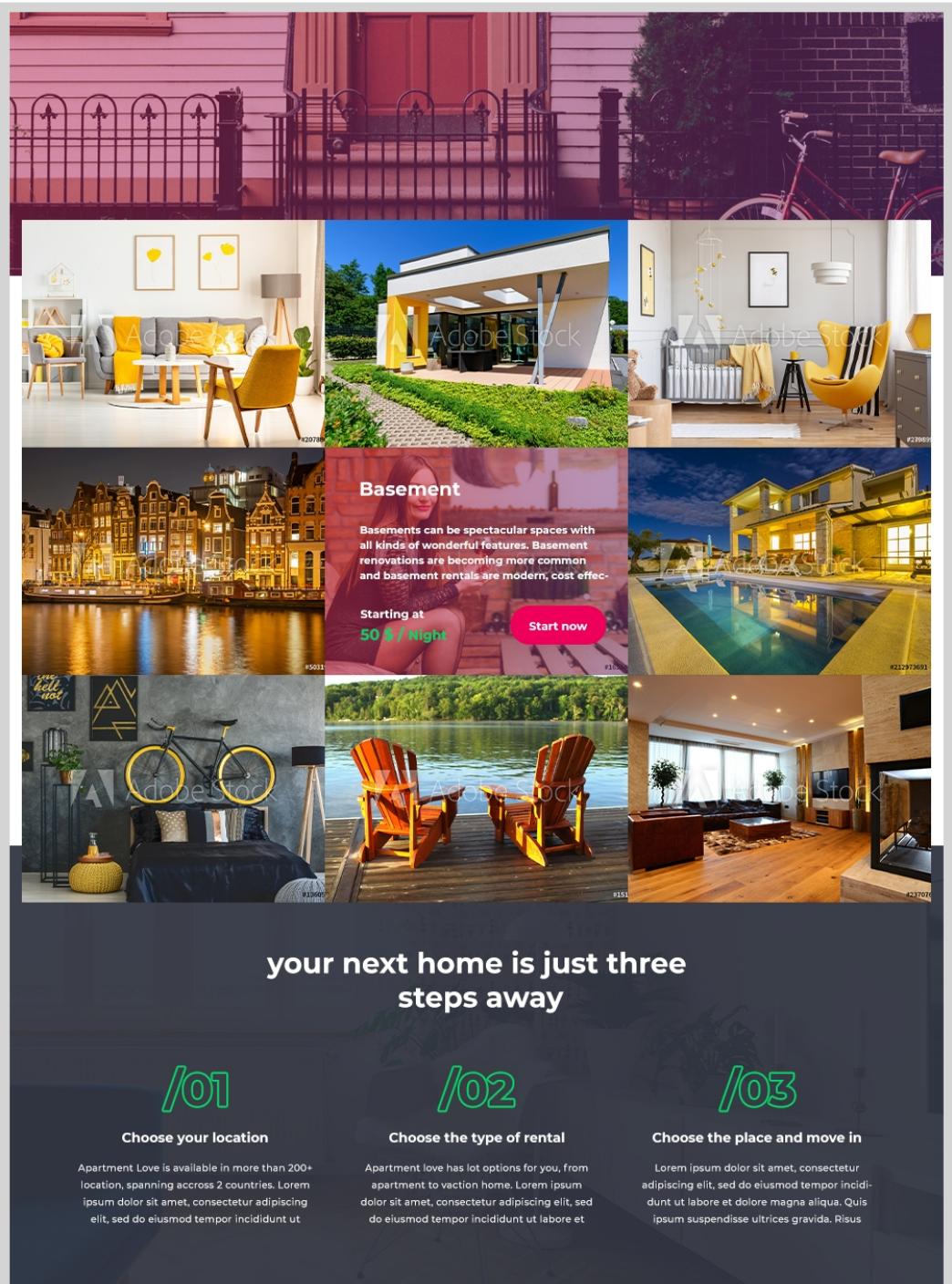
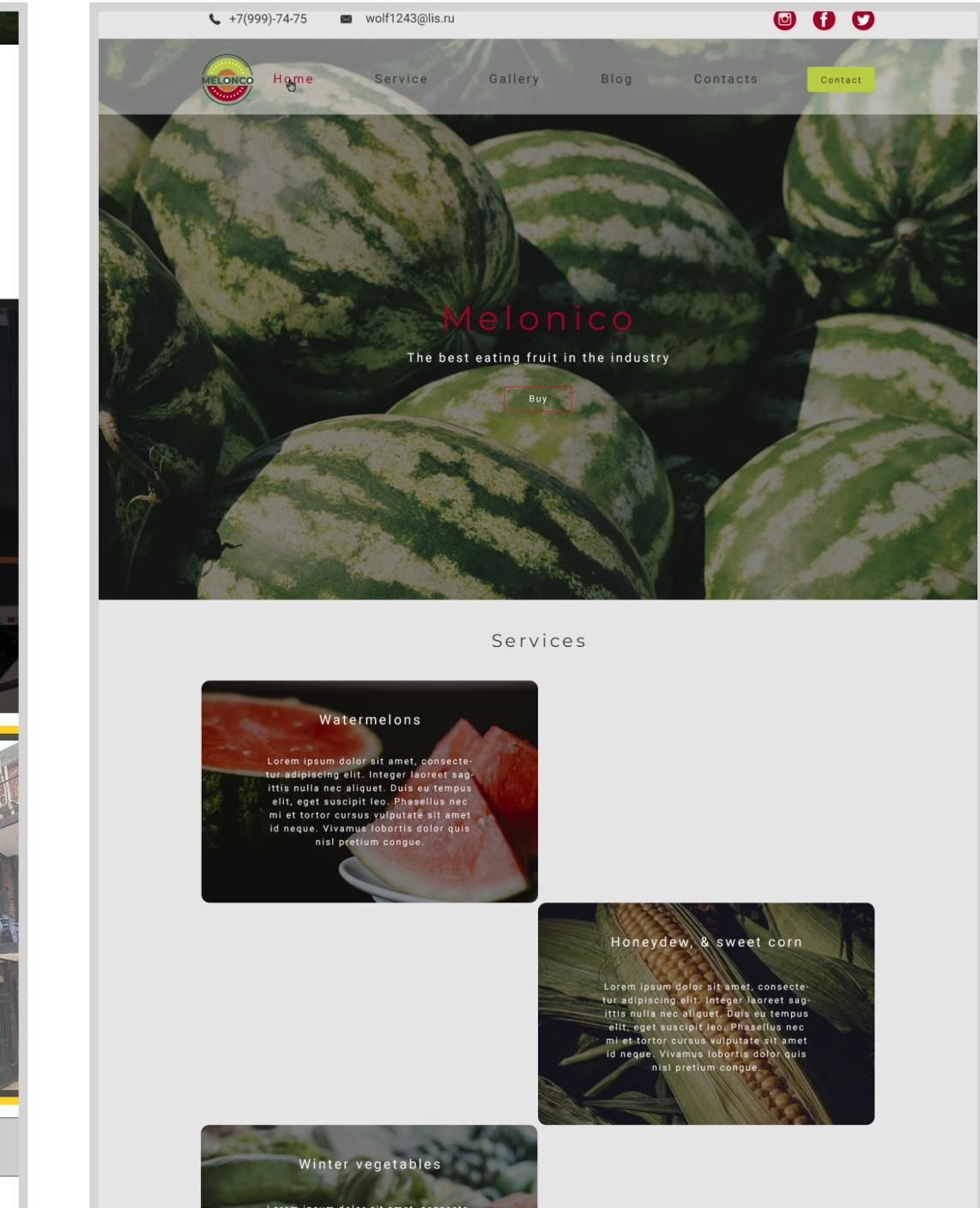
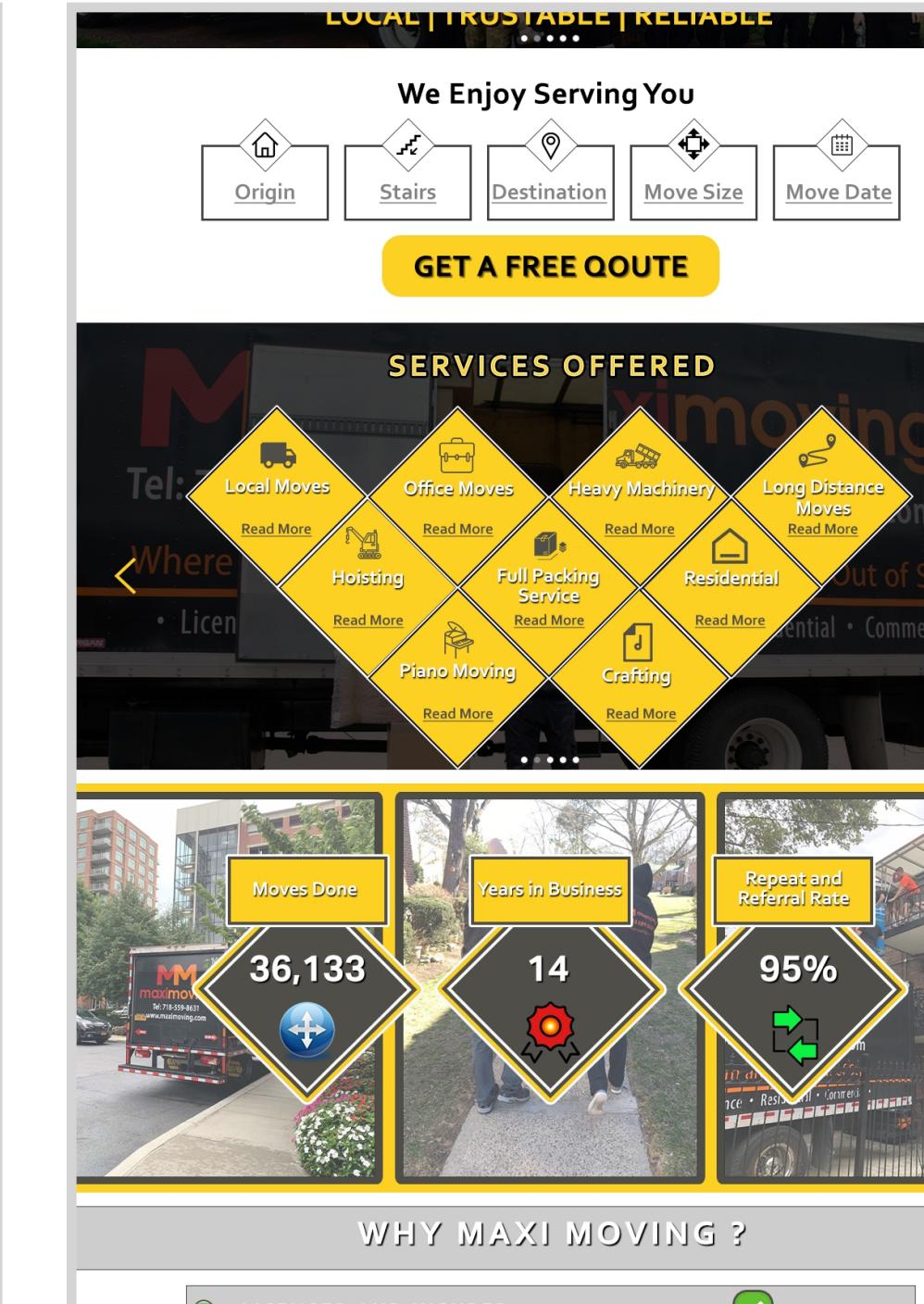
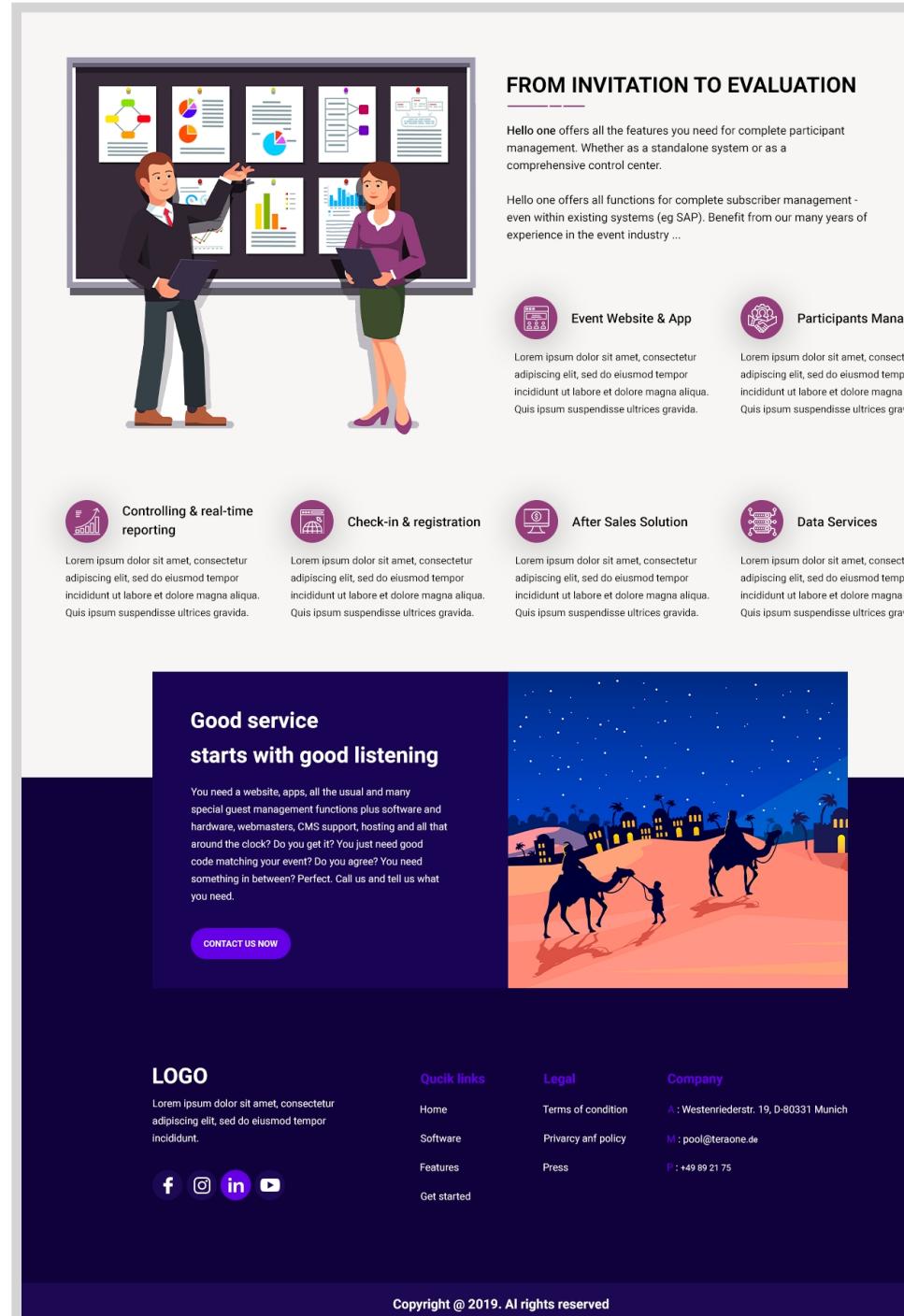
The Talking Robot product page has a dark background with a futuristic theme. It features a large image of a robot, icons for its features (flexible joints, bright LED eyes), and a section titled 'HOW TO USE'. A testimonial from a child is shown at the bottom.

- ✓ Use maximum contrast – but not like in #1
- ✓ Avoid dark greys like in the #2
- ✓ Avoid clashing colors like in #3

- ✓ Try and avoid dark backgrounds like in #4
- ✓ Avoid neon colors – they always look horrible

Case study: Colors – Part 2

LESSON SUMMARY



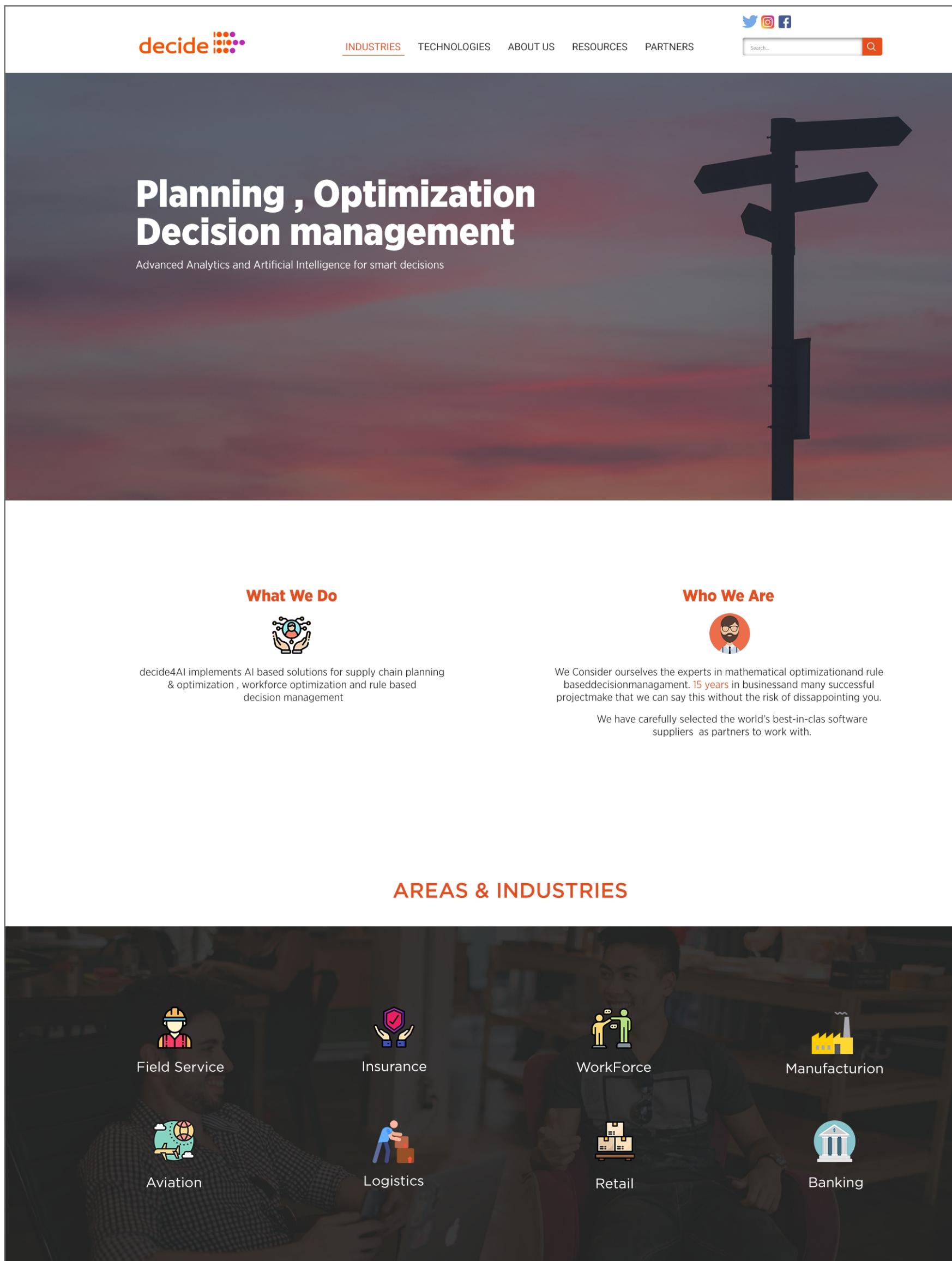
- ✓ #1 This is beautiful contrast
- ✓ #2 Only certain yellows work well in web design
- ✓ #3 Avoid red on dark images

- ✓ #4 Green on pink doesn't work – ever!
- ✓ #4 Raise the color overlay opacity so you can use white



How to align elements in the hero area

LESSON SUMMARY



KEY IDEAS TO REMEMBER

- ✓ Your elements need to be vertically centered in their respective area
- ✓ In the case of the logo, that needs to be aligned with the white rectangle
- ✓ In the case of the headline, you could use the marquee tool, but remember to first group the headline with the subheadline into a folder
- ✓ Avoid large gaps like you see in this hero area – that's wasted space
- ✓ Always double-check everything is aligned perfectly
- ✓ Remember to check if you're dealing with paragraph text layers which may have a huge bounding box

How to align icons with text

LESSON SUMMARY

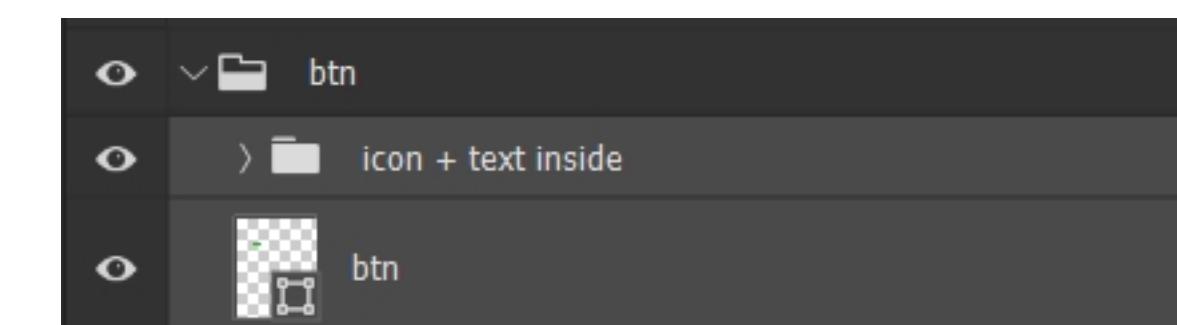
KEY IDEAS TO REMEMBER

- ✓ Use a single text layer, no individual ones!
- ✓ Use a very generous line-height, much larger than 1.5x
- ✓ Icons have to be centered horizontally, not left/right aligned
- ✓ Use the marquee tool to center your text with the icon – use the first letter

- Conversations
- People
- Experience
- Appointments
- Settings
- Collaps sidebar

HOW TO PLACE ICONS IN BUTTONS

- ✓ Center the icon vertically inside the button
- ✓ Place it 10 pixels away from the text layer
- ✓ Group the icon with the text layer, select it, select the button, and center horizontally



3 rules for web design icons

LESSON SUMMARY

KEY IDEAS TO REMEMBER

- ✓ Don't use icons from different sets. This is a big mistake.
- ✓ Use icons as shapes (download them as PSDs)
- ✓ Small icons = filled; Larger icons = outline (stroke)
- ✓ Resizing multiple icons? Only adjust the higher value



Case Study: Visual Balance

LESSON SUMMARY

KEY IDEAS TO REMEMBER

- ✓ Symmetry is needed to achieve visual balance
- ✓ If you place something on the right, place something on the left too!
- ✓ Don't leave large gaps without any purpose
- ✓ Avoid creating a design that's "heavy" on one side

