

# USE GOOD ICONS

- 1 Use a good icon pack, there are tons of free and paid icons packs
- 2 Use only one icon pack. Don't mix icons from different icon packs



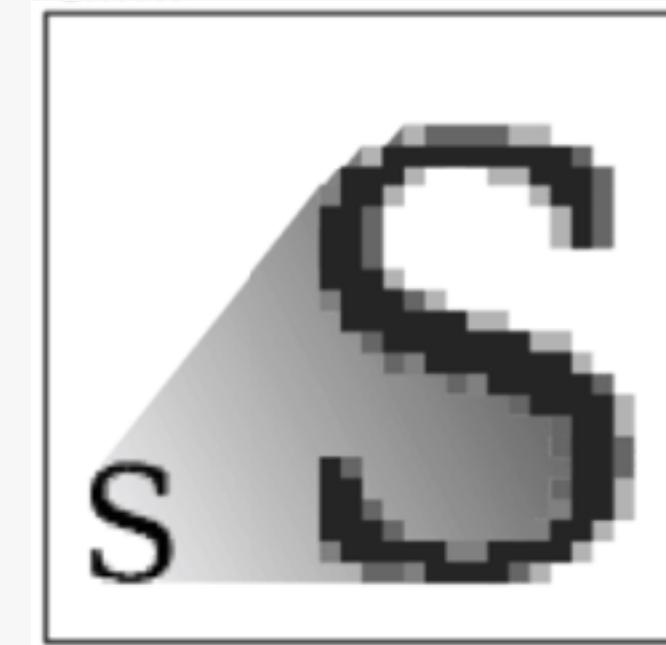
The image shows a grid of six cards, each containing an icon and text. A red arrow points from the text "This icon has a completely different style: filled and boxy/squared" to the third card's icon.

My product is hard to use Let's flatten the learning curve.	My MVP lacks polish Let's make it look and work amazing.	My users' productivity is low Let's get rid of repetitive tasks.
My product has design debt Let's rethink and create a design system.	My app and site don't get along Let's make your user journey sing.	My product has feature creep Let's kill your darlings.

This icon has a completely different style: filled and boxy/squared

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- 2 Use only one icon pack. **Don't mix** icons from different icon packs
- 3 Use **SVG icons or icon fonts**. Don't use bitmap image formats (.jpg and .png)!



**BITMAP**



**VECTOR-BASED**

- 👉 “Regular images”: JPG, PNG, GIF
- 👉 Do **not** scale, become **unsharp**!

- 👉 SVG images and icon fonts
- 👉 Scale **indefinitely**!

# USE GOOD ICONS

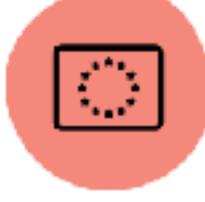
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- 2 Use only one icon pack. **Don't mix icons from different icon packs**
- 3 Use **SVG icons or icon fonts**. Don't use bitmap image formats (.jpg and .png)!
- 4 Adjust to website personality! **Roundness, weight and filled/outlined** depend on typography



**Secure**  
Safeguard your agreements



**Legally binding**  
Time-stamped proof file



**Hosted in the EU**  
GDPR and eIDAS compliant

**HAPPINESS GUARANTEE**

## Love it, or it's on us.

Here's why we know you will.



**Try Feals risk-free**  
Free shipping and free returns.



**No fuzzy haze**  
Feel better and keep a clear head.



**All natural ingredients**  
Grown with care by US farmers.

## Trust our team of experts to deliver



**Design consultants**  
Our team can help you create your FF&E specification, keeping it on time and in budget.



**One point of contact**  
You have one point of contact — us. We'll handle every supplier and all the admin.



**Installation**  
On-site installation including assembly, positioning, snagging and packaging removal.

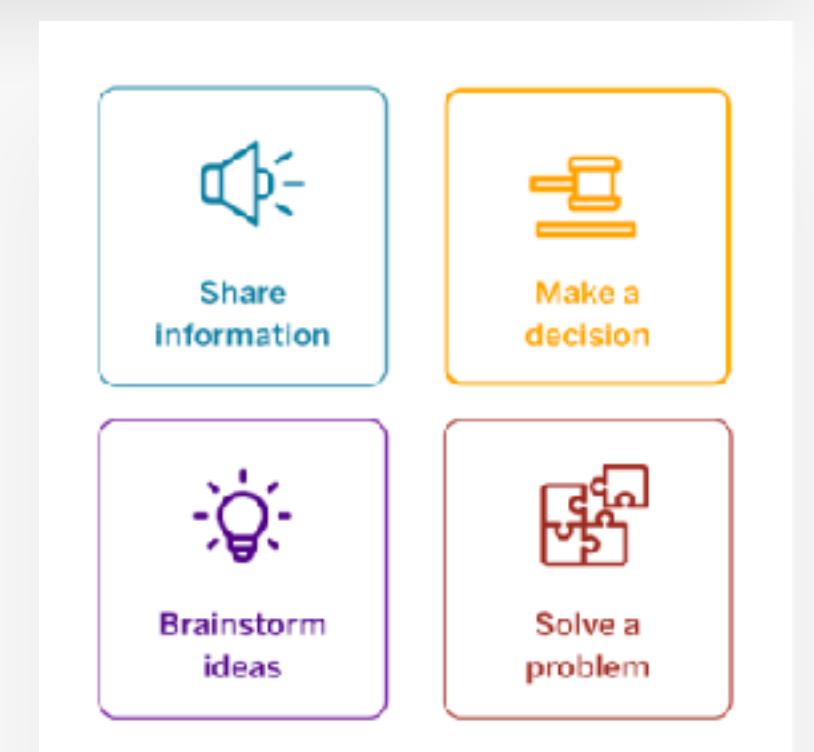
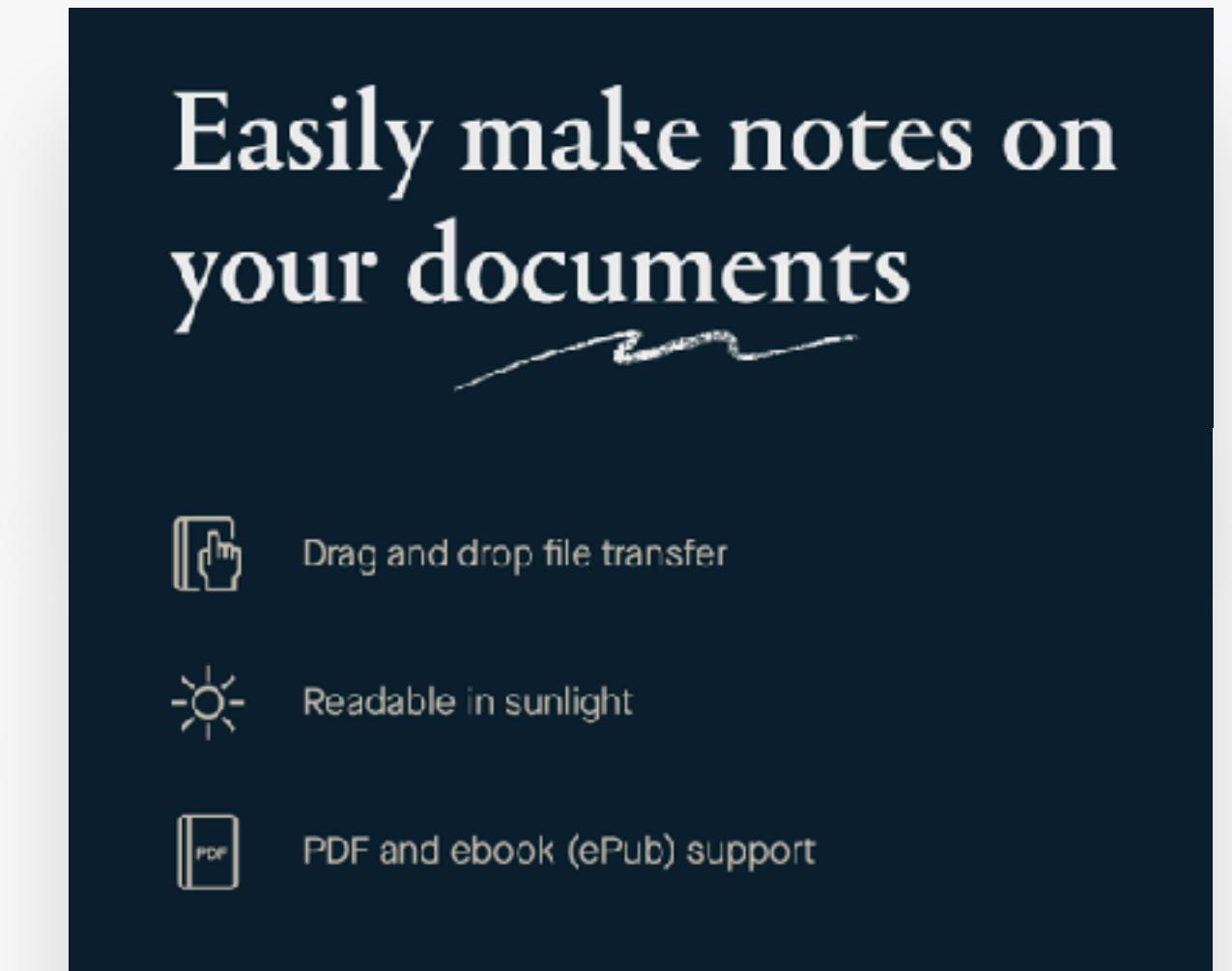
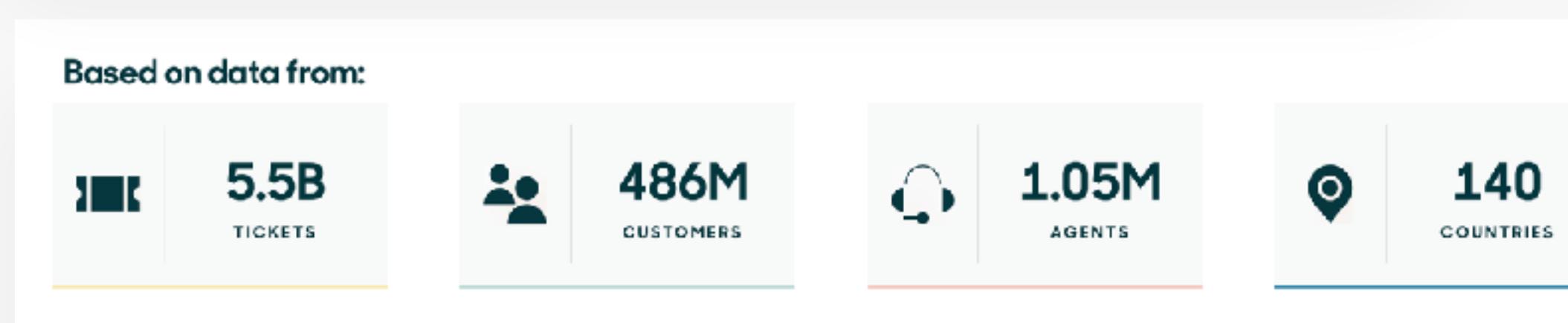
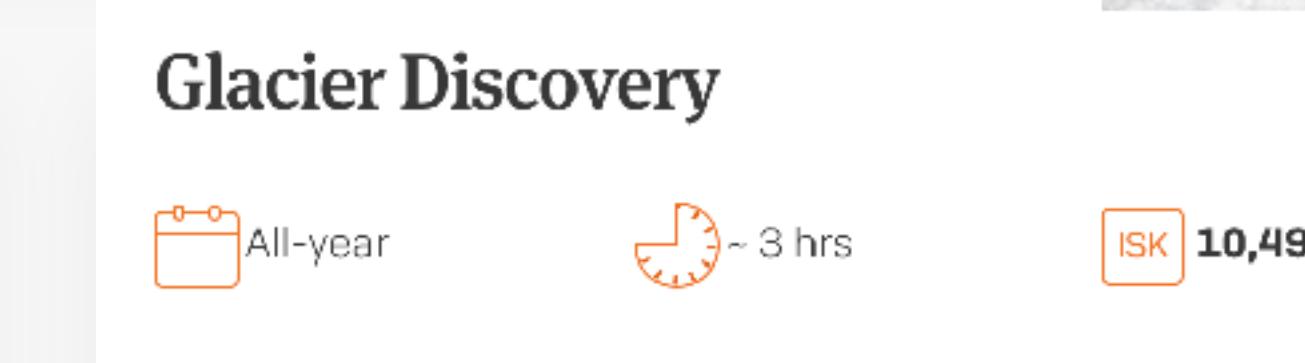
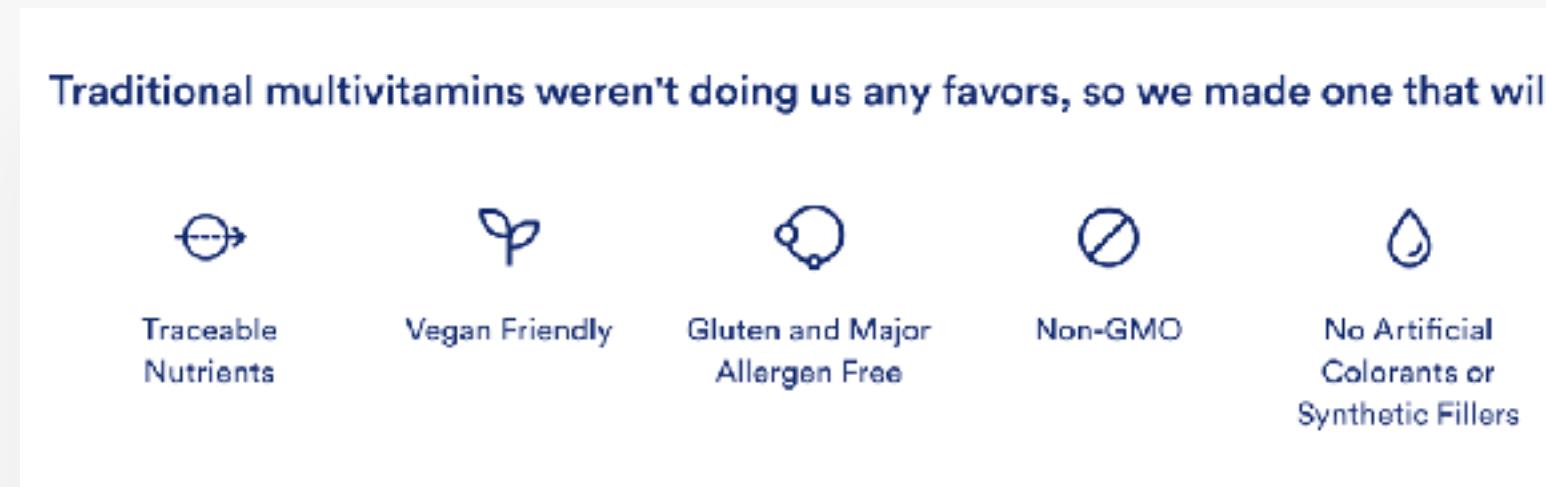


**Consolidated delivery**  
We'll consolidate orders from multiple suppliers and deliver when required.

# WHEN TO USE ICONS

5

## Use icons to provide visual assistance to text



# WHEN TO USE ICONS

5

Use icons to provide visual assistance to text

6

Use icons for product feature blocks

**Private bedrooms**  
From master suites to private bedrooms, your room is yours alone.

**Furnished spaces**  
No more Craigslist sofas. Common areas come furnished, on us.

**Regular cleaning**  
Professional monthly cleaners to keep your spot spick and span.

**Easy transfers**  
Moving cities? Just give us a 30-day notice and we're here to help.

**Flexible leasing**  
We offer 4-18 months leases, because life is crazy and things change.

**Lightning fast wifi**  
Pre-installed WiFi networks mean you're ready to connect on day one.

**Gets feedback from stakeholders.**  
With Greenlight you can easily collate feedback from those who matter on the product version that your users will see.

**Works everywhere, even when you need to log in.**  
It easily integrates with your workflow, without the need for any code or website iterations.

**Share security with team members.**  
Greenlight makes sure that anything behind a login is protected and your access design and security architecture stay the same.

**Close to the metal**  
From [direct integrations](#) with card networks and banks to checkout flows in the browser, we operate on and optimize at every level of the financial stack.

**Fastest-improving platform**  
We release [hundreds of features](#) and improvements each year to help you stay ahead of industry shifts. (On average, we deploy our production API 16x per day.)

**Battle-tested reliability**  
Our systems operate with [99.9%+](#) uptime and are highly scalable and redundant. Stripe is certified to the highest compliance standards.

**Intelligent optimizations**  
Our machine learning models train on [billions](#) of data points and help increase revenue across conversion, fraud, revenue recovery, and more.

**Developer-first**  
Open-source SDKs with industry-leading accuracy, simple documentation, flexible APIs, and turnkey integrations.

**Extensible**  
Build location-based experiences across the customer journey, from messaging to curbside pickup to address autocomplete.

**Enterprise-ready**  
Built for scale, processing 100B+ locations per year from 100M+ devices with enterprise-grade security, privacy, and support.

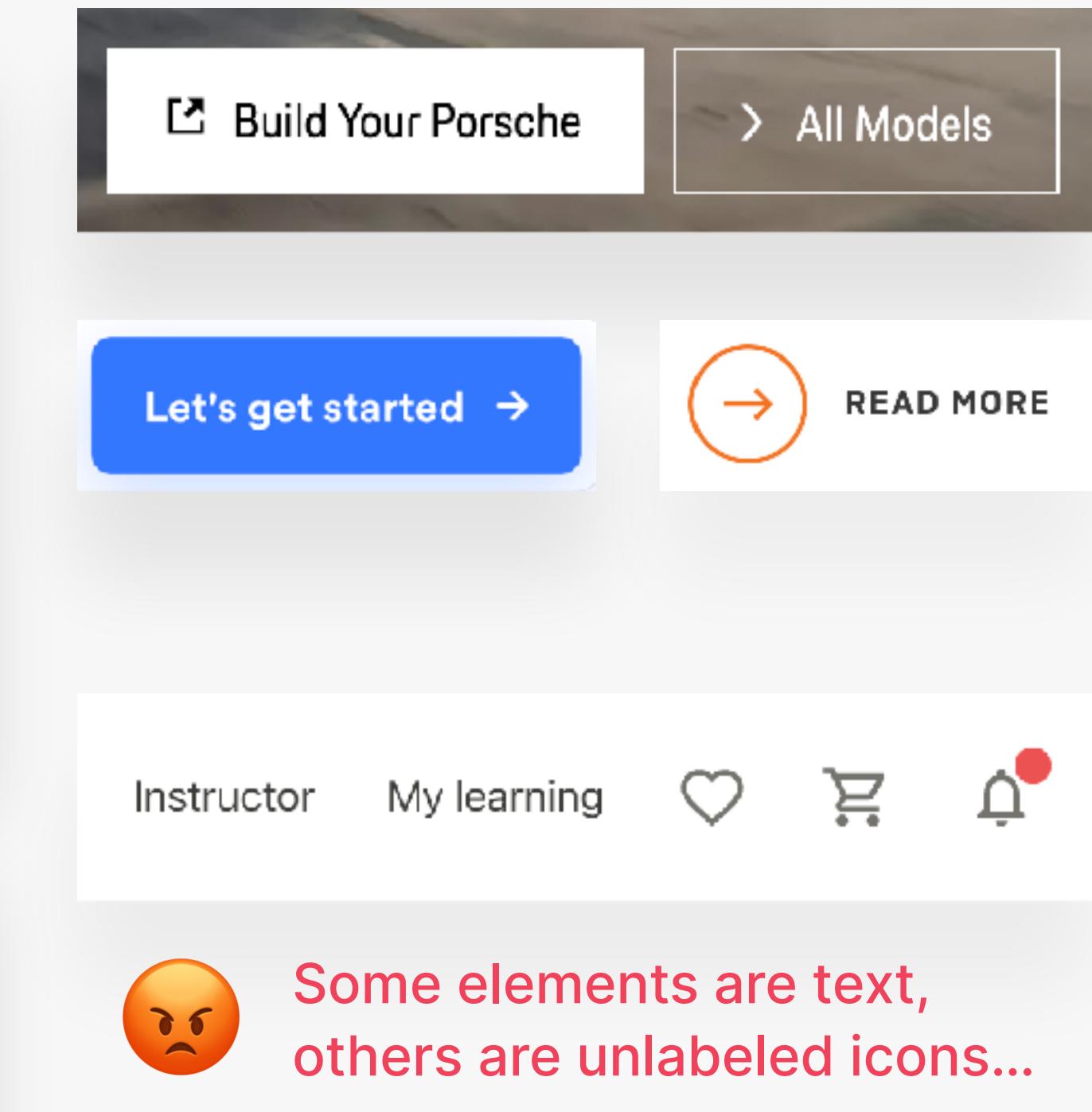
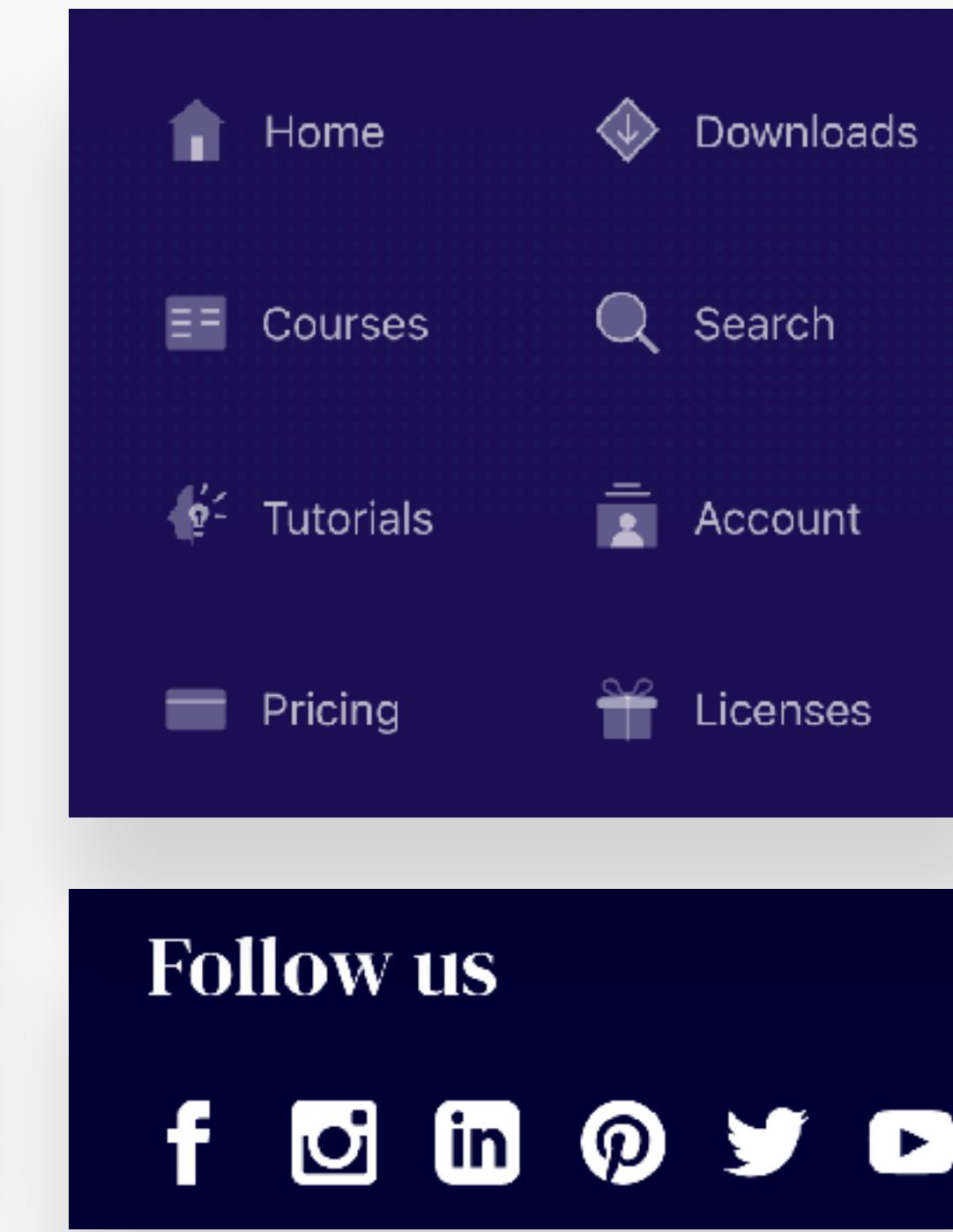
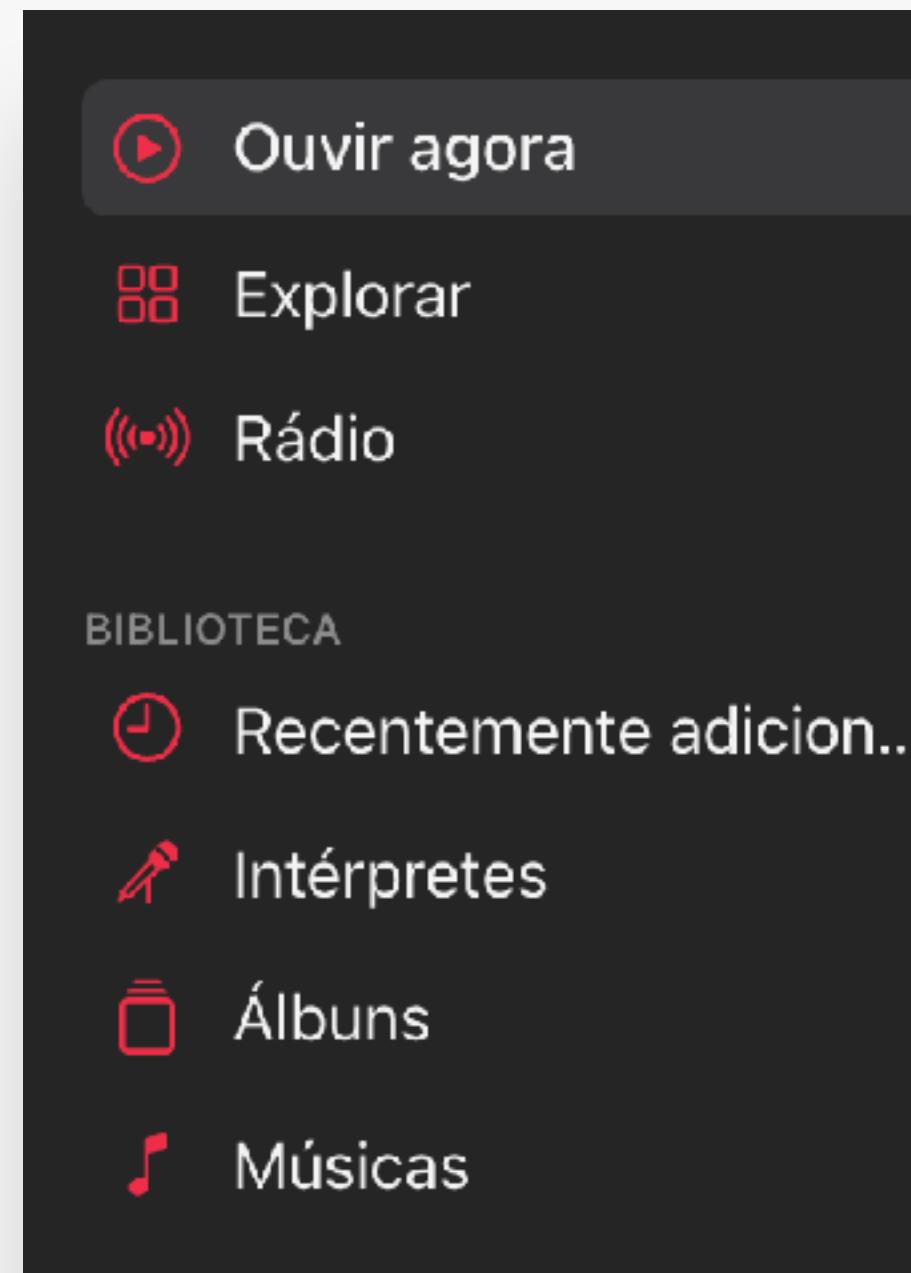
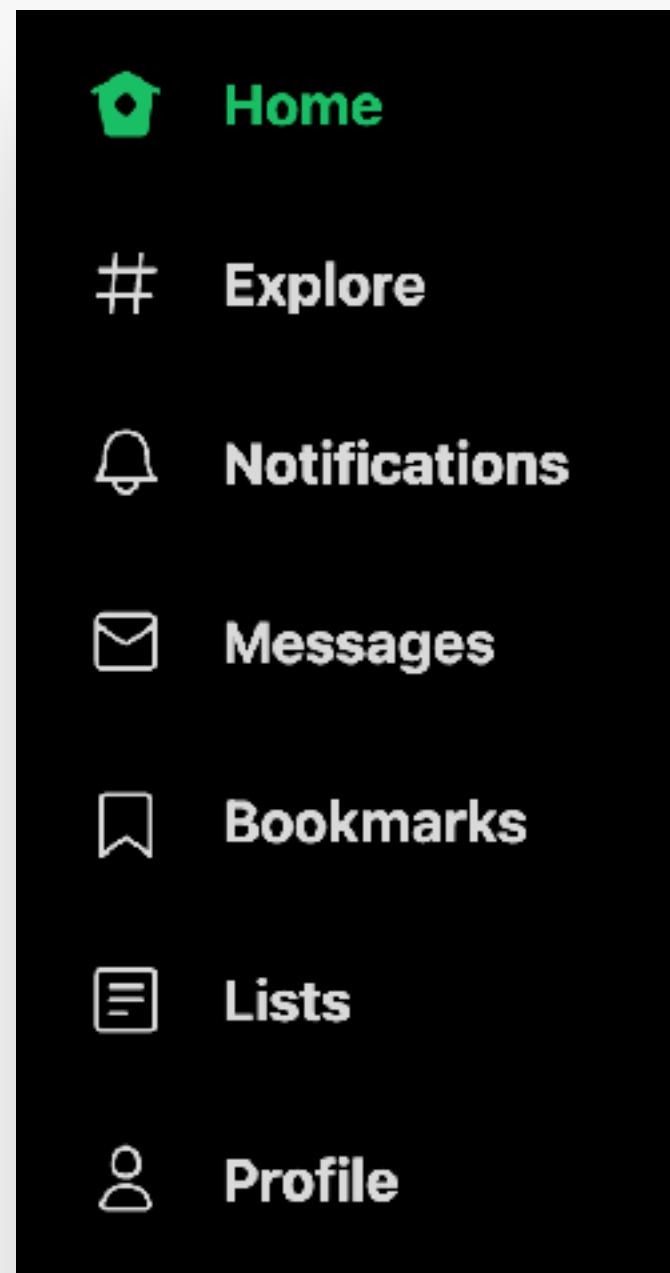
**Low minimums**  
Order as few as 20 shirts to get your project started.

**Lightning fast delivery**  
Try our [2-day service](#) and get your shirts by February 12.

**Money back guarantee**  
Count on us being on time with each and every order.

# WHEN TO USE ICONS

- 5 Use icons to provide visual assistance to text
- 6 Use icons for product feature blocks
- 7 Use icons associated with actions, and label them (unless no space or icon is 100% clear)



# WHEN TO USE ICONS

5 Use icons to provide visual assistance to text

6 Use icons for product feature blocks

7 Use icons associated with actions, and label them (unless no space or icon is 100% clear)

8 Use icons as bullet points

**1. Product feature block with icons:** A screenshot of a software interface showing a 'Popular Choice' plan named 'Essential'. It includes icons for users (5), collaboration features, auto-generation (unlimited generations, 1 000 banner exports/month, 6 brand presets), creative automation (unlimited templates, 2 000 API calls/month, Zapier integration), and a 'Try for free' button.

**2. Icons associated with actions:** A list of statements with icons indicating whether they are true or false: ✓ Caffeine keeps you alert. [1] ✓ Coffee contains helpful antioxidants. [2] ✗ Anxiety: Caffeine increases the body's stress hormone (cortisol). [3] ✗ Sleeplessness: Excess caffeine decreases sleep quality, requiring even more caffeine the next day for the same alertness. [4] ✗ Harmful: Many energy drinks include harmful compounds like L-tyrosine and excessive amounts of sugar. [5]

**3. Icons as bullet points:** A list of program administration services: ✗ Program Administration (Blair handles all operational duties to facilitate the ISA program including the process of all applications, repayments and customer support. Lean back and focus on the education of your students.) + Regulatory Framework + Technical Infrastructure + Financing Solutions

**4. Icons as part of a call-to-action:** A call-to-action button with a checkmark icon and the text 'We partner closely with you.'

Detailed description: This section displays four distinct examples of icon usage. Example 1 shows a software interface with a sidebar and a central feature area. Example 2 is a list of statements with red checkmarks or X's. Example 3 is a list of services with blue plus signs. Example 4 is a large call-to-action button with text and an icon.

# USE ICONS WELL

9

To keep icons neutral, use same color as text. To draw more attention, use different color

<b>So fast you'll never notice</b>	<b>Mobile out of the box</b>	<b>Automatic dark mode</b>
We optimise and deliver with a custom CDN designed for high performance and stunning crisp visuals.	Your content adapts beautifully to tablets and smartphone devices. Content loads swiftly with mobile optimised assets.	Every theme comes with the ability to match your or your visitors preference and display as light or dark variants.

<b>Keep it stupid</b>	<b>Award-winner</b>	<b>Keen to learn</b>
I like to keep my work simple, minimal with eye-catching details and stunning typography.	Not yet. But with a combination of winning attitude and high ambition I'll be a future game changer.	You know how to eat an elephant? Bite by bite. That's how I learn. One small thing. Every. Single. Day.

<b>Cost-effective</b>	<b>Time Saving</b>	<b>Flexible</b>
At a fraction of the cost of traditional construction, our pre-fab solutions create additional space for focused work and collaboration without constant noise, debris and distraction.	Thoughtful design ensures simple installation in a few hours or less. And, because our products are safety ensured, you'll never have to spend time or money chasing after permits, contractors, and more.	Unlike traditional construction, our purpose-built products were designed to adapt with your workspace and can easily be positioned in various places throughout your office, or to an entirely new location.

<b>Correctness</b>	<b>Clarity</b>	<b>Engagement</b>	<b>Appropriate tone</b>
Eliminate grammar, spelling, and punctuation errors.	Make every sentence concise and easy to follow.	Find vivid words to enliven each and every message.	Choose the right tone and formality level.

	<b>Inbox</b>
	<b>Starred</b>
	<b>Snoozed</b>
	<b>Important</b>
	<b>Sent</b>
	<b>Drafts</b>
	<b>Trash</b>

**Earn interest**  
0.40% AER, Easy Access Interest Pocket provided by Investec Bank, FSCS protected (Opt-in)

**Automated savings**  
Our algorithm sets money aside little-but-often, and Round Ups save as you spend

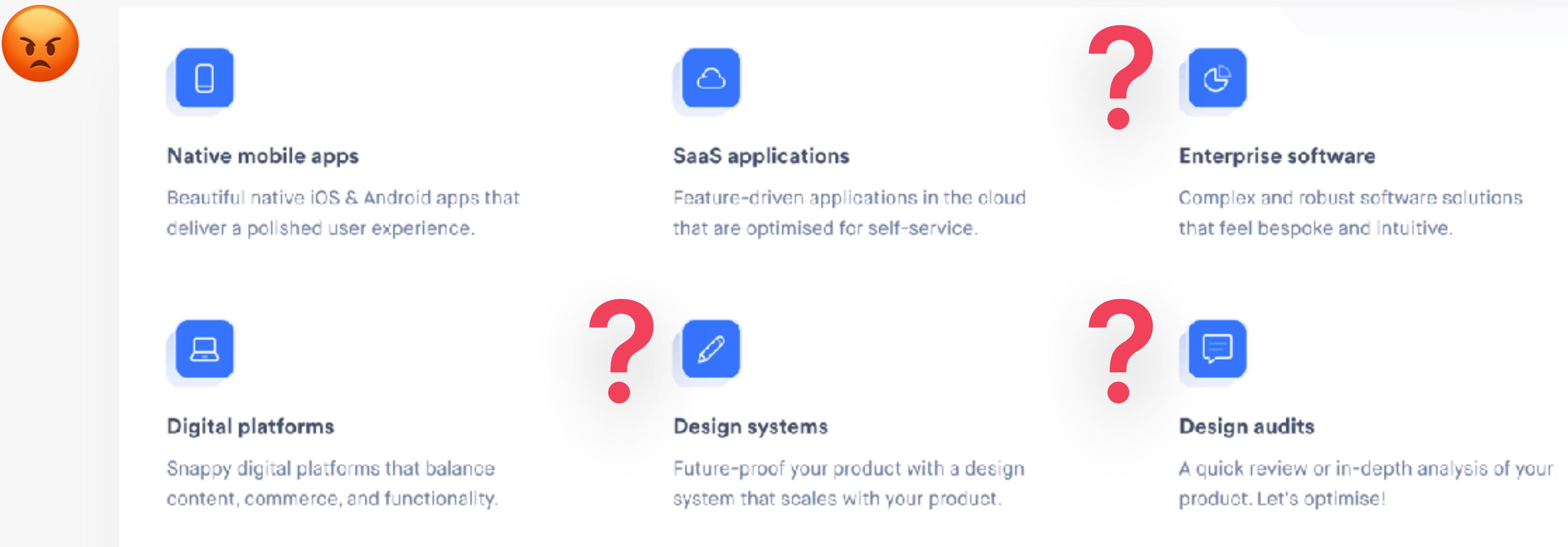
**Lost Money**  
Get alerts if you're overpaying on bills, and switch to a cheaper supplier in seconds

**Unlimited withdrawals**  
Withdraw as often and as much you like, with no hidden charges

<b>Link Banks</b> Connect up to 3 banks and their accounts	<b>Automatic</b> Up-to-date transactions and balances	<b>Spending</b> Smart ways to look at your recent spending	<b>Insights</b> See your daily average and monthly in & out	<b>Fast</b> Open directly to spending information
<b>Manual</b> Manually add spending for things like cash	<b>Dark Mode</b> Automatically adjusts with brightness	<b>Count</b> Tap transactions to add up their amounts	<b>Notifications</b> Get a weekly reminder to check spending	<b>Private</b> Keep info secure with Touch ID or Face ID

# USE ICONS WELL

- 9 To keep icons neutral, **use same color as text**. To draw more attention, **use different color**
- 10 Don't confuse your users: icons need to make sense and **fit the text or action!**



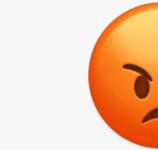
# USE ICONS WELL

- 9 To keep icons neutral, **use same color as text**. To draw more attention, **use different color**
- 10 Don't confuse your users: icons need to make sense and **fit the text or action!**
- 11 Don't make icons larger than what they **were designed for**. If needed, **enclose them in a shape**



The image shows two side-by-side sections of a user interface. Both sections feature three circular icons above three text blocks. In the left section, all icons and text are in a neutral color scheme. In the right section, the icons are colored (purple lock, blue speech bubble, green shield) to draw attention. The text below each icon is identical in both sections.

Icon Color	Tech that keeps you safe	Humans on hand	Strong privacy
Neutral	We support face & fingerprint ID, and use 256-bit TLS encryption.	Our customer support team is ready to help you, 7 days a week.	We never share your data with any other parties without your consent.
Colored (Purple, Blue, Green)	We support face & fingerprint ID, and use 256-bit TLS encryption.	Our customer support team is ready to help you, 7 days a week.	We never share your data with any other parties without your consent.



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The image shows three side-by-side sections of a user interface. Each section features a single icon above a text block. The icons are larger than the ones in the previous examples, and they are enclosed in white circles with thin black outlines, which is a common design for icons intended for large-scale use. The text below each icon is identical in all three sections.

Icon	Text
Bed icon	Private bedrooms From master suites to private bedrooms, your room is yours alone.
Couch icon	Furnished spaces No more Craigslist sofas. Common areas come furnished, on us.
Spray bottle icon	Regular cleaning Professional monthly cleaners to keep your spot spick and span.



Icons were designed for big use: **lots of details, thin lines**





# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

## SECTION

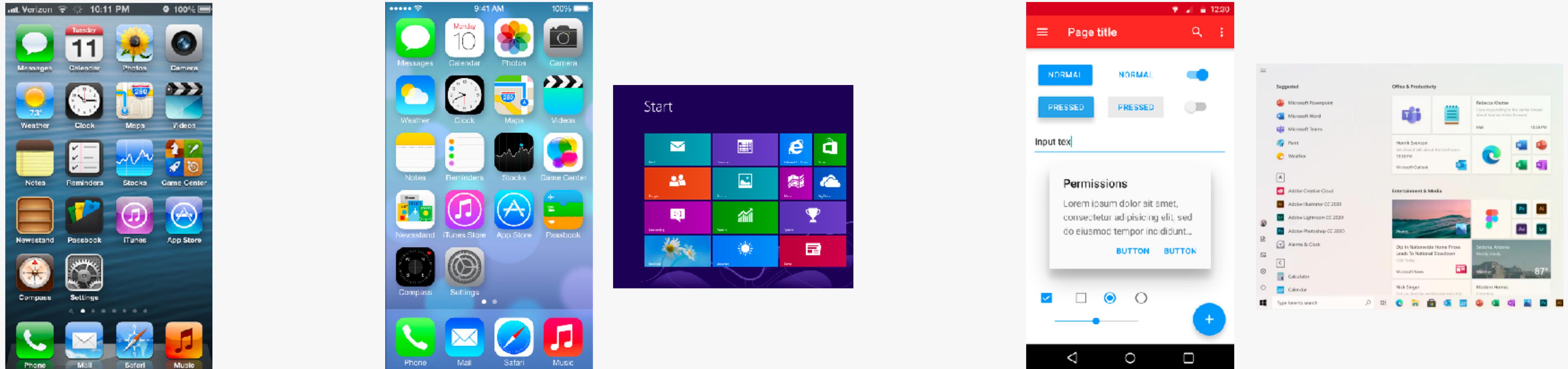
WEB DESIGN RULES AND  
FRAMEWORK

## LECTURE

WEB DESIGN RULES #5:  
SHADOWS

# SOME CONCEPTS FIRST...

👉 After an era of 100% flat design, we're now **back to using shadows** in UI design ("flat design 2.0")



SKEUOMORPHIC  
DESIGN



FLAT DESIGN  
(MINIMAL)

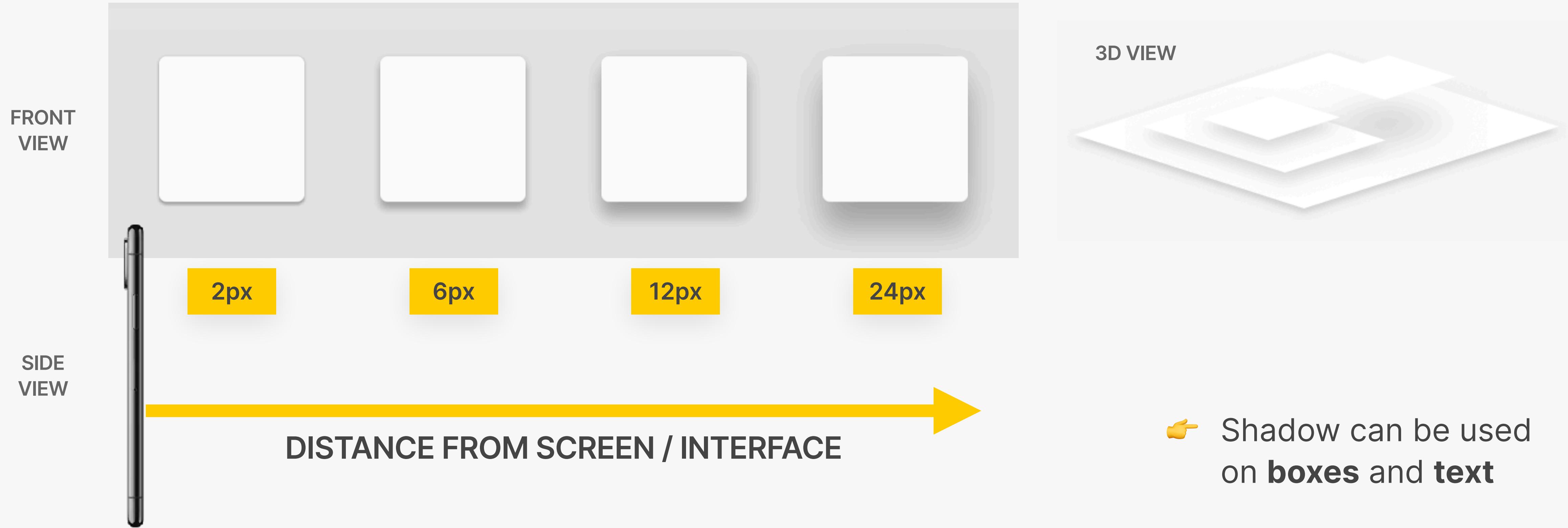


FLAT DESIGN 2.0

Still minimal, but brings  
back **shadows and depth**  
for better usability

# SOME CONCEPTS FIRST...

- 👉 After an era of 100% flat design, we're now **back to using shadows** in UI design ("flat design 2.0")
- 👉 **Shadow creates depth (3D)**: the more shadow, the **further away from the interface** the element is



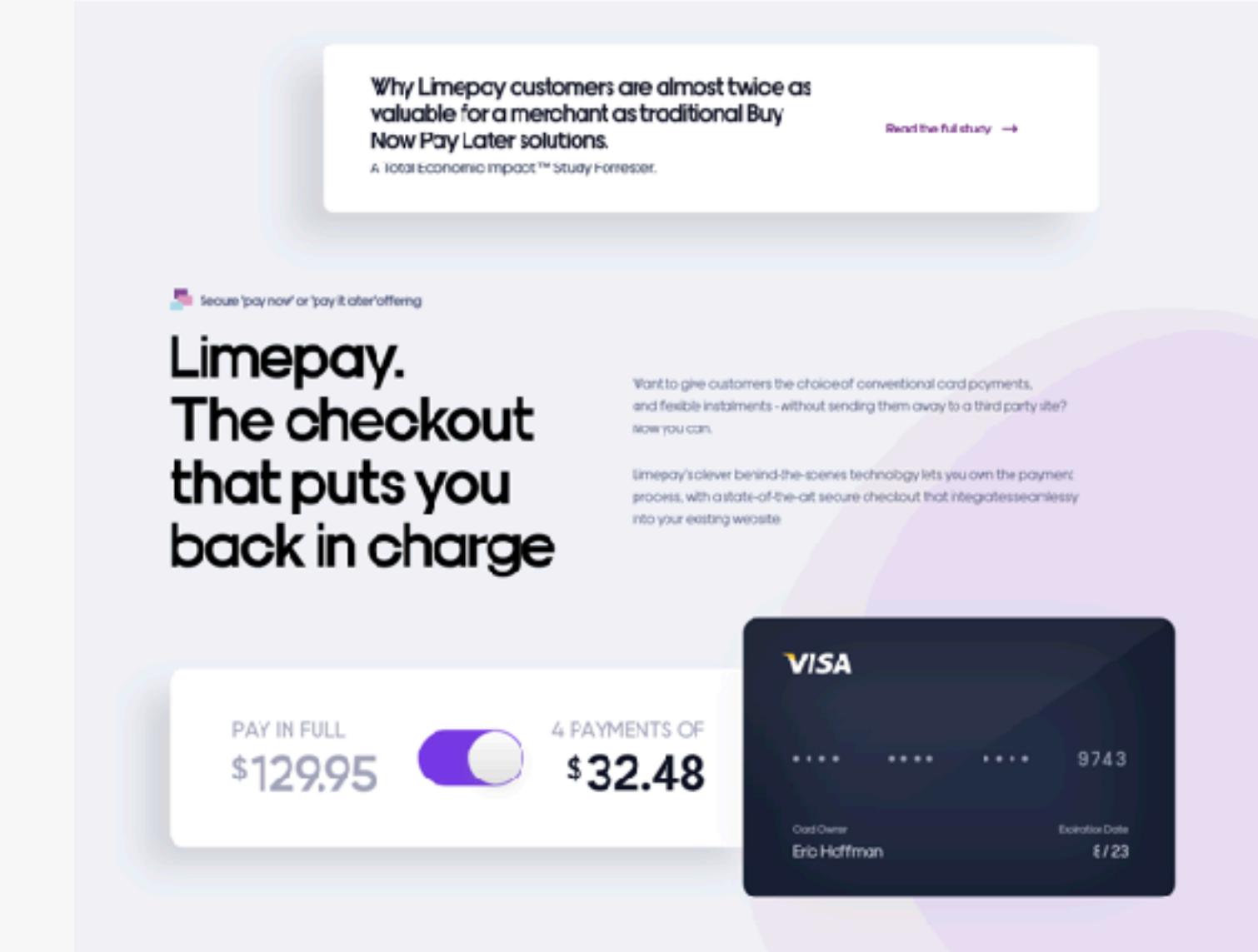
# USE SHADOWS WELL

1 You don't have to use shadows! Only use them if it makes sense for the website personality



Less shadows

SERIOUS / ELEGANT



More shadows

PLAYFUL / FUN

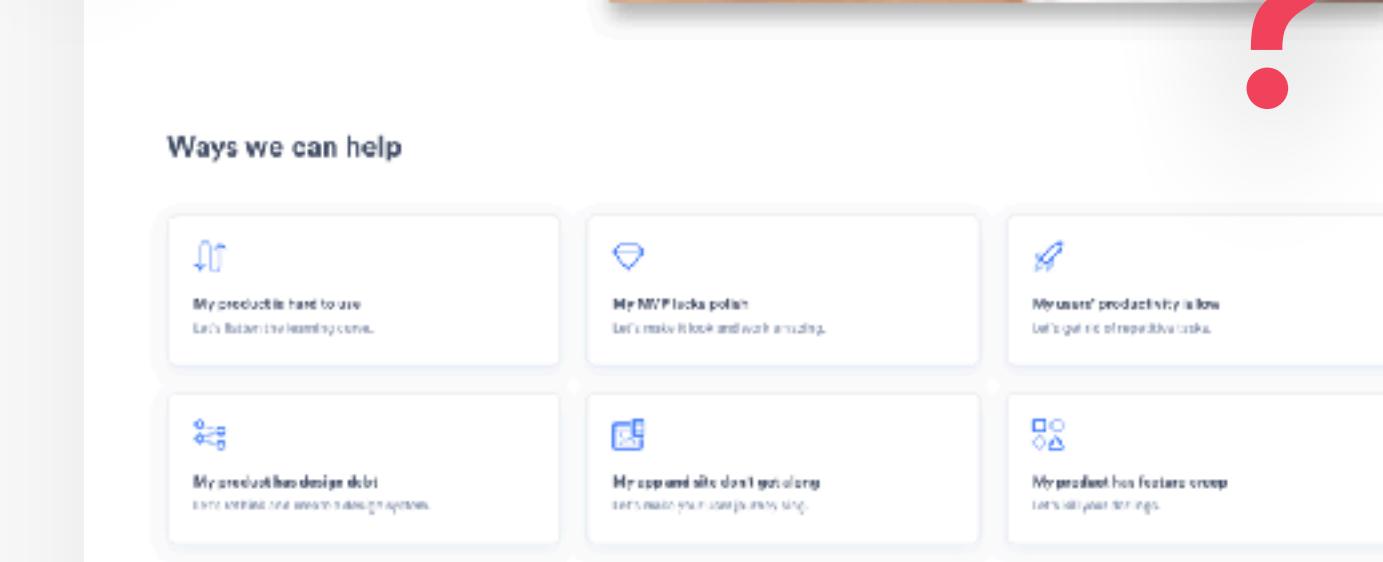
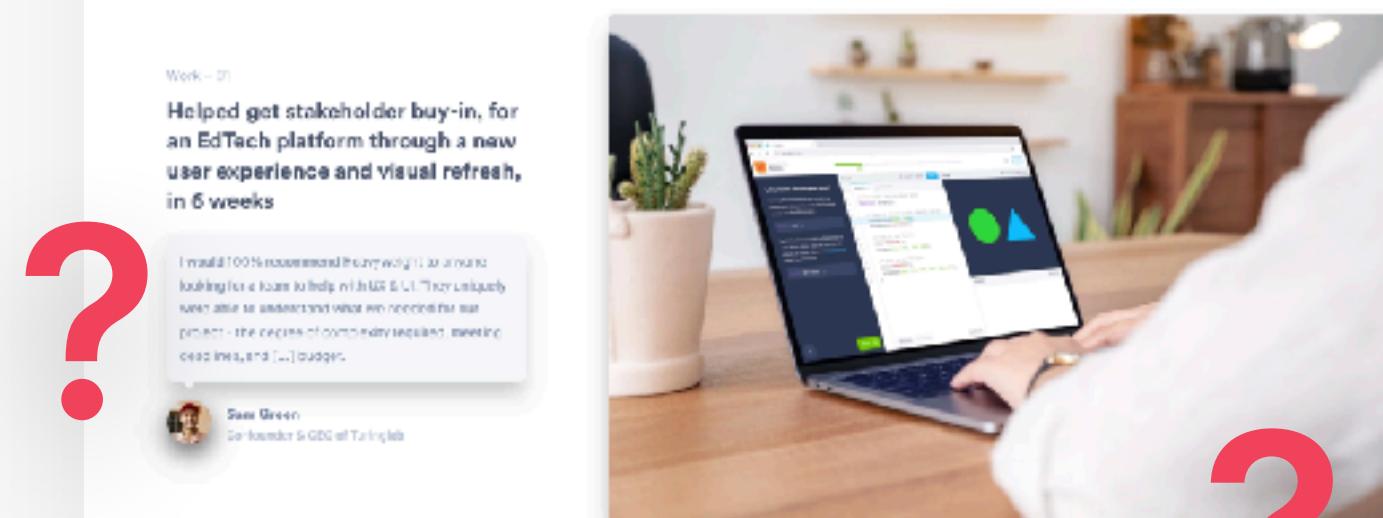
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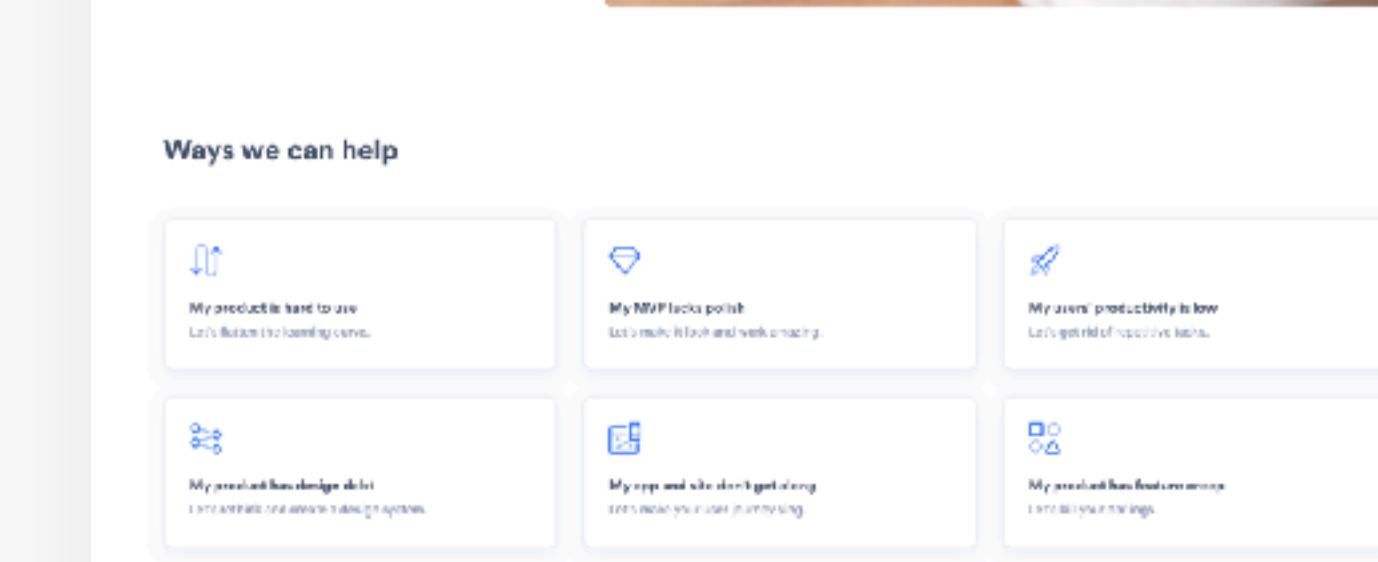
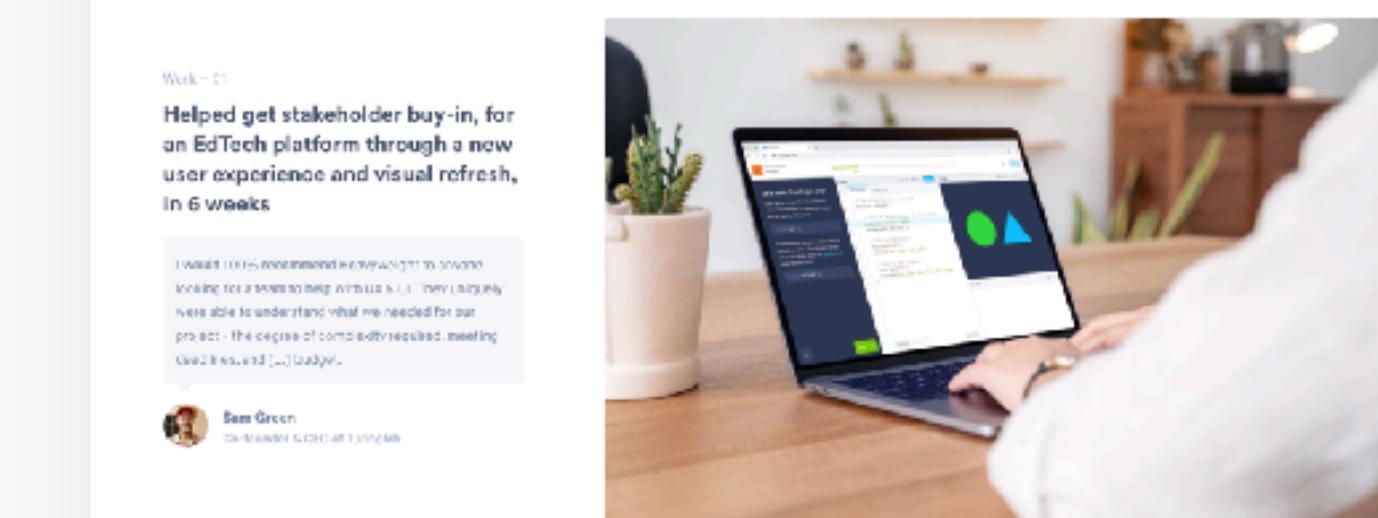
2 Use shadows in small doses: don't add shadows to every element!



A screenshot of a website page featuring a large shadow effect on the main content area. The page has a white header with text and a small profile picture. Below the header is a large, semi-transparent rectangular shadow box containing text, a video player, and several small profile pictures. A red question mark is overlaid on the left side of the shadowed area.

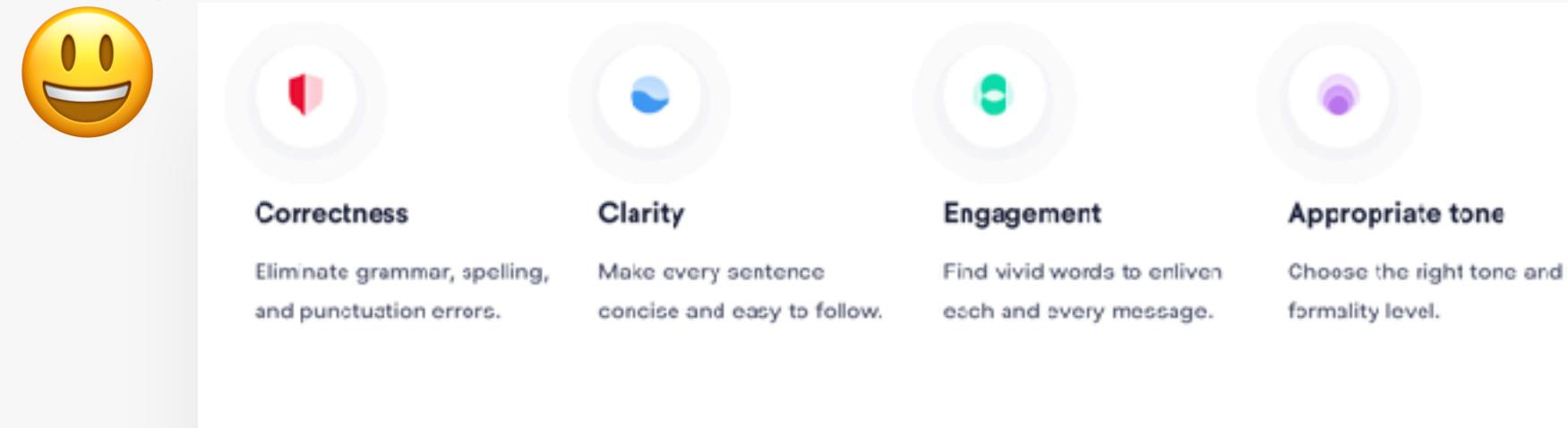


A screenshot of a website page featuring a smaller shadow effect on the main content area. The page has a white header with text and a small profile picture. Below the header is a smaller, semi-transparent rectangular shadow box containing text, a video player, and several small profile pictures. A red arrow points from the right towards the shadowed area.



# USE SHADOWS WELL

- 1 You don't have to use shadows! Only use them if it makes sense for the website personality
- 2 Use shadows in small doses: don't add shadows to every element!
- 3 Go light on shadows, don't make them too dark!



## Align Your Team With Your Company's Style

With Grammarly Business, you can create a company style guide to keep every team member's communication clear and on-brand.

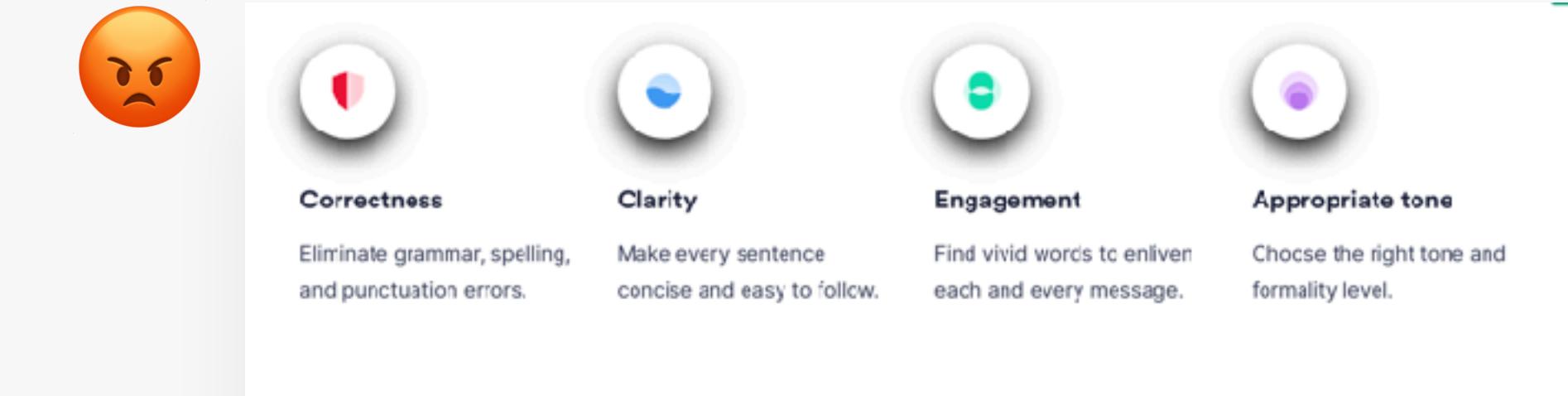
Company Style Guide

CHANGE FROM	CHANGE TO	DESCRIPTION
acme company	→ AcmeCo	Use the official spelling
users	→ customers	The people who
Jamie Leigh	→ James Leigh	Our CEO prefers
Grammarly	→ Grammarly	Common misspelling

Staci, on the support team, resolving a customer's issue.

We appreciate your business. Please rate our QoS with this short survey.

QoS → quality of service



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# USE SHADOWS IN THE RIGHT SITUATION

## 4 Use small shadows for smaller elements that should stand out (to draw attention)

The collage illustrates the use of shadows to emphasize certain UI components:

- Predictive Insights:** A purple circular icon with a white arrow and a small shadow.
- Natural Language Processing:** A blue circular icon with a white pencil and a small shadow.
- Dashboard:** A screenshot of a dashboard interface showing location data with orange circles and green squares, featuring a subtle shadow effect.
- SDK:** A screenshot of a code editor window with a dark background and a light-colored code block, showing a small shadow at the bottom.
- Start for Free:** A large yellow button with white text and a slight shadow.
- Retail Banks:** A red circular icon with a bank building icon and a small shadow.
- Commercial Banks:** A red circular icon with a bank building icon and a small shadow.

**Predictive Insights**  
Using anomaly detection, Narrative BI's proprietary algorithms generate meaningful insights for the user without the click of a button. Narrative BI uses time-series

**Natural Language Processing**  
Narrative BI speaks your language. Through our patent-pending Natural Language Generation Engine, users can receive insights described in plain English.

**Dashboard**  
Configure geofences and visualize, analyze, and segment your location data

**SDK**  
Open-source iOS, Android, and web SDKs that make adding location to your apps simple

**Start for Free**

**Retail Banks**  
Make sure every transaction is compliant with our Advanced KYC & KYT Technology

**Commercial Banks**  
Our ultimate AML Compliance Technology will make you compliant with regulations

**Christina - Support**  
"As usual, Capsule go over and beyond to help with any query!"  
Sian Carter  
Director of Operations at Ordoa

Your work email

Learn more

Enter your work email address

Get a demo

Launch your ISA

Learn More

Scott DeFillipo  
AIO

Everybody has a unique story to tell, and UGV allows you to do that, and it is still professional storytelling at the end of the day!

Seenit presents a huge opportunity for us, both for our employees and with the outside world

Laura Turkington  
Vodafone

# USE SHADOWS IN THE RIGHT SITUATION

- 4 Use small shadows for smaller elements that should stand out (to draw attention)
- 5 Use medium-sized shadows for larger areas that should stand out a bit more

The screenshot shows the Stripe Checkout landing page. It features two main sections with small shadows: 'Powerful fraud protection' and 'Compliance made easy'. The 'Powerful fraud protection' section includes a purple shield icon and a quote from Bryan Mahoney. The 'Compliance made easy' section includes a blue shield icon and a quote from Jason Leshner.

**Powerful fraud protection**

Checkout uses machine learning to help you distinguish fraudsters from customers. Apply extra authentication to high-risk payments, or let us take on fraudulent disputes entirely with Chargeback Protection.

**Compliance made easy**

Qualify for the simplest method of PCI validation with a pre-filled SAQ A, and easily meet new regulatory requirements like Europe's Strong Customer Authentication.

"Throughout my 20 years in e-commerce, checkouts were the last thing you wanted to touch and the first to go down. With Stripe Checkout we don't maintain this ourselves anymore. I can't emphasize enough how big that is."

Bryan Mahoney, Co-Founder & CTO

arfa

ghost

Glitch

NN/g

The screenshot shows the Upwork homepage. It features a large, prominent headline 'Navarro reduces time to hire by 50%' with a yellow shadow effect. Below the headline, there is a testimonial from Jason Leshner with a blue shadow effect. At the bottom, there is a row of logos for various clients, each with a small shadow effect.

CANDIDATES

Navarro reduces time to hire by 50%

"We've been filling positions a lot faster because our managers are now involved in the hiring process. So far we've made 150 hires in 6 months and we've reduced our time to hire from 50 days to 26."

Jason Leshner  
VP of Talent Acquisition, Navarro

SEE MORE CUSTOMER STORIES >

Forbes

SOHO HOUSE

RYANAIR

moodle

SEPHORA

JOEY RESTAURANTS

bevi

# USE SHADOWS IN THE RIGHT SITUATION

- 4 Use small shadows for smaller elements that should stand out (to draw attention)
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**THE PARK CAMPER**

MEDIUM 10-DAY TOUR

Breathing in Nature in America's most spectacular National Parks

Las Vegas, USA    August 2021

4 stops    15 people

\$1497 per person

4.6 rating (8)

**DETAILS**



**PRODUCTIVITY**

**Why coaching should be available to every employee**

Published on January 12th, 2021

**Why Workable**   **Product** ▾   **Customers**   **Pricing**   **Log in**   **Get started** ➔

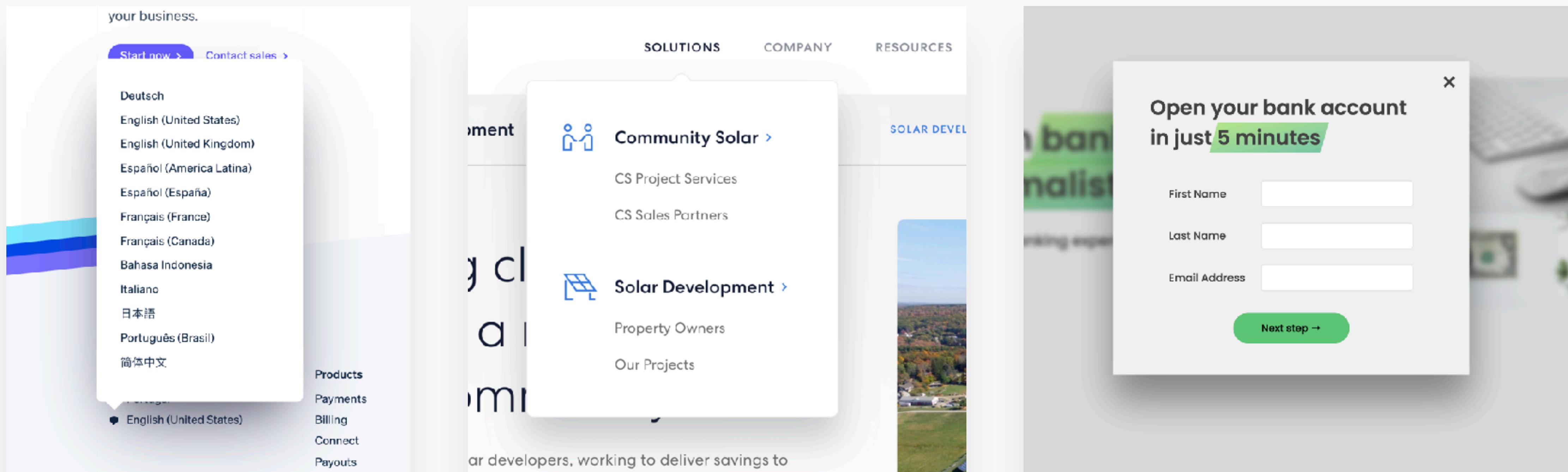
**ACCOR PLUS**

**EBGAMES**

**Feeling Sexy**

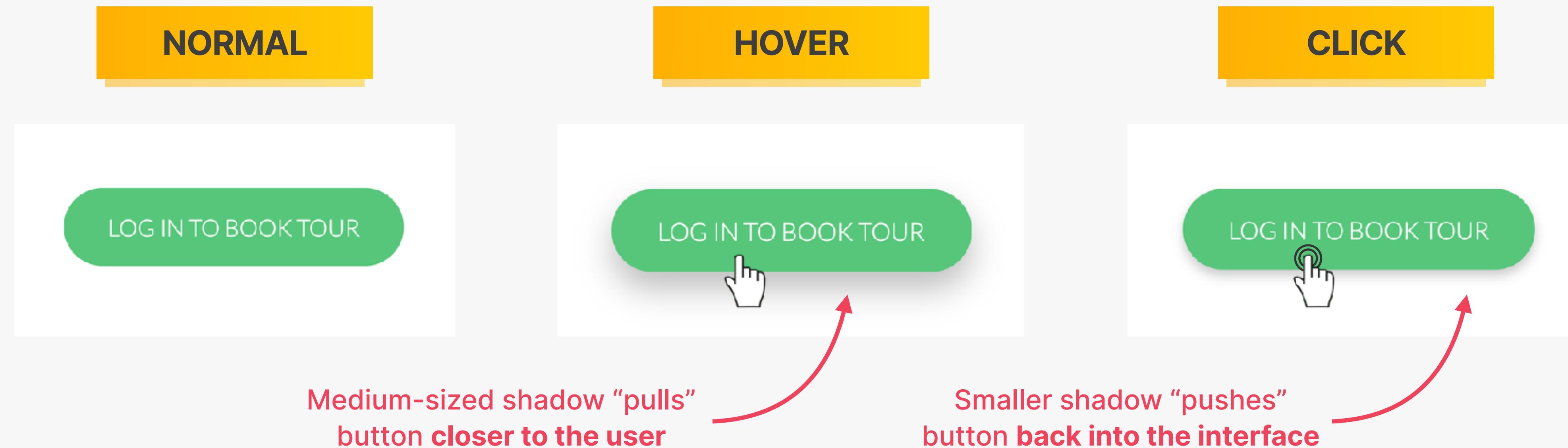
# USE SHADOWS IN THE RIGHT SITUATION

- 4 Use small shadows for smaller elements that should stand out (to draw attention)
- 5 Use medium-sized shadows for larger areas that should stand out a bit more
- 6 Use large shadows for elements that should really float above the interface



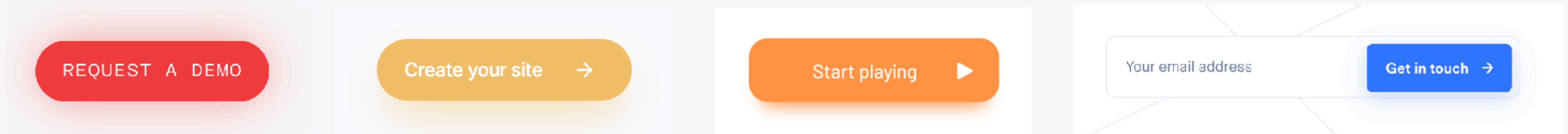
# USE SHADOWS IN THE RIGHT SITUATION

- 4 Use **small shadows** for smaller elements that should stand out (to draw attention)
- 5 Use **medium-sized shadows** for larger areas that should stand out a bit more
- 6 Use **large shadows** for elements that should really **float above** the interface
- 7 Experiment with **changing shadows** on mouse interaction (click and hover)



# USE SHADOWS IN THE RIGHT SITUATION

- 4 Use **small shadows** for smaller elements that should stand out (to draw attention)
- 5 Use **medium-sized shadows** for larger areas that should stand out a bit more
- 6 Use **large shadows** for elements that should really **float above** the interface
- 7 Experiment with **changing shadows** on mouse interaction (click and hover)
- 8 Bonus: Experiment with **glows** (colored shadows)







# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

## SECTION

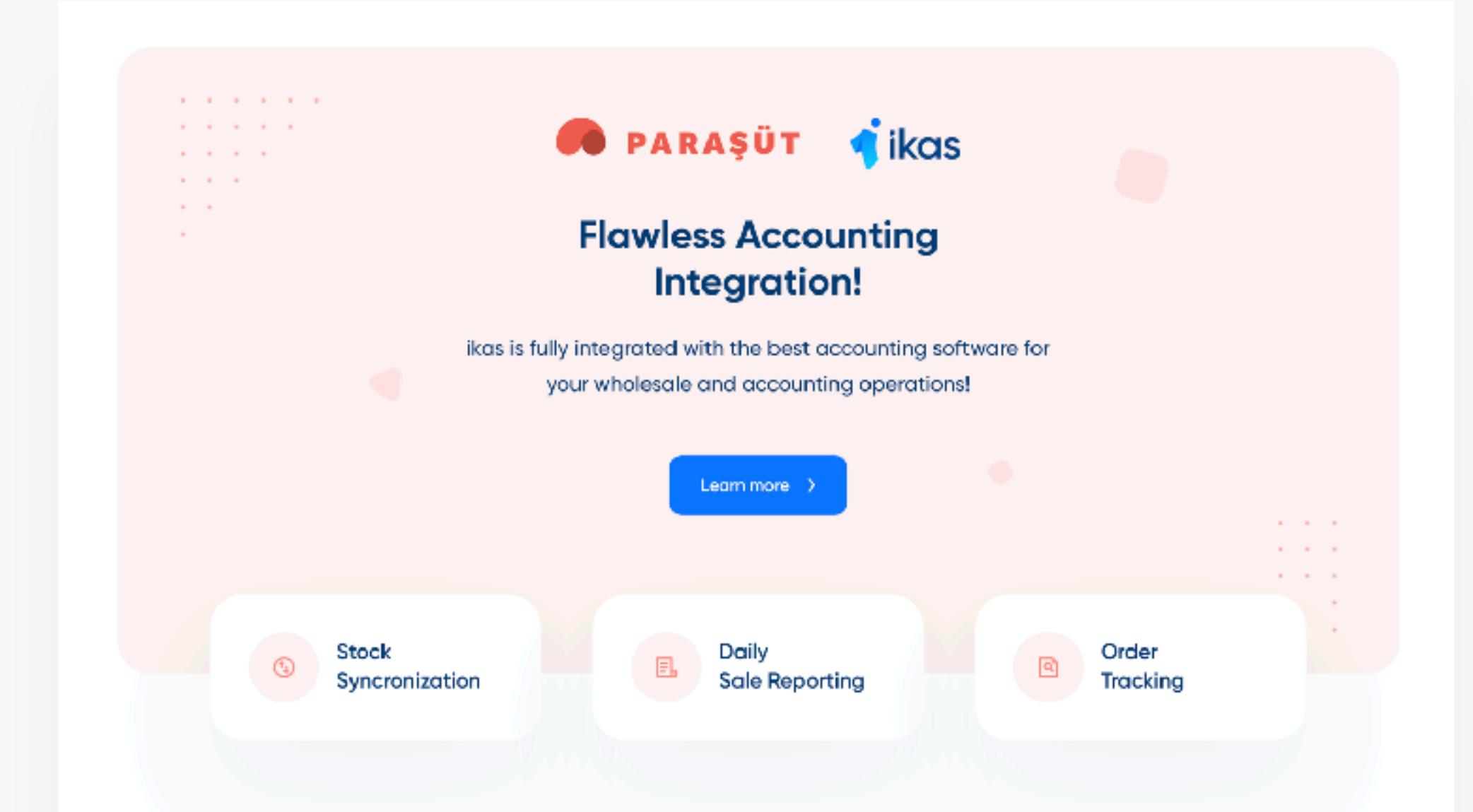
WEB DESIGN RULES AND  
FRAMEWORK

## LECTURE

WEB DESIGN RULES #6:  
BORDER-RADIUS

# USE BORDER-RADIUS WELL

1 Use border-radius to increase the playfulness and fun of the design, to make it less serious



Less border-radius

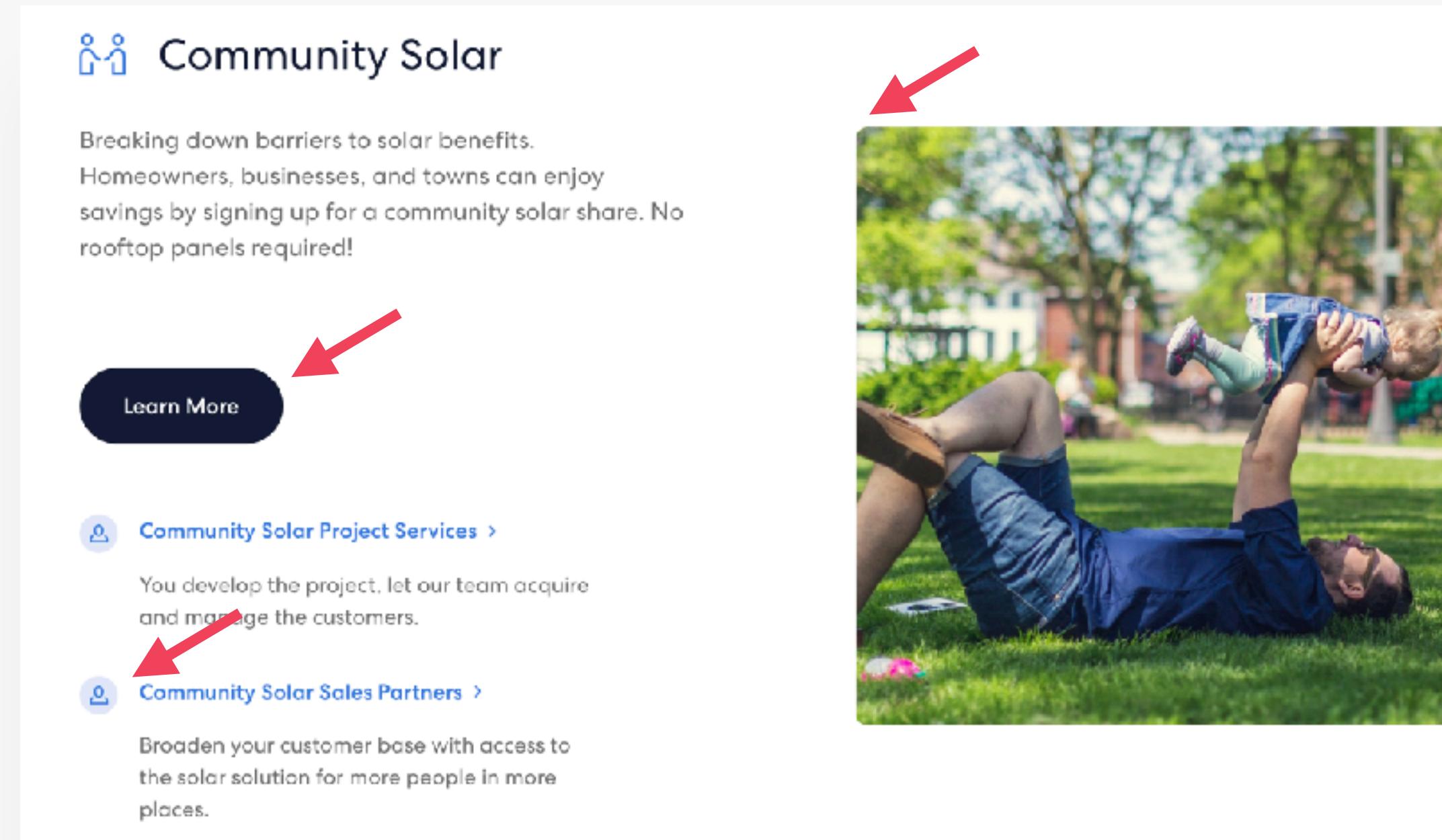
More border-radius

SERIOUS / ELEGANT

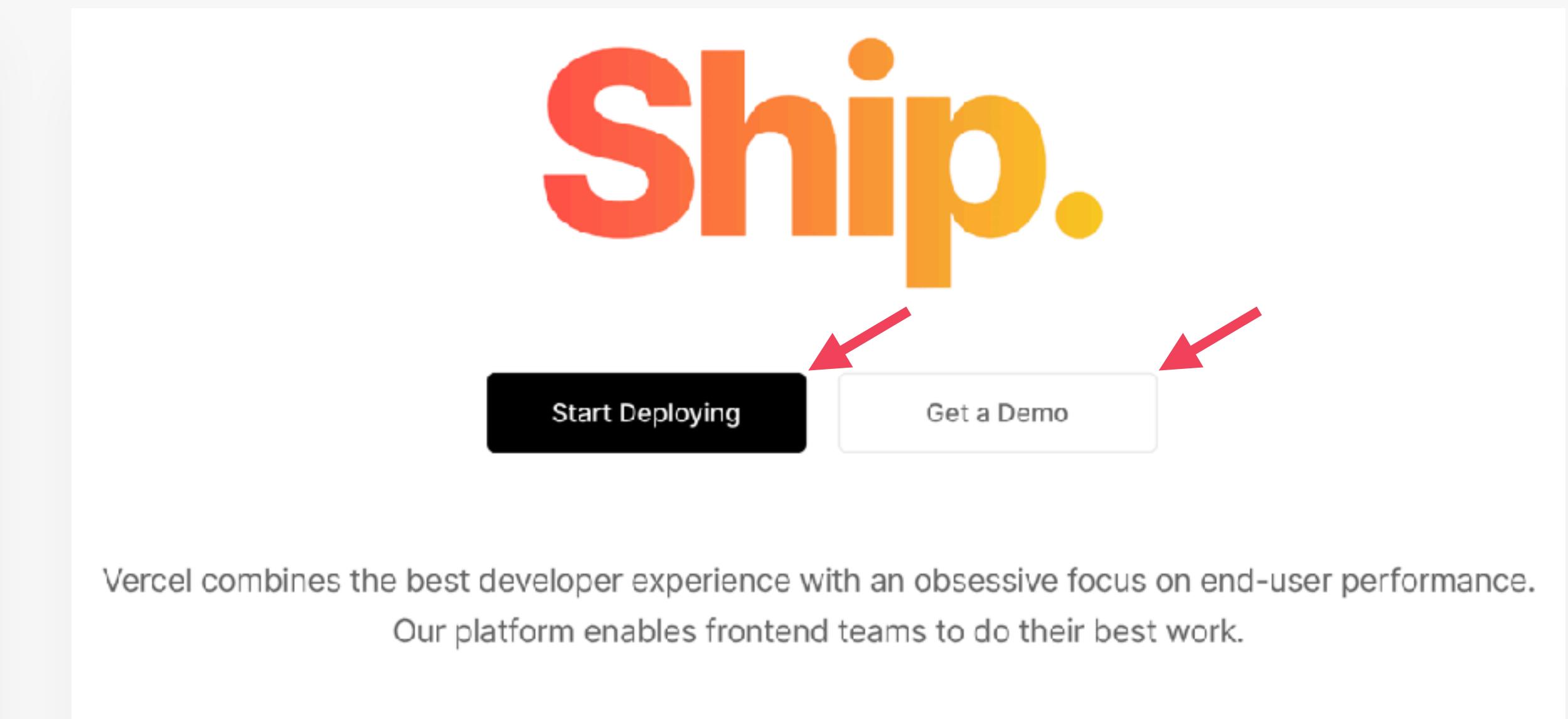
PLAYFUL / FUN

# USE BORDER-RADIUS WELL

- 1 Use border-radius to **increase the playfulness** and fun of the design, to make it **less serious**
- 2 Typefaces have a certain roundness: make sure that border-radius **matches that roundness!**



The screenshot shows a website for "Community Solar". At the top left is a blue icon of two people. To its right, the word "Community Solar" is written in a sans-serif font. Below this is a paragraph of text: "Breaking down barriers to solar benefits. Homeowners, businesses, and towns can enjoy savings by signing up for a community solar share. No rooftop panels required!" To the right of the text is a large, rounded rectangular image of a man lying on his back on a grassy lawn, holding a young child up in the air. A red arrow points from the top of the slide towards the top-left corner of this image. Below the image is a dark button with the white text "Learn More". Another red arrow points from the top of the slide towards the bottom-left corner of this button. Further down, there are two more sections with icons and text: "Community Solar Project Services >" and "Community Solar Sales Partners >". Red arrows point from the top of the slide towards the top-left corners of both of these sections.



The screenshot shows a website for "Ship.". The word "Ship." is written in a large, bold, orange-to-yellow gradient typeface. Below it is a dark button with the white text "Start Deploying". To the right of the button is a light-colored button with the black text "Get a Demo". Two red arrows point from the top of the slide towards the top-right corners of the "Get a Demo" button.

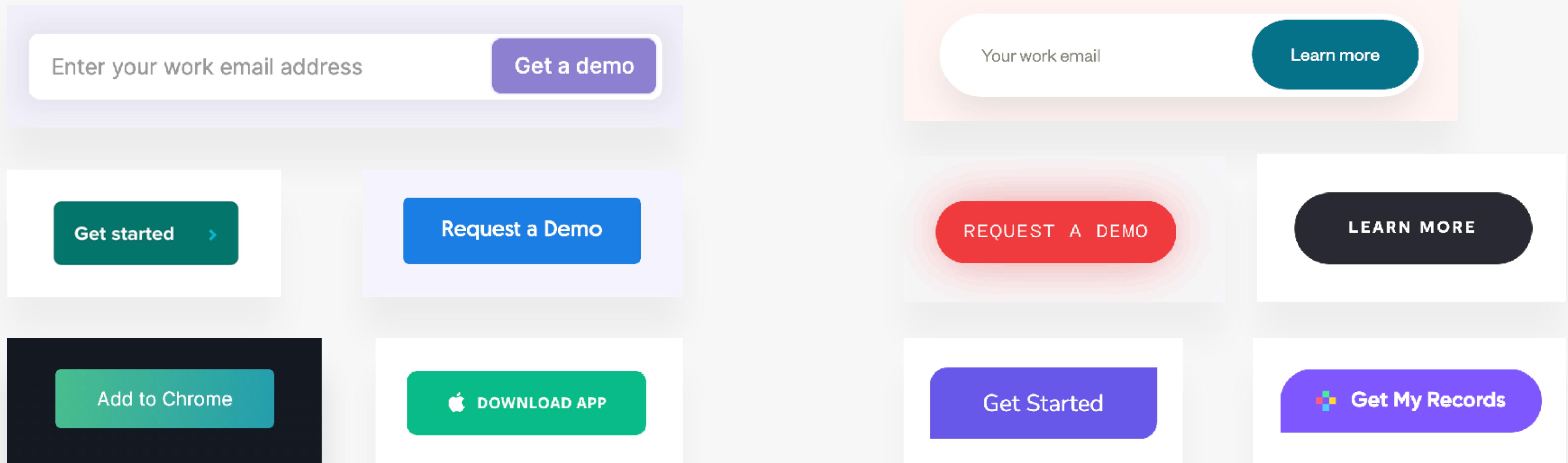
Vercel combines the best developer experience with an obsessive focus on end-user performance.  
Our platform enables frontend teams to do their best work.

😊 **Very round typeface, lots of border-radius in button, icons and image**

😊 **Boxy/squared typeface, but designers wanted to add some playfulness, so little border-radius**

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# USE BORDER-RADIUS WELL

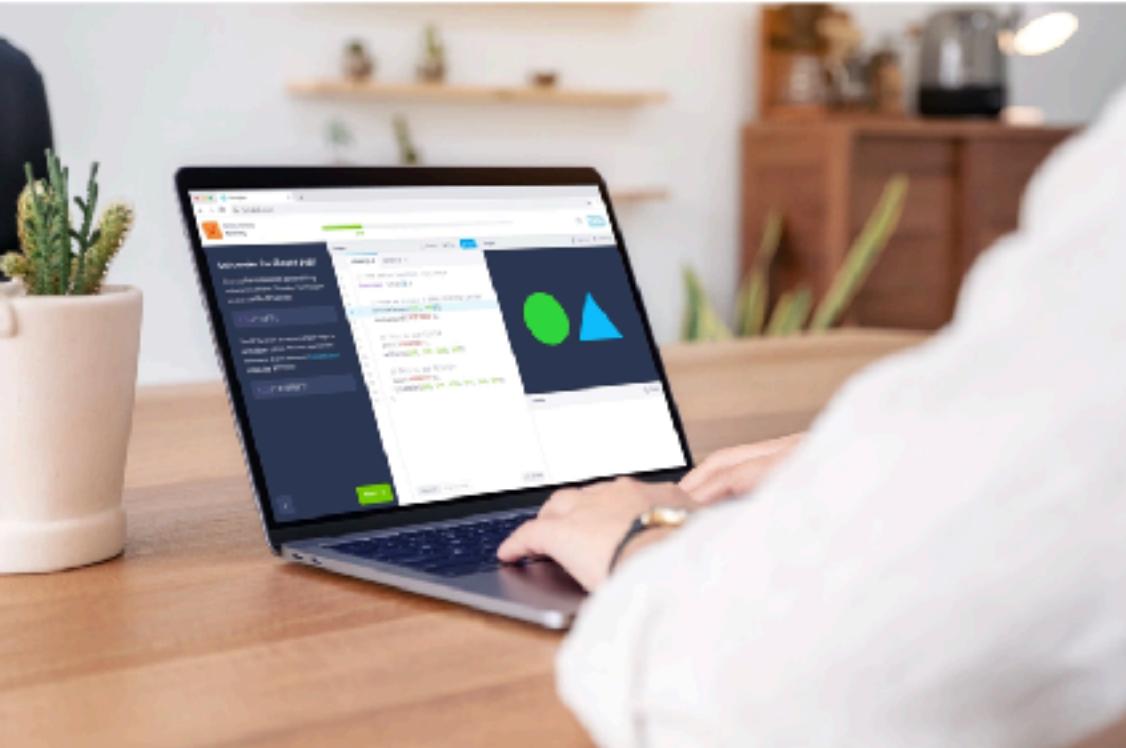
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Work - 01

Helped get stakeholder buy-in, for an EdTech platform through a new user experience and visual refresh, in 6 weeks

I would 100% recommend Heavyweight to anyone looking for a team to help with UX & UI. They uniquely were able to understand what we needed for our project – the degree of complexity required, meeting deadlines, and [...] budget.

Sam Green  
Co-founder & CEO of Turinglab



Solar 101

How to Build a Solar Farm



Press

Feeding Families in Need: Ren Energy Companies Enter the N



Solar 101

How the Seasons Affect Comr Solar



RESEARCH

Under the Hood at Grammarly: Transforming Writing Style with AI

Take a deep dive >

HAPPY USERS

Inspiring Trust and Maximizing Clarity: Why Trulia's Editors Rely on Grammarly

Get inspired >

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**Boost productivity**  
Make your product more valuable to your users by boosting their productivity through optimised UX.

**Increase confidence**  
Seamless UX and sleek UI increases customers' confidence in your application's ability as a whole.

**Scale your product**  
Rapidly scale up your product without sacrificing quality by implementing a design system.

**Gets feedback from stakeholders.**  
With Greenlight you can easily collate feedback from those who matter on the product version that your users will see.

**Works everywhere, even when you need to log in.**  
It easily integrates with your workflow, without the need for any code or website iterations

**Share security with team members.**  
Greenlight makes sure that anything behind a login is protected and your access design and security architecture stay the same

**Tech that keeps you safe**  
We support face & fingerprint ID, and use 256-bit TLS encryption.

**Humans on hand**  
Our customer support team is ready to help you, 7 days a week.

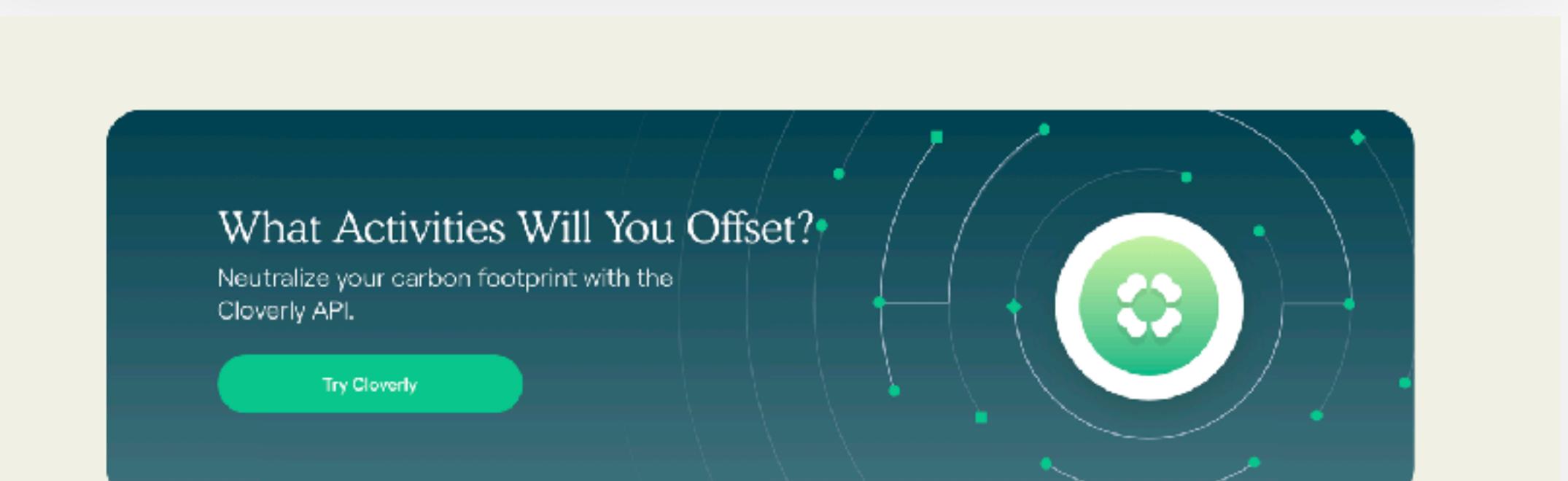
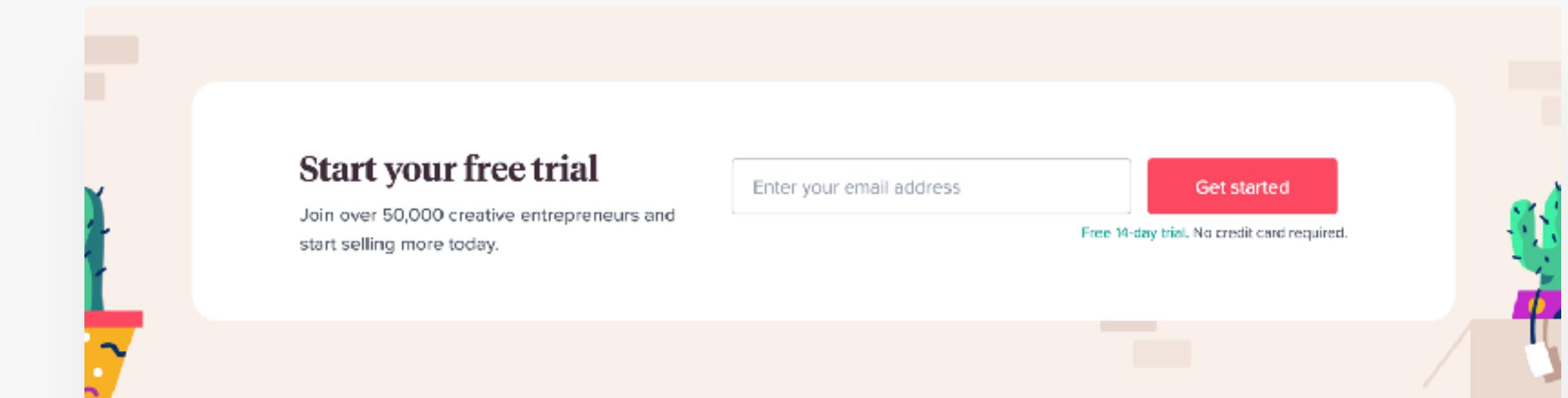
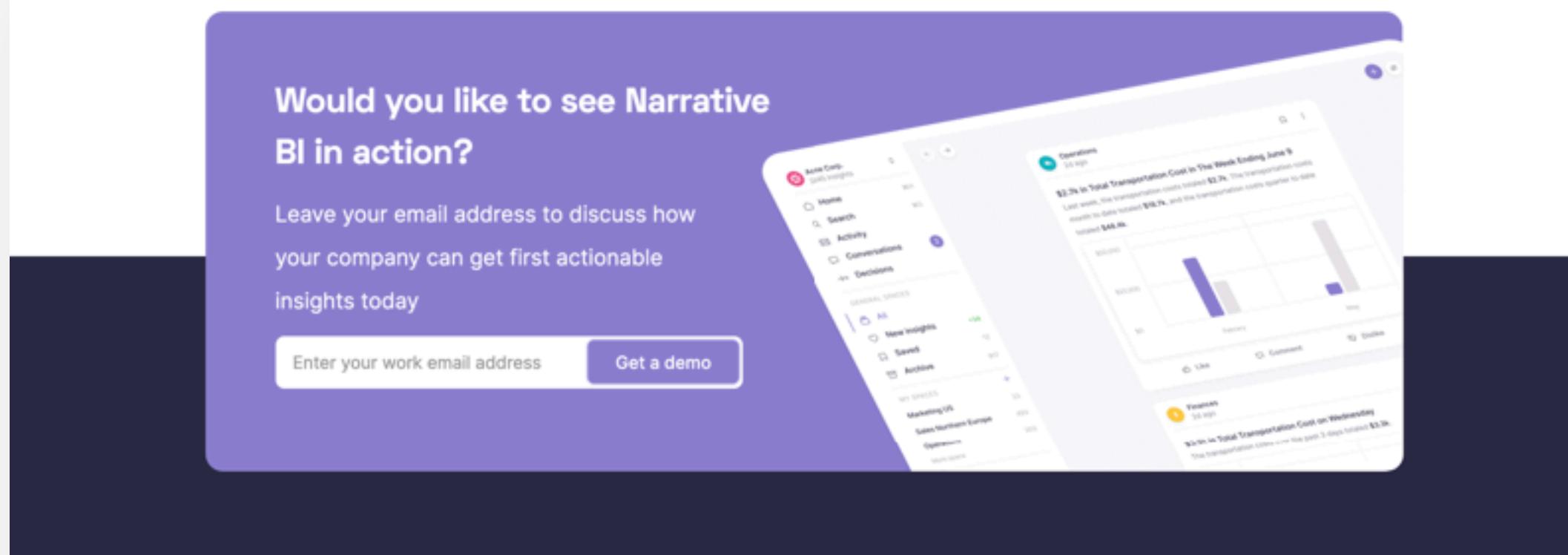
**Strong privacy**  
We never share your data with any other parties without your consent.

**Transaction Transparency**  
We believe in transparency and fully validated transactions. That's why every time you (or your customers) choose to offset an emission-producing activity with Cloverly, we provide real-time transactional data to show the location, type, and amount of carbon offset.

**Verified Sources**  
To effectively neutralize carbon emissions, we know that quality matters. That's why Cloverly works with reputable, internationally recognized suppliers who track and verify registered carbon offset projects.

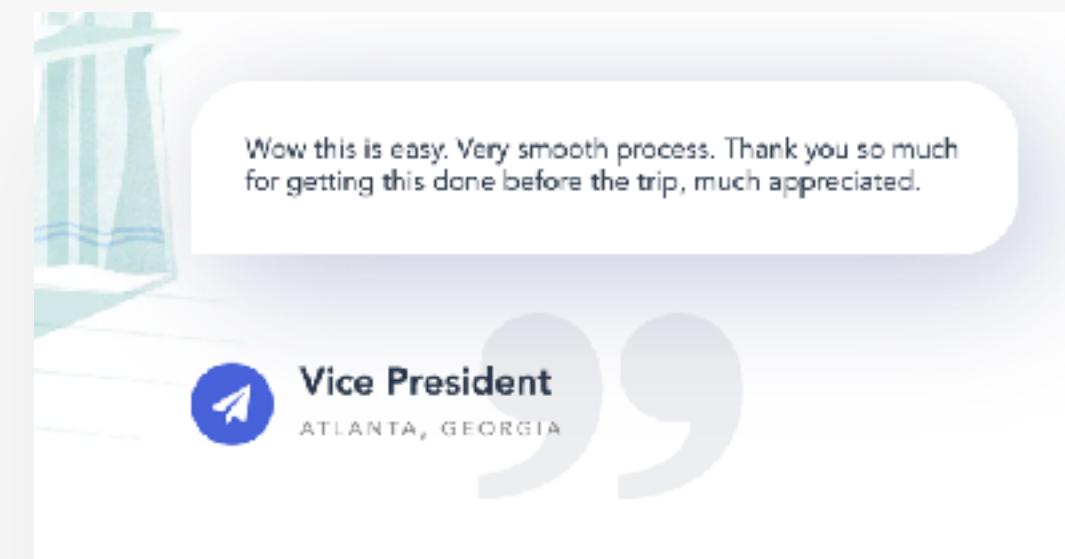
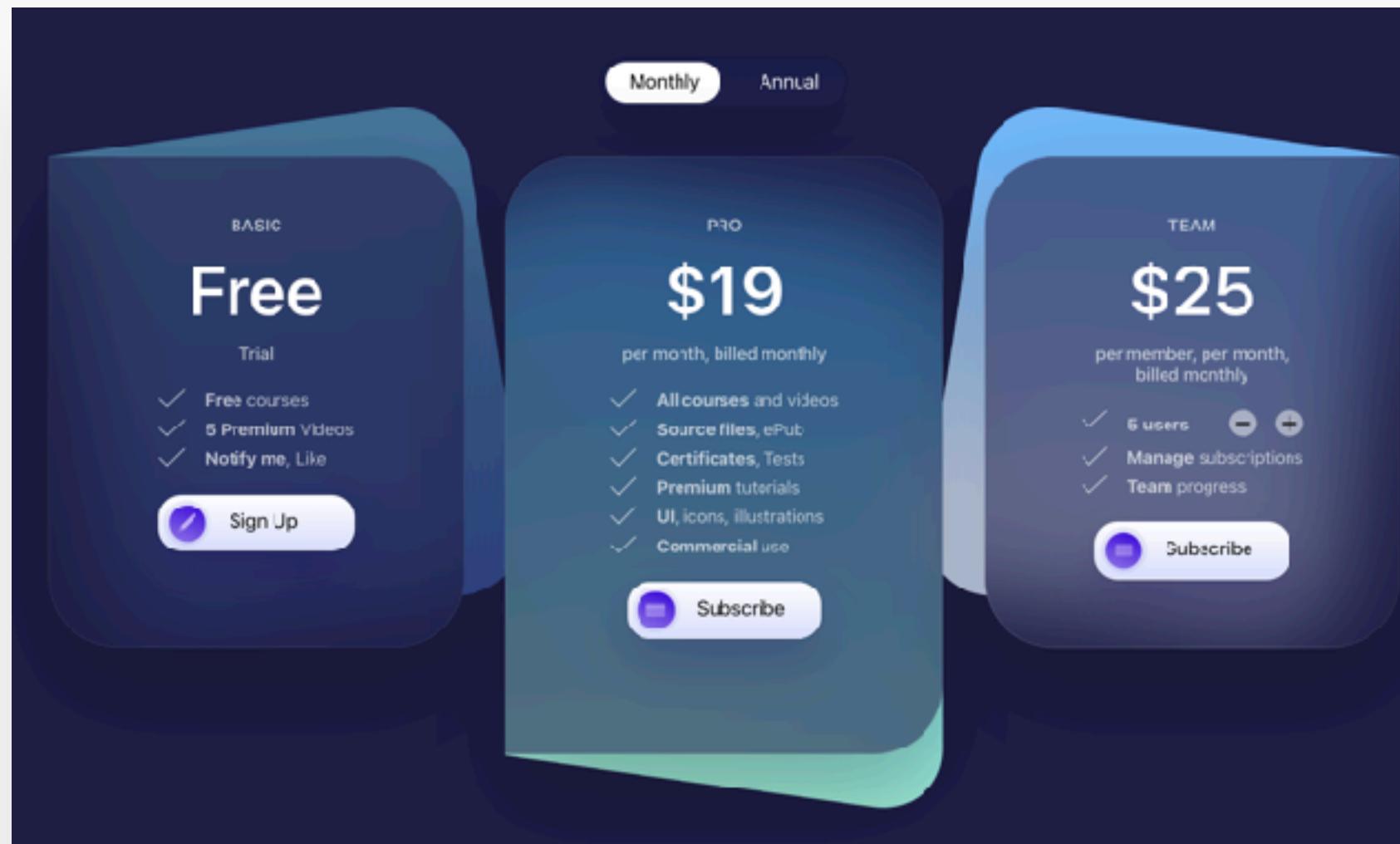
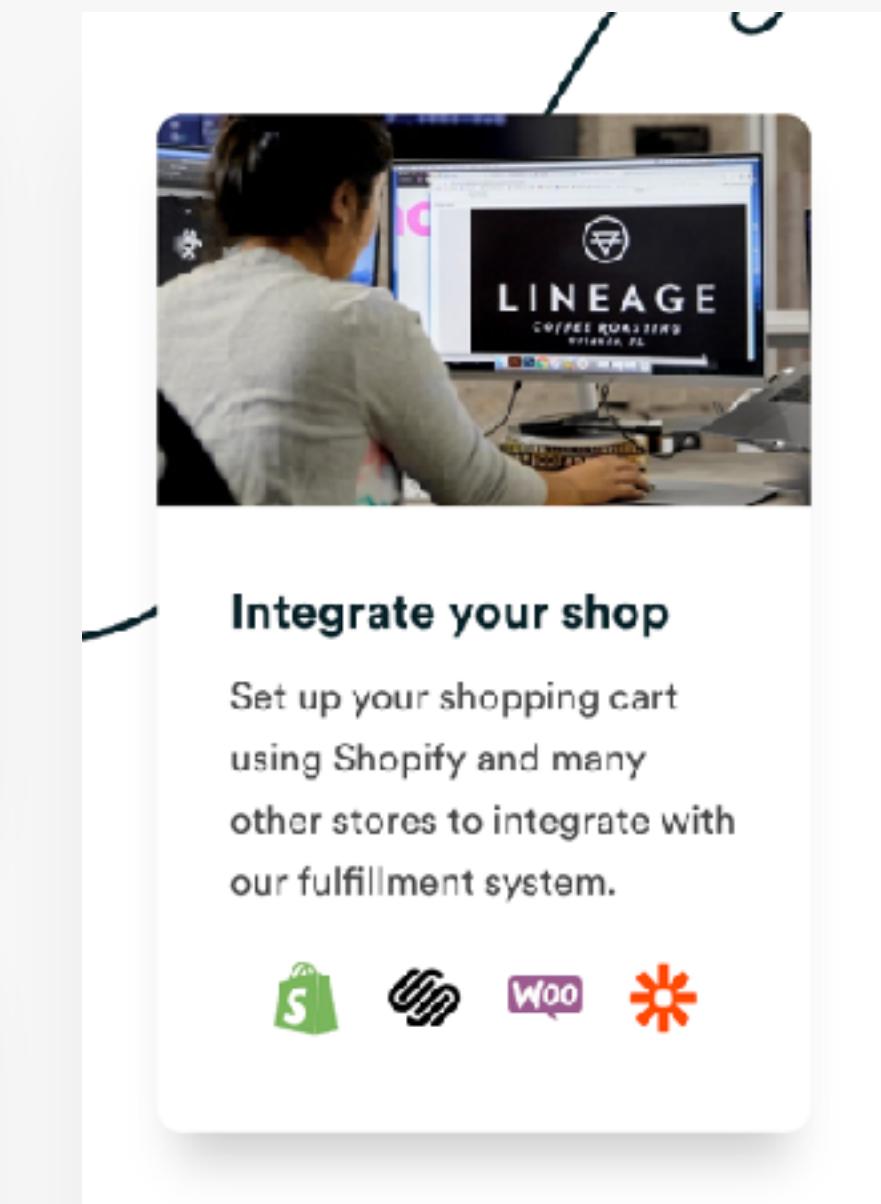
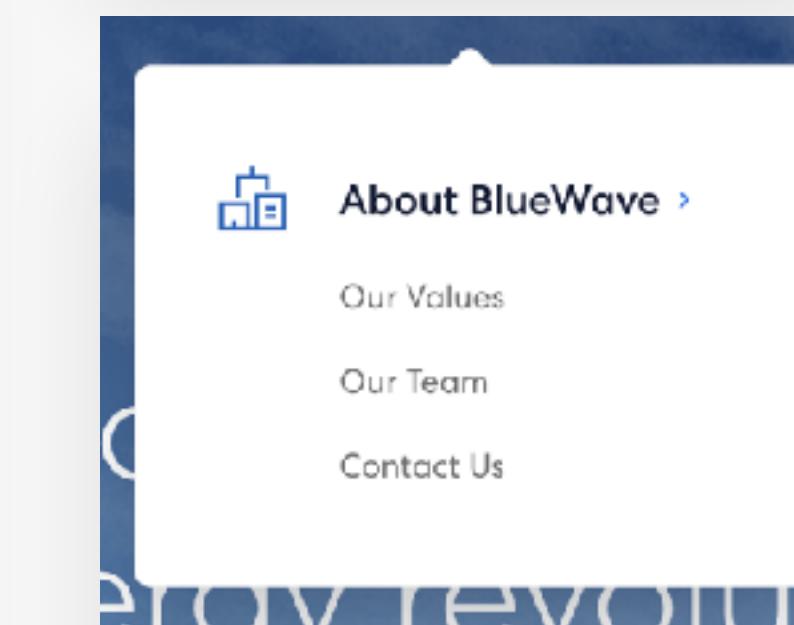
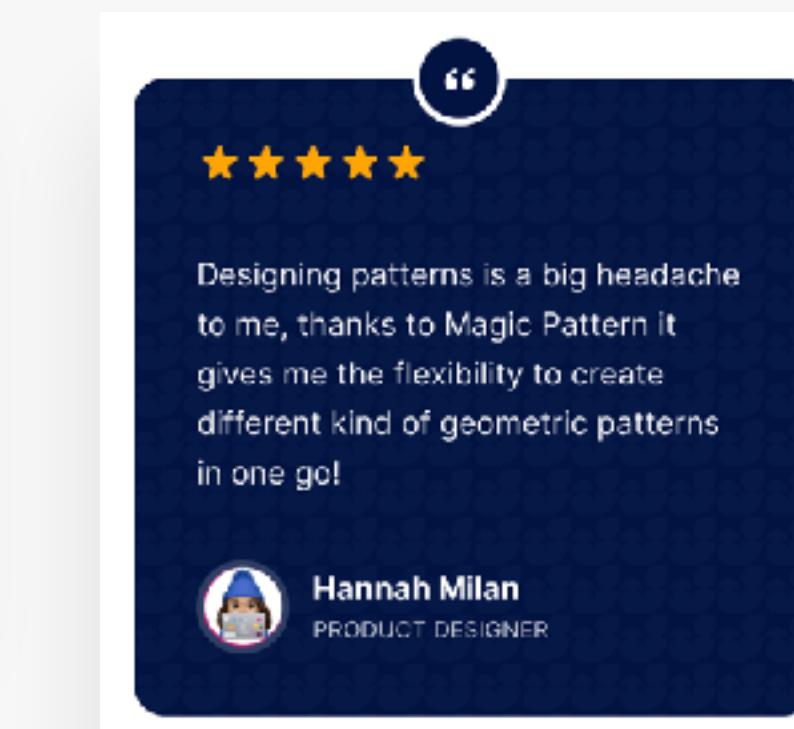
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A screenshot of a form titled 'Add dates for prices'. It includes fields for 'CHECK-IN Add date', 'CHECKOUT Add date', and 'GUESTS 1 guest'. At the bottom is a large red button labeled 'Check availability'.





# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

## SECTION

WEB DESIGN RULES AND  
FRAMEWORK

## LECTURE

WEB DESIGN RULES #7:  
WHITESPACE

# WHY WHITESPACE

👉 The right amount of whitespace makes designs look **clean, modern and polished**

👉 Whitespace communicates how different pieces of information are **related to one another**

👉 Whitespace implies **invisible relationships between the elements** of a layout

The landing page for 'The leading geofencing platform' features a large map at the top. Below it, three sections highlight 'Developer-first', 'Extensible', and 'Enterprise-ready' features. A central section titled 'Build location-based experiences across the customer journey' shows icons for 'Searching for locations', 'On the way to a location', and 'Trip tracking'. At the bottom, there's a section about developer trust and tool integrations.

The same landing page layout as the first one, but with a much larger yellow smiley face emoji at the top left. The overall design appears more spacious and polished due to the increased whitespace around the content blocks.

Looks a lot more polished,  
like the design has space  
to breathe

The landing page layout remains consistent, but a large red curved arrow starts from the bottom left and points upwards towards the top right, emphasizing the visual flow and the implied relationships between the design elements.

# WHERE TO USE WHITESPACE

1

Use tons of whitespace between sections

The screenshot shows the homepage of the Radar geofencing platform. It features several large, distinct sections separated by significant vertical whitespace. Red arrows point from the text "Use tons of whitespace between sections" to three specific areas of the page: 1) The top section containing the heading "The leading geofencing platform" and a call-to-action form. 2) The middle section containing three product highlights: "Developer-first", "Extensible", and "Enterprise-ready". 3) The bottom section containing two main features: "Searching for locations" and "On the way to a location". Each feature is enclosed in its own box with accompanying icons and descriptions. The page also includes a sidebar with navigation links like "Dashboard", "SDK", and "Integrations", and a footer with "VIEW DOCUMENTATION" and "VIEW INTEGRATIONS" buttons.

The leading geofencing platform

Build location-based app experiences faster and grow revenue with SDKs and APIs for geofencing, trip tracking, geocoding, and search.

Enter your email

Questions? Contact our sales team.

**Developer-first**  
Open-source SDKs with industry-leading accuracy, simple documentation, flexible APIs, and turnkey integrations.

**Extensible**  
Build location-based experiences across the customer journey, from messaging to curbside pickup to address autocomplete.

**Enterprise-ready**  
Built for scale, processing 100B+ locations per year from 100M+ devices with enterprise-grade security, privacy, and support.

192px

192px

192px

Build location-based experiences across the customer journey

Searching for locations

Increase conversions by connecting customers with nearby places and things.

Search and geocoding API →  
Flexible and affordable geocoding, search, and distance APIs with high-quality address and place data.

On the way to a location

Increase efficiency and improve the customer experience with trip tracking and live ETAs.

Trip tracking →  
Everything you need to build delivery, curbside pickup, navigation, and location sharing features.

Trusted by thousands of developers, processing 100B+ queries per year

Dashboard

Configure geofences and visualize analysis, and segment your location data.

VIEW DOCUMENTATION

SDK

Open-source iOS, Android, and web SDKs that make writing location to your apps simple.

VIEW DOCUMENTATION

Integrations

Send Radar events to other systems via webhooks and real-time integrations.

VIEW INTEGRATIONS

# WHERE TO USE WHITESPACE

1 Use tons of whitespace between sections

The AI assistant that grows your money.

Set more money aside, invest in what matters to you and save on bills. Get started **for free** in 2 minutes.

Download on the App Store | GET IT ON Google Play

★★★★★ 4.7 From 22,000+ reviews | 1 million+ customers

Capital at risk when investing

140px

Bank, meet Plum.

Give your bank a brain. Plum uses the latest technology to help you be better off, effortlessly. Go on, give yourself a high-five 🎉

160px

1 Link your bank(s) Plum analyses your transactions daily to learn about your income and spending. We support all major UK banks →

2 Plum automatically sets money aside Every few days, Plum does the maths and transfers the perfect amount from your bank account. Little by little, it adds up.

3 Be better off Plum helps you set aside more, invest and stops you being overcharged on bills.

140px

Save money automatically

Our smart algorithm analyses your spending and helps you save without even thinking about it. You can also earn up to 0.40% interest (AER).

Learn more about our Account →

0.40%

£420.06

£420.06

Deposits Withdrawals

Pockets

Primary Pocket £312.01

Secondary Pocket £98.45

Buy low, sell high £98.45

£350m+ 11.92% £179/year

Set aside by 1 million+ people across the UK Avg. annual return last 5 years across all Plum investment funds (Jan 21)

Learn more Learn more

Avg. savings per customer on regular bills

Learn more

# WHERE TO USE WHITESPACE

1 Use tons of whitespace between sections

2 Use a lot of whitespace between groups of elements

The Plum landing page features three main sections separated by 24px of vertical whitespace:

- Bank, meet Plum.**

Give your bank a brain. Plum uses the latest technology to help you be better off, effortlessly. Go on, give yourself a high-five 🤘
- 1 Link your bank(s)**

Plum analyses your transactions daily to learn about your income and spending.

We support all major UK banks →
- 2 Plum automatically sets money aside**

Every few days, Plum does the maths and transfers the perfect amount from your bank account. Little by little, it adds up.
- 3 Be better off**

Plum helps you set aside more, invest and stops you being overcharged on bills.

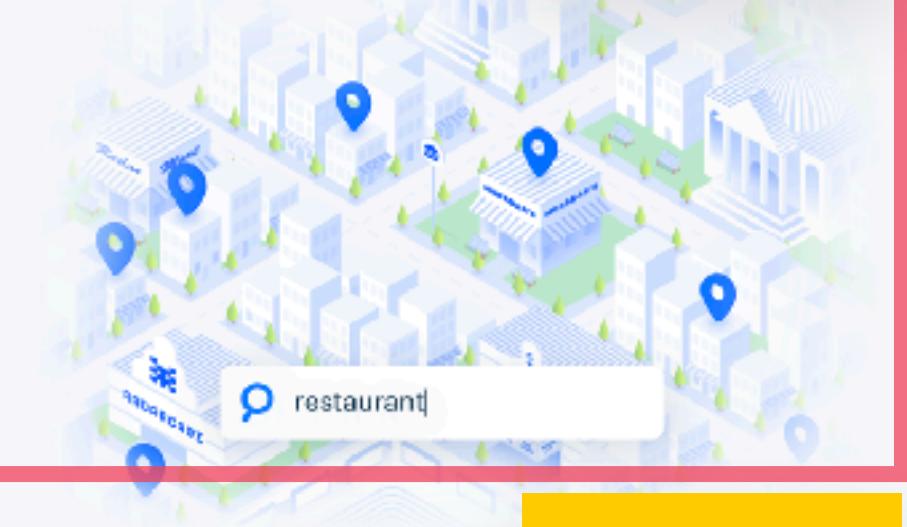
The two location-based API pages demonstrate the use of whitespace between groups of elements:

- Build location-based experiences across the customer journey**

96px

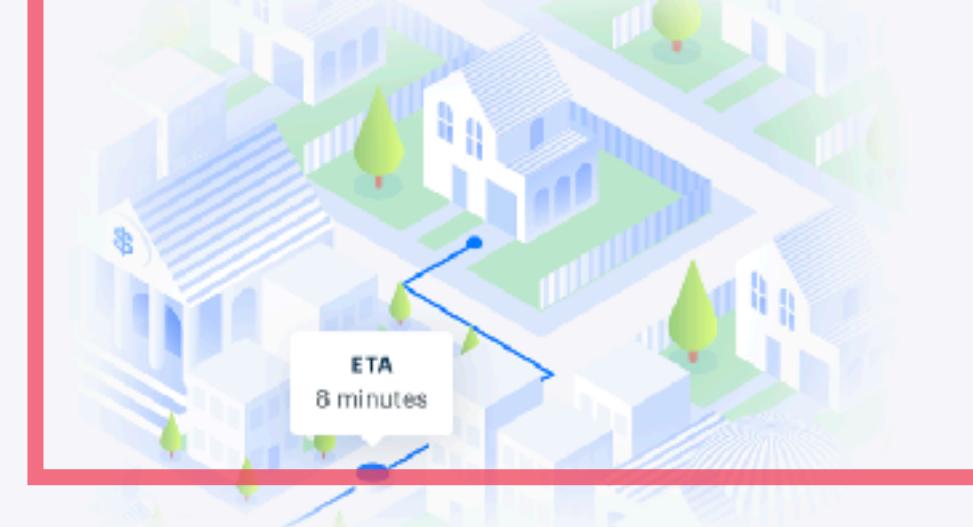
**Searching for locations**  
Increase conversions by connecting customers with nearby places and things.

**Search and geocoding APIs** →  
Flexible and affordable geocoding, search, and distance APIs with high-quality address and place data.


- On the way to a location**

152px

**Trip tracking** →  
Everything you need to build delivery, curbside pickup, order-ahead, and location sharing features.



# WHERE TO USE WHITESPACE

1 Use tons of whitespace **between sections**

2 Use a lot of whitespace **between groups of elements**

**What makes Narrative BI so unique?**

Popular tools on the market either require specialized skills to make you or your team members work for deep unbiased analytical insights, while Narrative BI brings them right to you.

**Predictive Insights**

Using anomaly detection, Narrative BI's proprietary algorithms generate meaningful insights for the user without the click of a button. Narrative BI uses time-series analysis to discover key trends from historical data to predict future outcomes.

**Natural Language Processing**

Narrative BI speaks your language. Through our patent-pending Natural Language Generation Engine, users can receive insights described in plain English.

**THREE STRENGTHS**

**Something for everyone.**

Choose the strength that works best for you or try them all with the Feals Flight.

**600 MG**  
\$74.95

**1200 MG**  
\$134.95

**2400 MG**  
\$244.95

**Best Seller**

★★★★★ 2080 Reviews

Our most popular product packs twice the amount of CBD in the same conveniently sized bottle.

[Learn More](#)

\$134.95 | [Get Monthly & Save 30%](#)

CBD EXTRACT + MCT OIL

# WHERE TO USE WHITESPACE

1 Use tons of whitespace between sections

2 Use a lot of whitespace between groups of elements

3 Use whitespace between elements

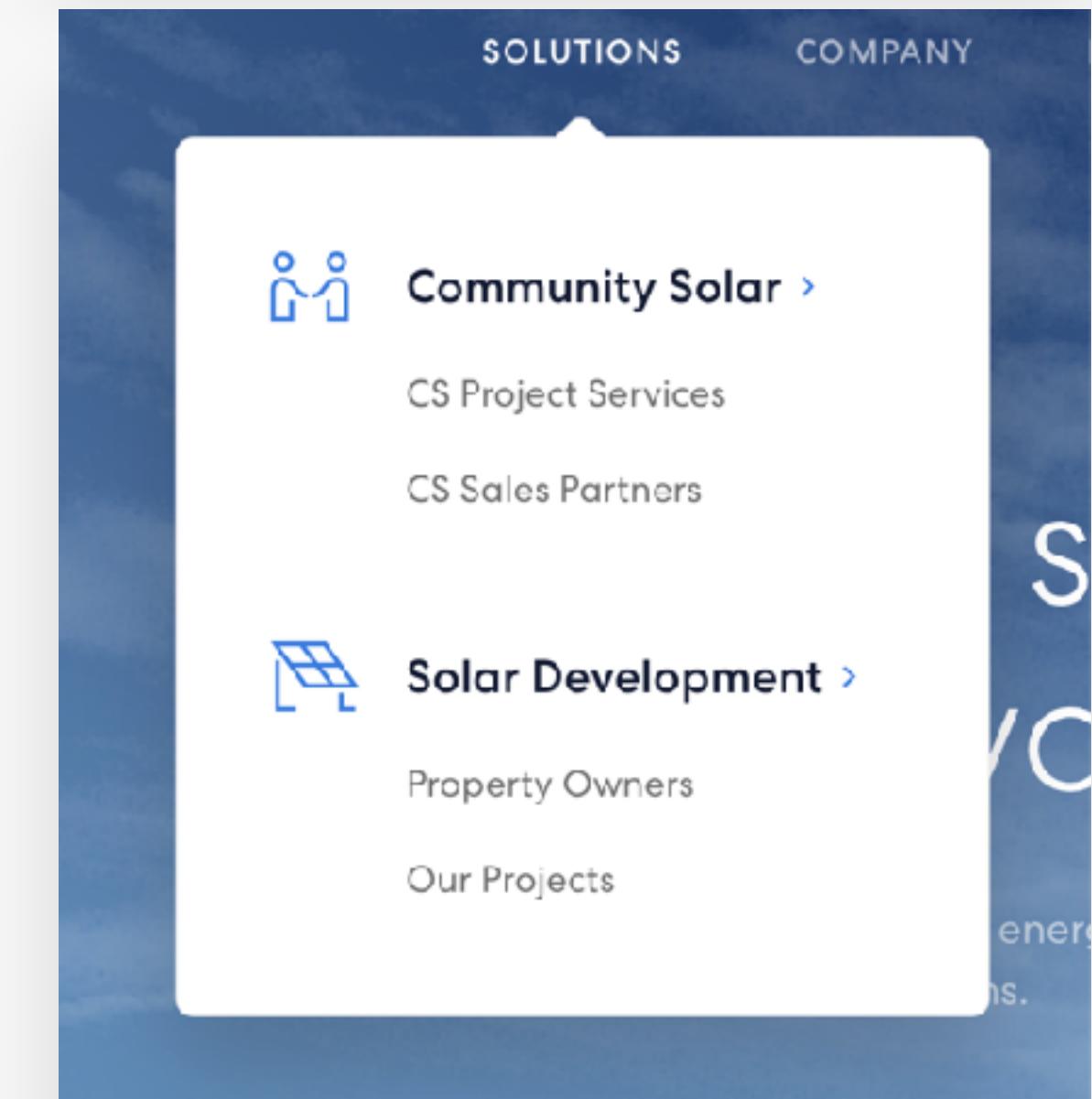
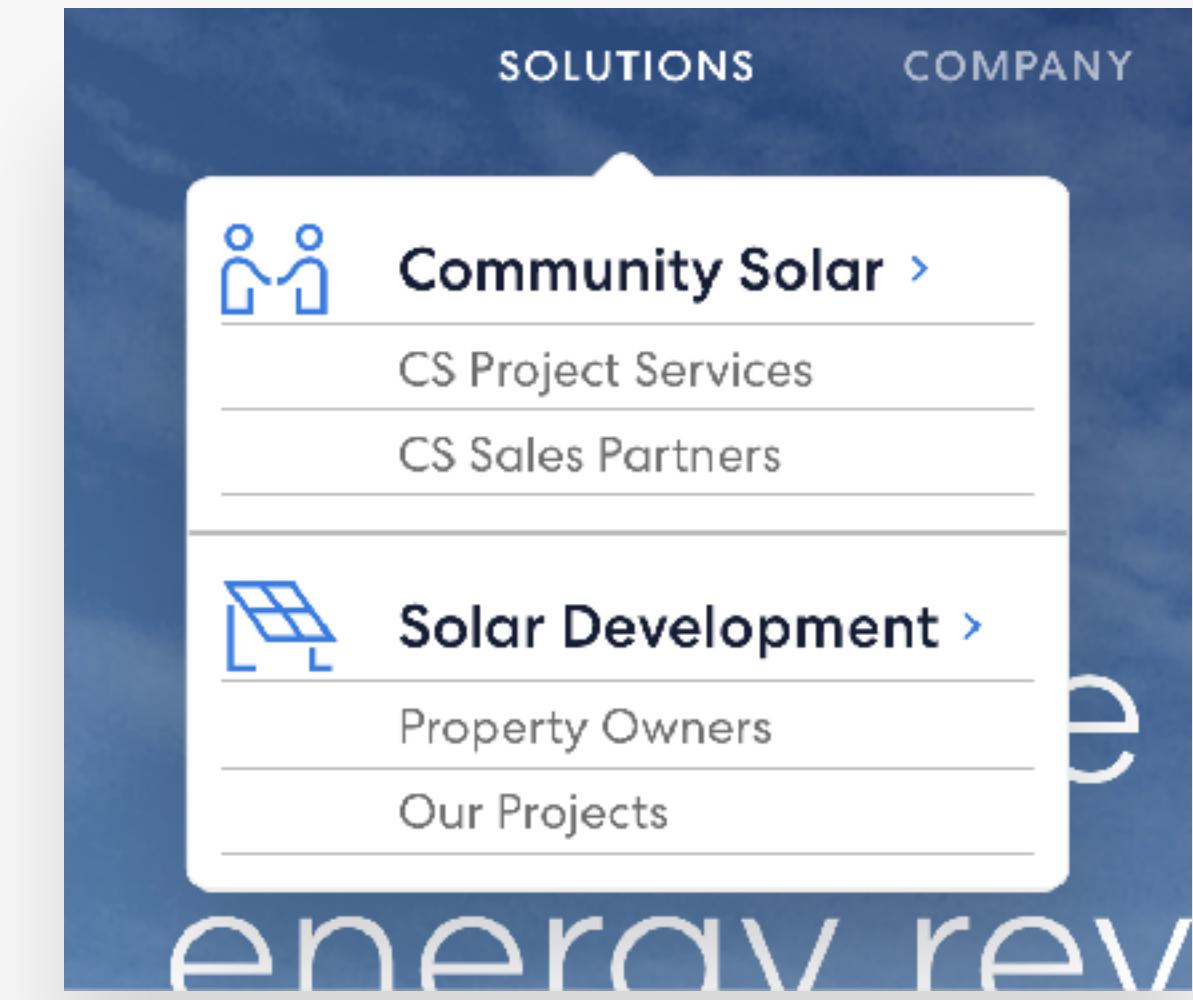


The Plum app interface. At the top, a header reads 'Bank, meet Plum.' with a subtext: 'Give your bank a brain. Plum uses the latest technology to help you be better off, effortlessly. Go on, give yourself a high-five 🤘'. Below the header are three purple circular icons numbered 1, 2, and 3, each with a red arrow pointing to its corresponding text. Icon 1 is labeled 'Link your bank(s)', 'Plum analyses your transactions daily to learn about your income and spending.', and 'We support all major UK banks →'. Icon 2 is labeled 'Plum automatically sets money aside', 'Every few days, Plum does the maths and transfers the perfect amount from your bank account. Little by little, it adds up.', and 'Be better off'. To the right of the icons are three small icons: a bank building, a high-five emoji, and the Plum logo.

The interface for a search and geocoding API. It shows a map of a city with several blue location pins. A search bar at the bottom has the word 'restaurant' typed into it. Red arrows point from the text 'Searching for locations' and 'Increase conversions by connecting customers with nearby places and things.' to the map. Another red arrow points from the text 'Search and geocoding APIs →' and 'Flexible and affordable geocoding, search, and distance APIs with high-quality address and place data.' to a blue hexagonal icon containing a magnifying glass and a person icon.

# WHERE TO USE WHITESPACE

- 1 Use tons of whitespace **between sections**
- 2 Use a lot of whitespace **between groups of elements**
- 3 Use whitespace **between elements**
- 4 Inside **groups of elements**, try to use whitespace **instead of lines**



# HOW MUCH WHITESPACE

5

The more some elements (or groups of elements) belong together, the closer they should be!

The “Law of Proximity”



No separation between elements, confusing spacing



## Developer-first

Open-source SDKs with industry-leading accuracy, simple documentation, flexible APIs, and turnkey integrations.



## Extensible

Build location-based experiences across the customer journey, from messaging to curbside pickup to address autocomplete.



Title and text belong together, therefore there is less space between them



## Developer-first

Open-source SDKs with industry-leading accuracy, simple documentation, flexible APIs, and turnkey integrations.



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# HOW MUCH WHITESPACE

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The more some elements (or groups of elements) belong together, the closer they should be!



Ambiguous spacing.  
What field do labels  
belong to?!

### Contact support

Question

Select your question...

Tell us more—how can we help?

Your email address ⓘ

Send email

### Contact support

Question

Select your question...

Tell us more—how can we help?

Your email address ⓘ

Send email



Each label clearly  
belongs to a certain  
input field

# HOW MUCH WHITESPACE

## 5 The more some elements (or groups of elements) belong together, the closer they should be!



Why is the button closer to the lower section?

**Community Solar**

Breaking down barriers to solar benefits. Homeowners, businesses, and towns can enjoy savings by signing up for a community solar share. No rooftop panels required!

[Learn More](#)

**Community Solar Project Services >**  
You develop the project, let our team acquire and manage the customers.

**Community Solar Sales Partners >**  
Broaden your customer base with access to the solar solution for more people in more places.

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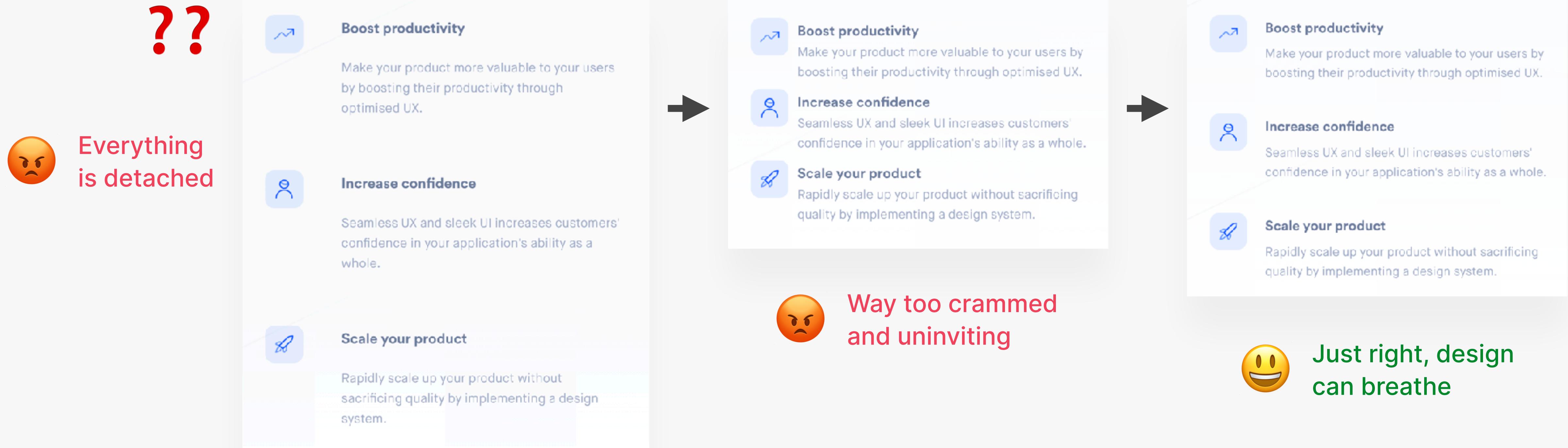
Button seems to belong to text block, so it's closer

# HOW MUCH WHITESPACE

5 The more some elements (or groups of elements) belong together, the closer they should be!

6 Start with a lot of whitespace, maybe even too much! Then remove whitespace from there

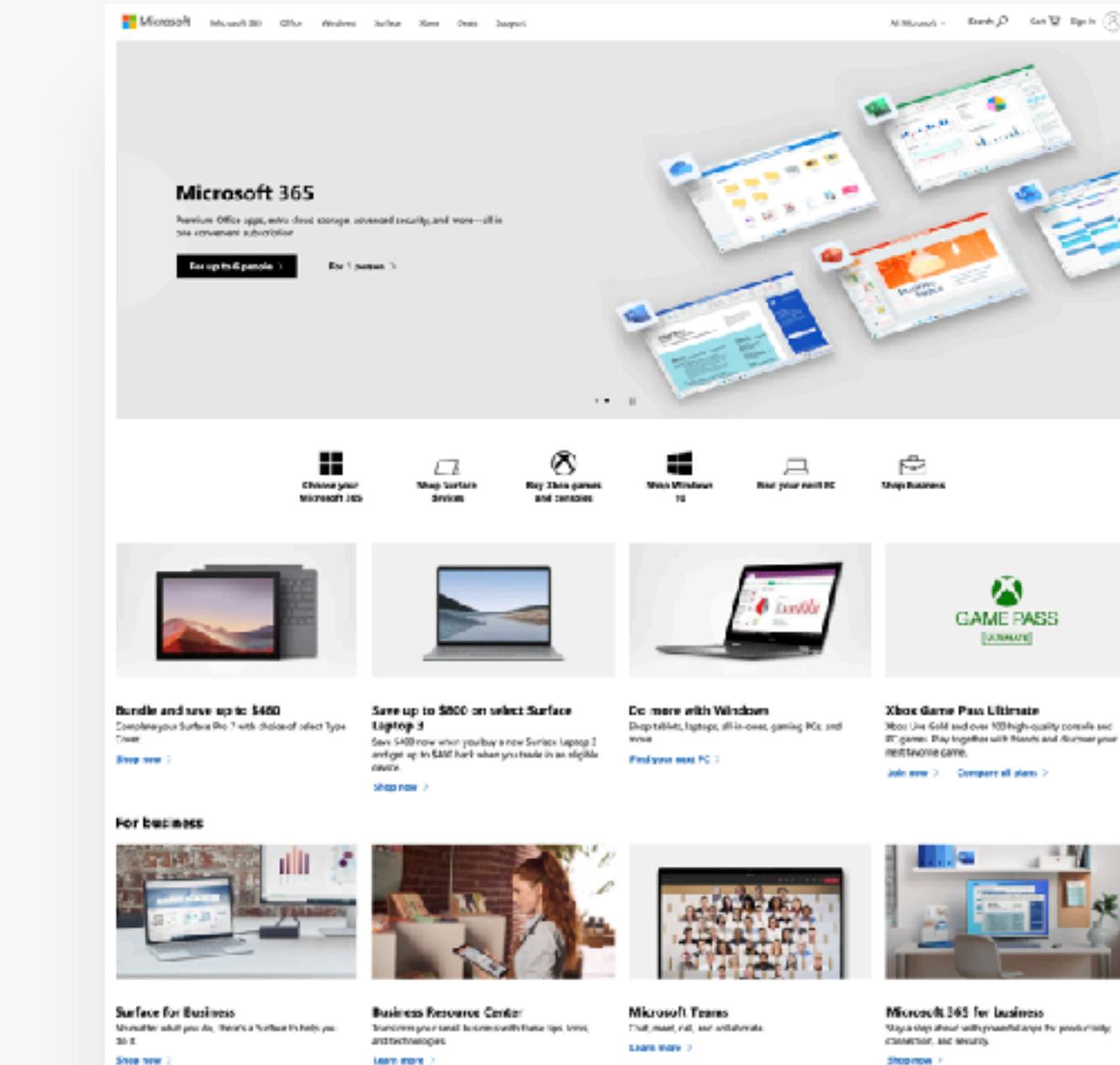
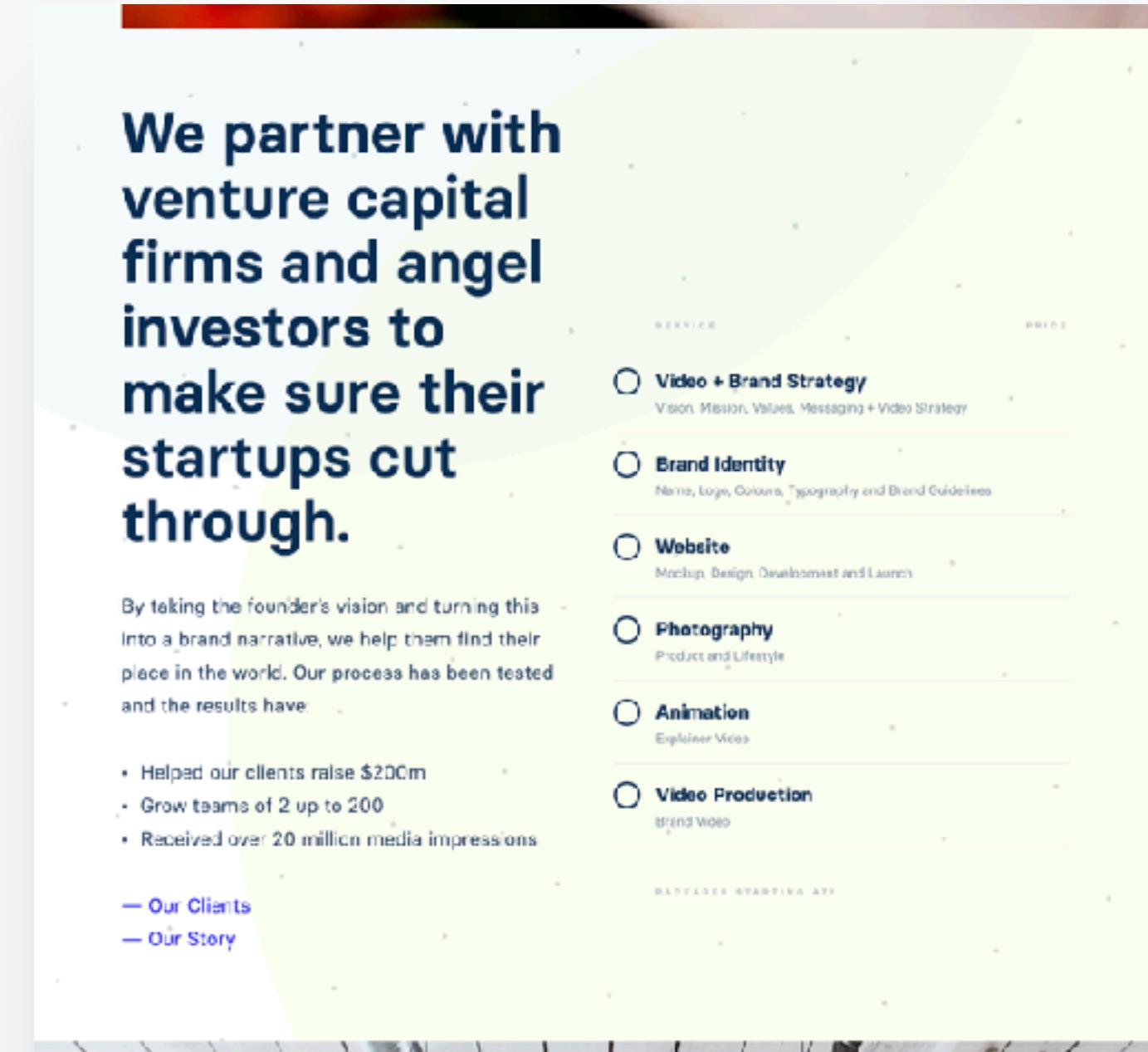
👉 Too much whitespace looks **detached**, too little looks too **crammed**



# HOW MUCH WHITESPACE

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  - 👉 Too much whitespace looks **detached**, too little looks too **crammed**
- 7 Match other design choices. If you have big text or big icons, you need more whitespace

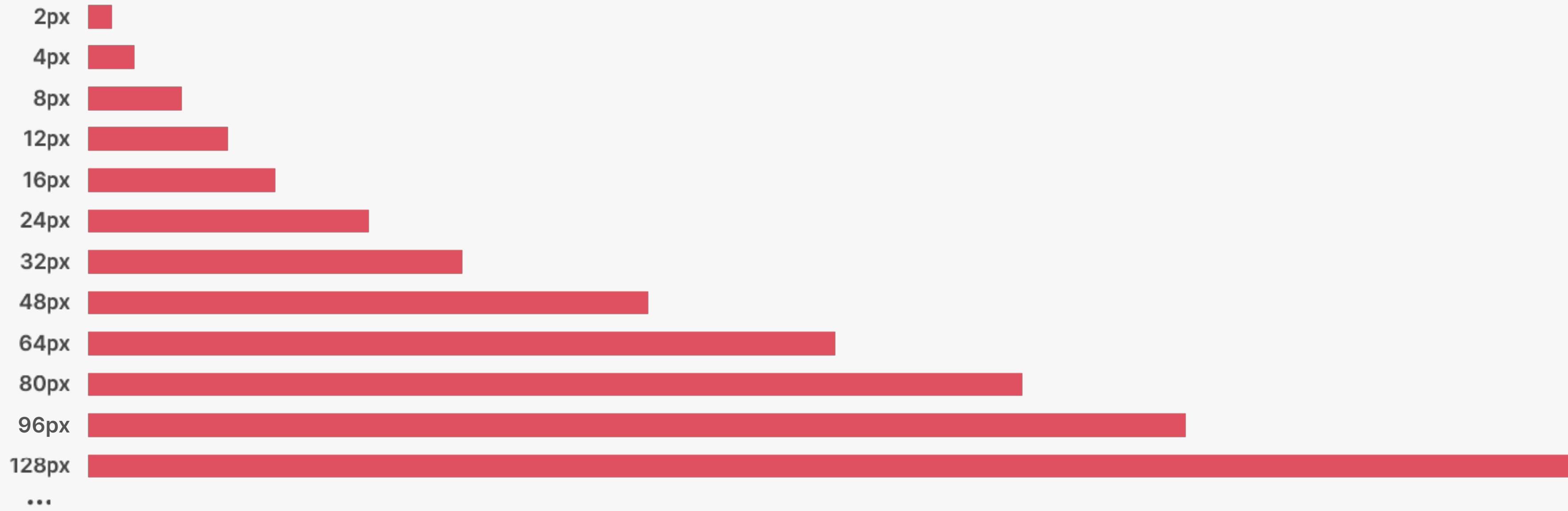
👉 Huge text, lots of whitespace



👉 Small text and images, less space

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  - 👉 Too much whitespace looks **detached**, too little looks too **crammed**
- 7 Match other design choices. If you have big text or big icons, you need more whitespace
- 8 Try a hard rule, such as using **multiples of 16px** for all spacing







# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

## SECTION

WEB DESIGN RULES AND  
FRAMEWORK

## LECTURE

WEB DESIGN RULES #8: VISUAL  
HIERARCHY

# WHAT IS VISUAL HIERARCHY?

- 👉 Visual hierarchy is about **establishing which elements** of a design **are the most important ones**
- 👉 Visual hierarchy is about **drawing attention** to these most important elements
- 👉 Visual hierarchy is about **defining a “path” for users**, to **guide** them through the page
- 👉 We use a combination of **position, size, colors, spacing, borders, and shadows** to establish a meaningful visual hierarchy between elements/components

The screenshot illustrates visual hierarchy through several design elements:

- Large Main Image:** A large, prominent photograph of the villa's exterior, framed by a red border and highlighted by a large red arrow pointing towards it.
- Thumbnail Grid:** A grid of smaller images showing interior rooms and exterior views, also framed by a red border and highlighted by a red arrow.
- Title and Rating:** The title "Eco-Villa Garden Pool & Sea View (Villa Epicurea)" and rating information are displayed prominently at the top of the listing.
- Booking Information:** A large red-bordered box contains booking details like price per night (\$106), check-in/check-out dates (3/5/2021 - 3/10/2021), and guest count (1 guest). A red arrow points to the "Reserve" button.
- House Rules:** A section titled "House rules" is highlighted with a red arrow, containing text about guest restrictions and cancellation policies.