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BUILD
RESPONSIVE
REAL-WORLD
WEBSITES WITH
HTML AND CSS



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@JONASSCHMEDTMAN

SLIDES FOR THEORY LECTURES

(DON'T SKIP THEM, THEY ARE
SUPER IMPORTANT 😎)





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SECTION 01 – WELCOME AND FIRST STEPS



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

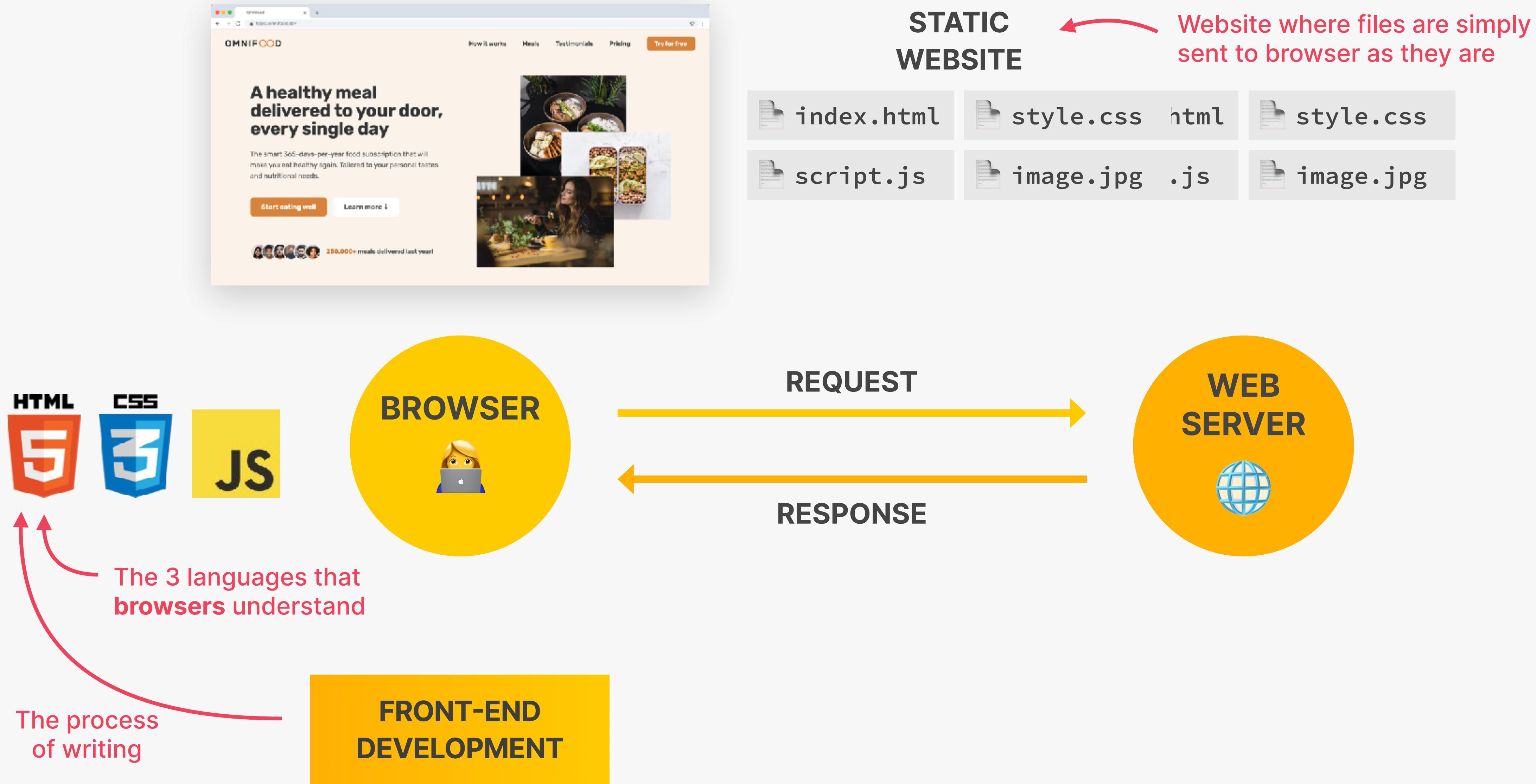
SECTION

WELCOME AND FIRST STEPS

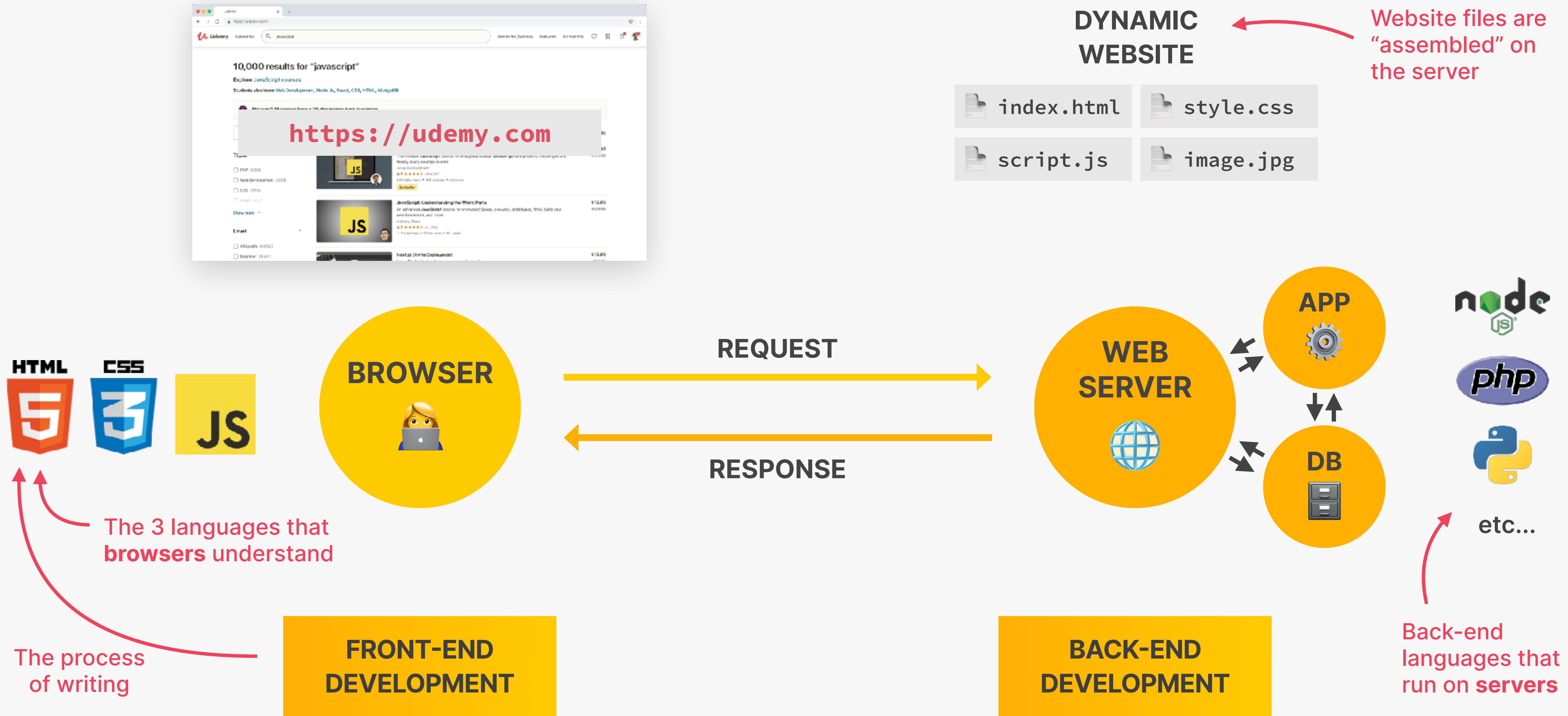
LECTURE

A HIGH-LEVEL OVERVIEW OF WEB
DEVELOPMENT

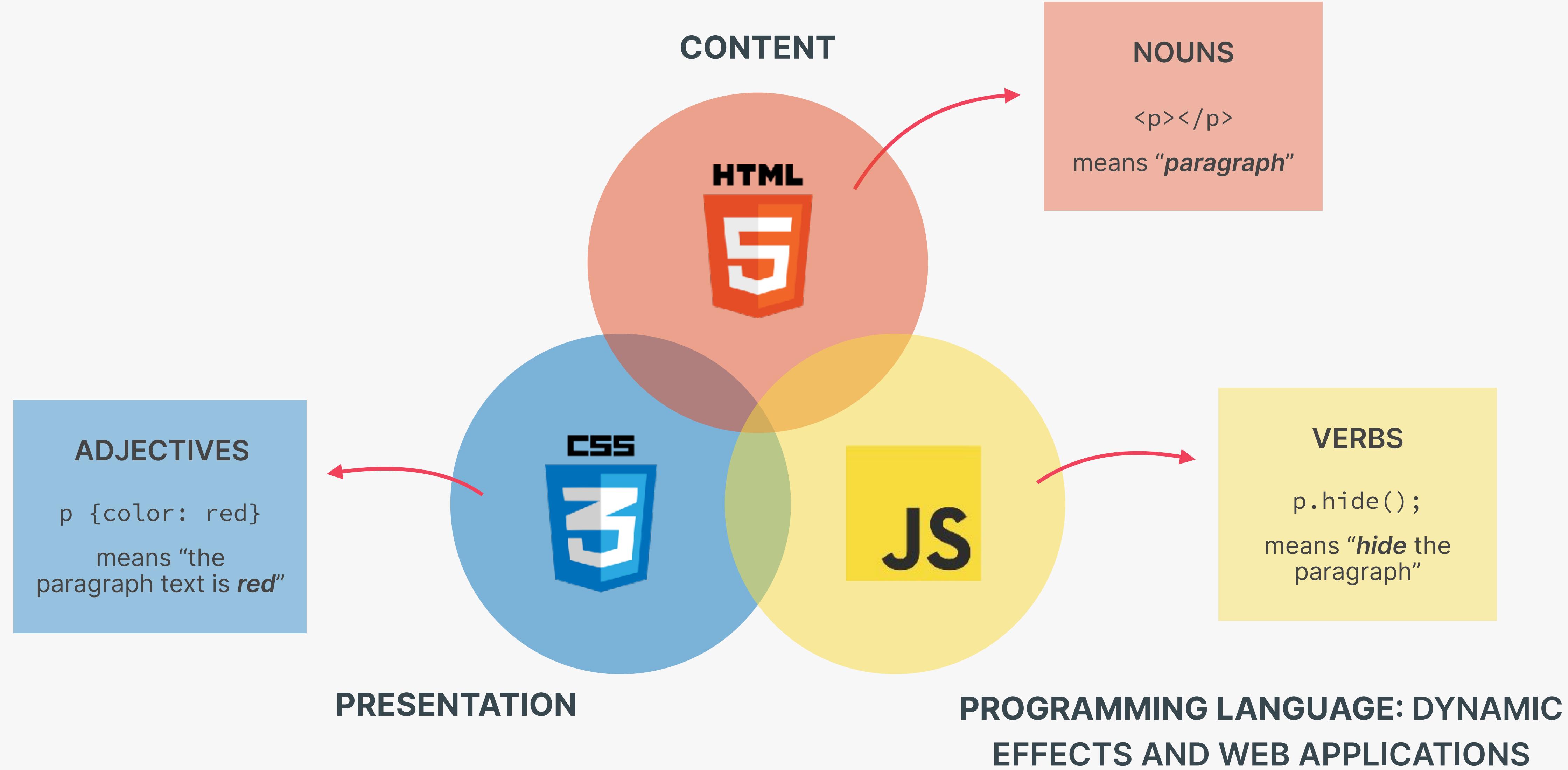
FRONT-END VS. BACK-END DEVELOPMENT



FRONT-END VS. BACK-END DEVELOPMENT



THE 3 LANGUAGES OF THE FRONT-END





BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION

WELCOME AND FIRST STEPS

LECTURE

WATCH BEFORE YOU START!

SOME QUICK CONSIDERATIONS BEFORE WE START...



恐慌表情符号 **If this is your first time ever writing code, please don't get overwhelmed. It's 100% normal that you will not understand everything** at the beginning. ***Just don't think "I guess coding is not for me"!***



SOME QUICK CONSIDERATIONS BEFORE WE START...



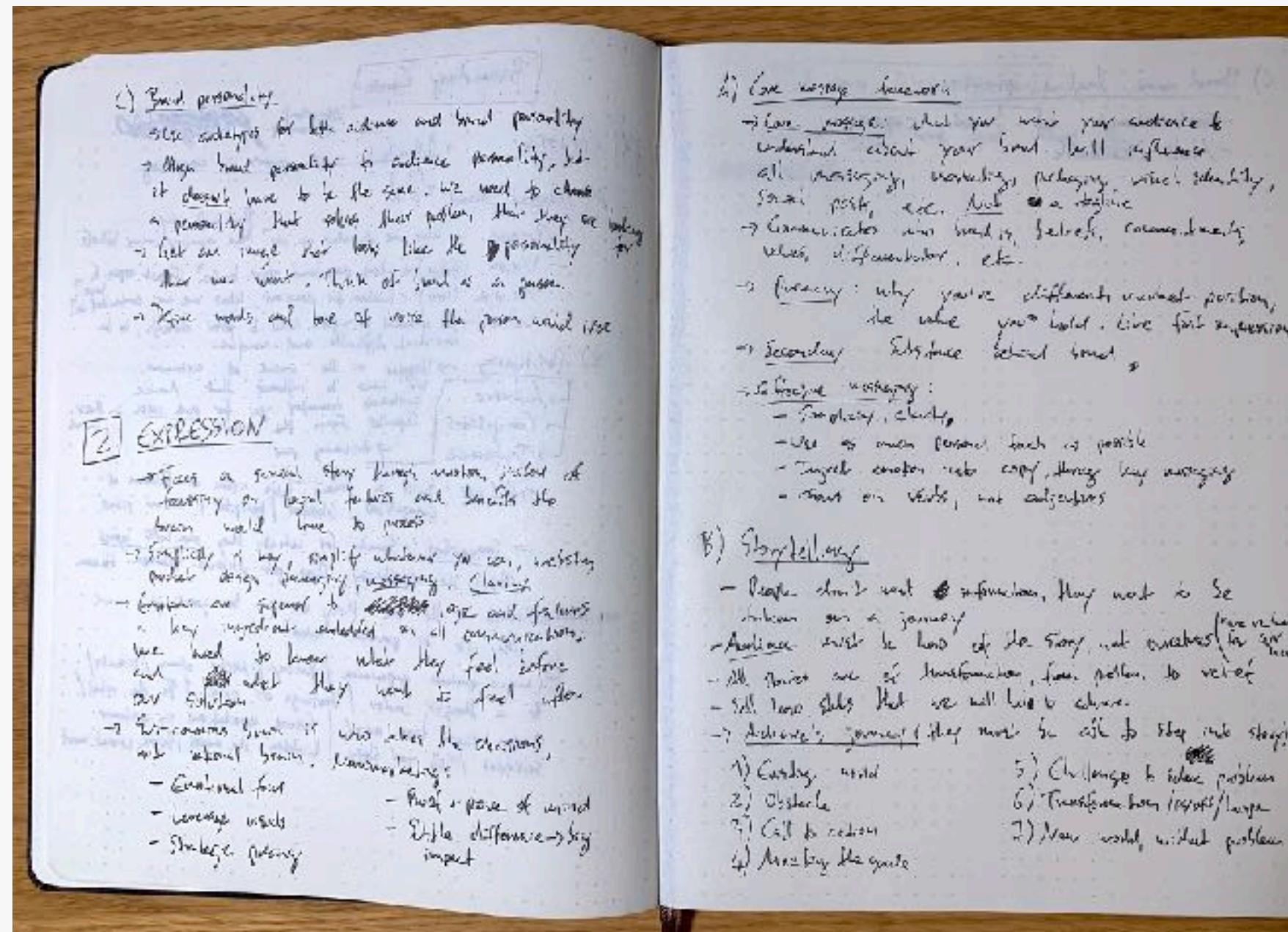
You need to code along with me! You will learn **ZERO** HTML and CSS skills by just sitting and watching me code. You really have to write code **YOURSELF!**



SOME QUICK CONSIDERATIONS BEFORE WE START...



If you want the course material to stick, take notes. Notes on code syntax, notes on theory concepts, notes on everything!

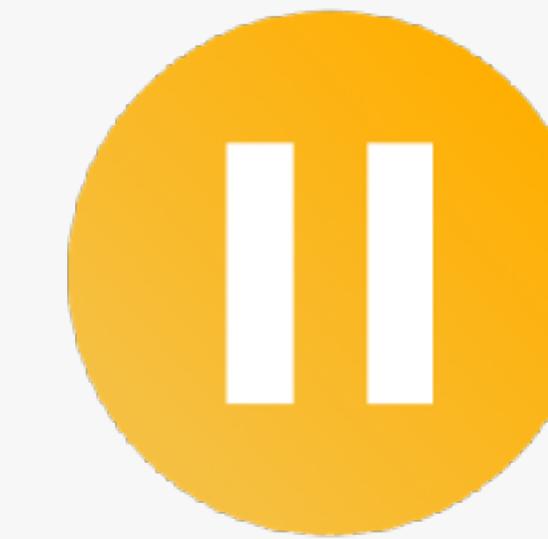


Totally non-coding... Try to understand a single word 😂

SOME QUICK CONSIDERATIONS BEFORE WE START...



🤓 **Try all the coding challenges!** Try to do your best, but if you get stuck for too long, watch the solution.
Don't beat yourself up if you can't figure it out! Just rewatch the lectures that were covered in the challenge, try to understand them better, and move on.



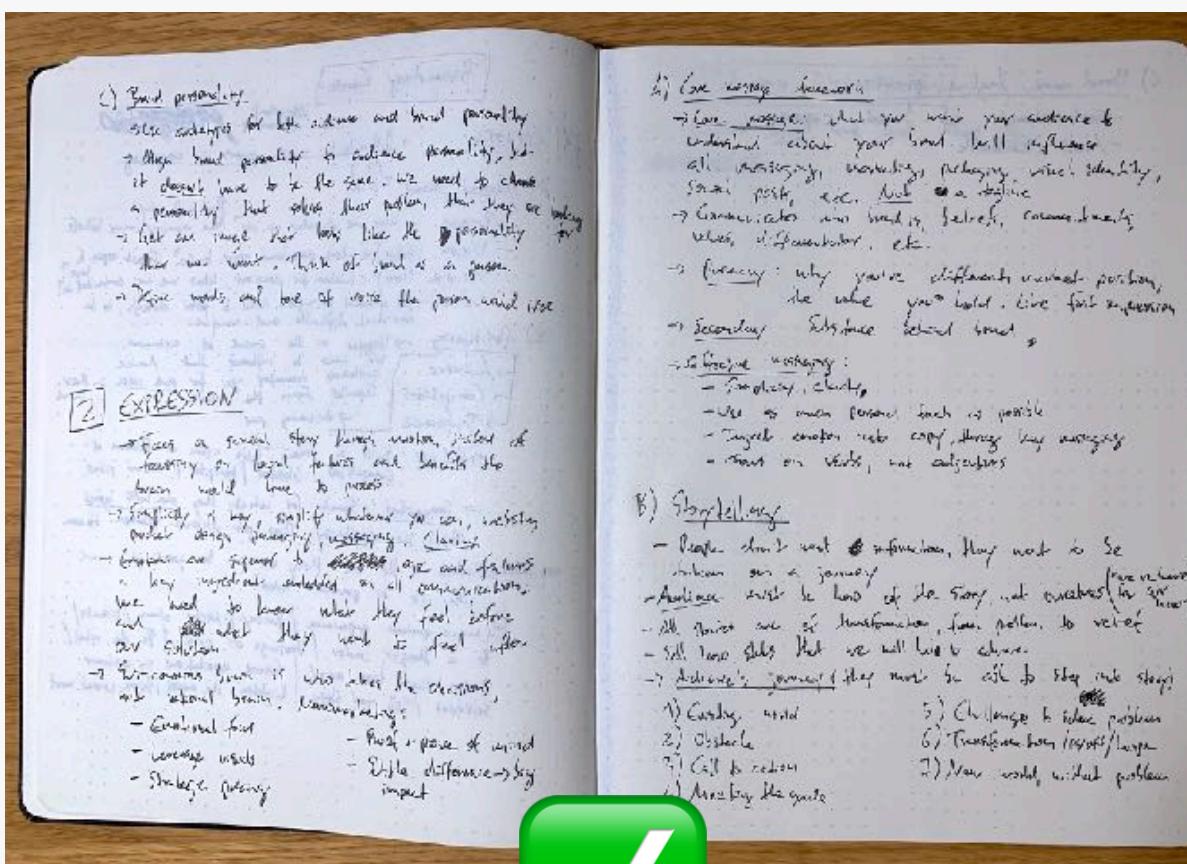
Watch for this sign!

PAUSE THE VIDEO
FOR CHALLENGE

SOME QUICK CONSIDERATIONS BEFORE WE START...



Before moving on from a section, make sure that you understand exactly what was covered. Take a break, review the code we wrote, review your notes, review the projects we built, and maybe even write some code yourself.



```
208 .chair-details li:nth(:last-child) {
209   /* margin-bottom: 24px; */
210   margin-bottom: 16px;
211 }
212
213 .chair-icon {
214   width: 24px;
215   height: 24px;
216   stroke: #087f55;
217 }
218
219 .chair-price {
220   display: flex;
221   justify-content: space-between;
222
223   align-items: center;
224   font-size: 20px;
225 }
226
227 footer {
```



We couldn't live without these chairs anymore!

Lower back dolor at work can decrease productivity. Our ergonomic office chairs make it easier to maintain a healthy posture and reduce the risk of back pain.

Mary and Gertie's Chairs

Our bestselling chairs

The Laid Back

- ↳ Leisure and relaxing
- ↳ Ergonomic design
- ↳ Vegan leather
- ↳ Weight 16 kg

The Worker Bee

- ↳ Work
- ↳ Comfortable seat
- ↳ Vegan leather
- ↳ Weight 22 kg

The Chair A/C

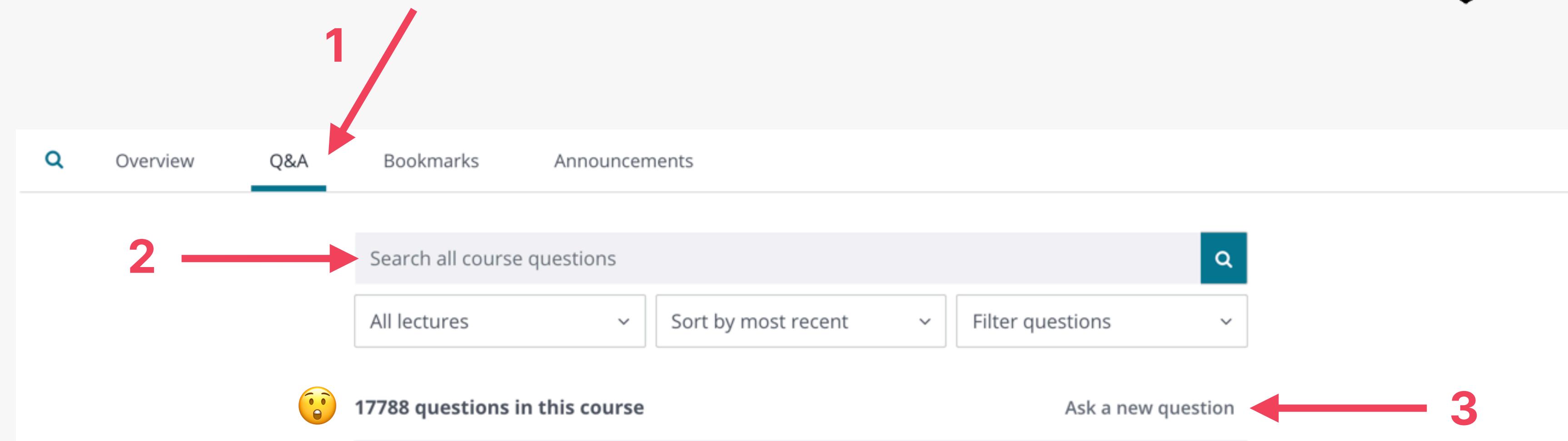
- ↳ Leisure and relaxing
- ↳ Ergonomic design
- ↳ Organic cotton
- ↳ Weight 20 kg

250€ ADD TO CART 525€ ADD TO CART 1450€ ADD TO CART



SOME QUICK CONSIDERATIONS BEFORE WE START...

! If you have an error or a question, **start by trying to solve it yourself! This is essential for your progress.** If you can't solve it, check the Q&A section. If that doesn't help, you can **ask a new question**. Use a short description, and post code on codepen.io.

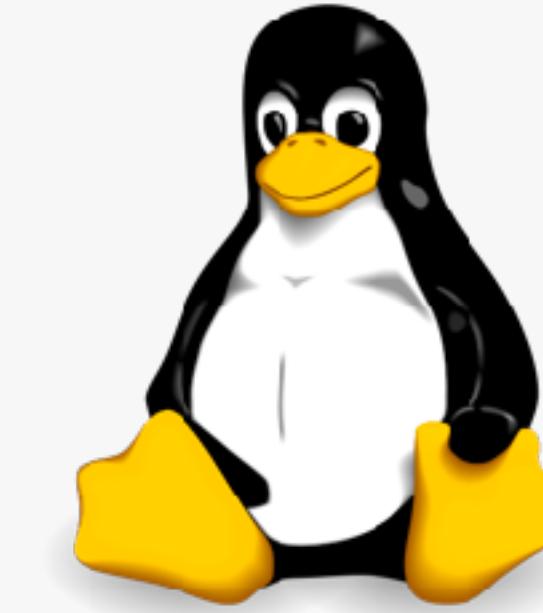
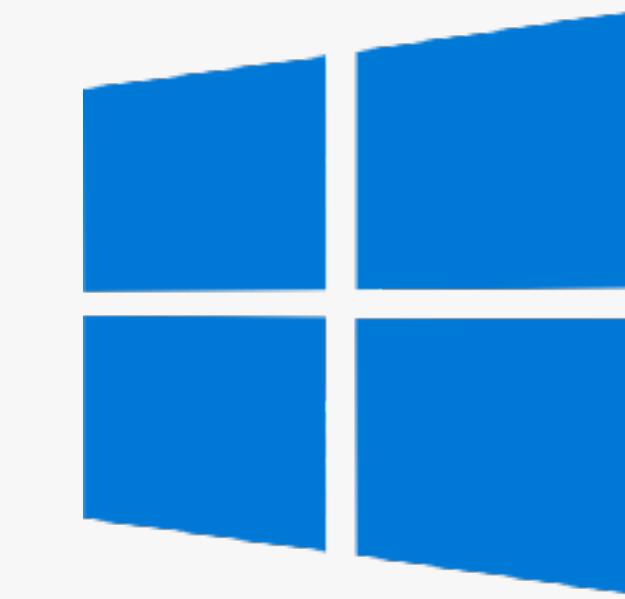


The screenshot shows the Q&A section of the CodePen interface. At the top, there are tabs for Overview, Q&A (which is selected and highlighted in blue), Bookmarks, and Announcements. Below the tabs is a search bar with the placeholder "Search all course questions" and a magnifying glass icon. Underneath the search bar are three dropdown filters: "All lectures", "Sort by most recent", and "Filter questions". At the bottom left, there is a statistic showing "17788 questions in this course" next to a surprised face emoji. On the bottom right, there is a button labeled "Ask a new question". Three red arrows with numbers point to these features: arrow 1 points to the "Q&A" tab, arrow 2 points to the search bar, and arrow 3 points to the "Ask a new question" button.

SOME QUICK CONSIDERATIONS BEFORE WE START...

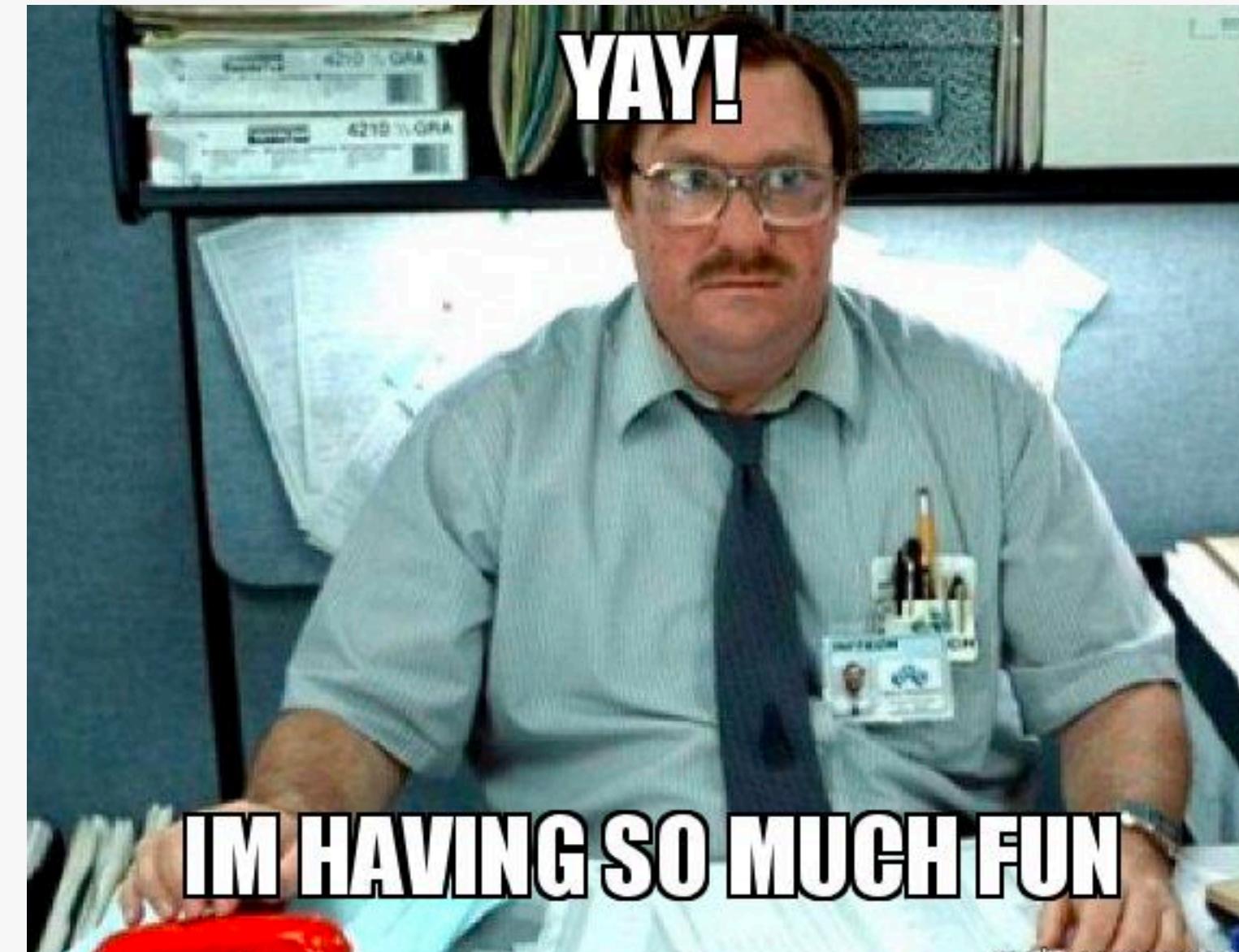


 I recorded this course on a Mac, but everything works the exact same way on Windows or Linux. If something doesn't work on your computer, it's **NOT** because you're using a different OS.



SOME QUICK CONSIDERATIONS BEFORE WE START...

😍 **Most importantly, have fun!** It's so rewarding to see something that **YOU** have built **YOURSELF!** So if you're feeling frustrated, stop whatever you're doing, and come back later!



And I mean **REAL** fun 😊

SECTION 02 –

HTML FUNDAMENTALS



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

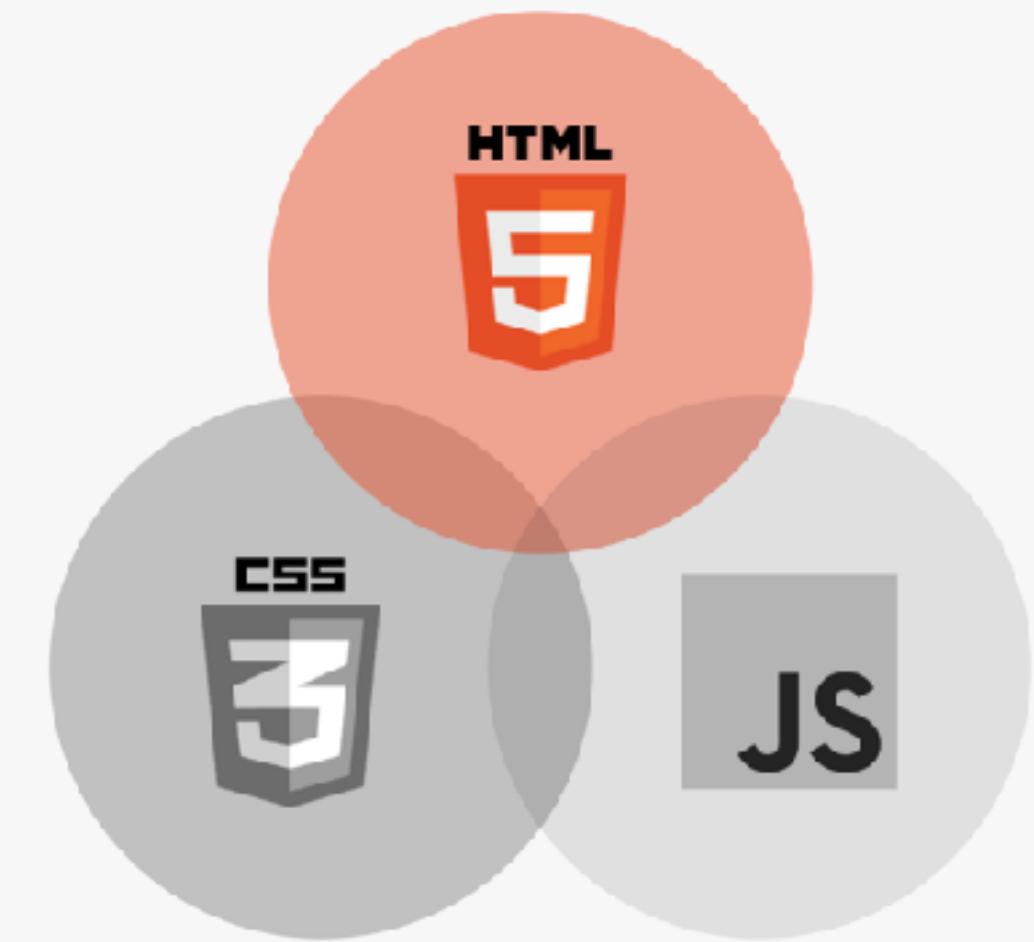
SECTION
HTML FUNDAMENTALS

LECTURE
INTRODUCTION TO HTML

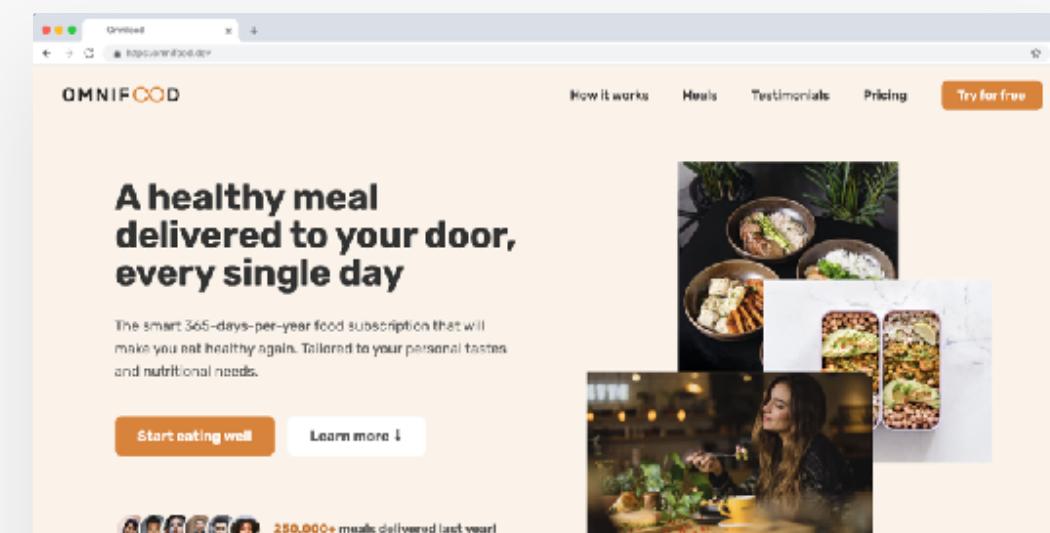
WHAT IS HTML?

HTML

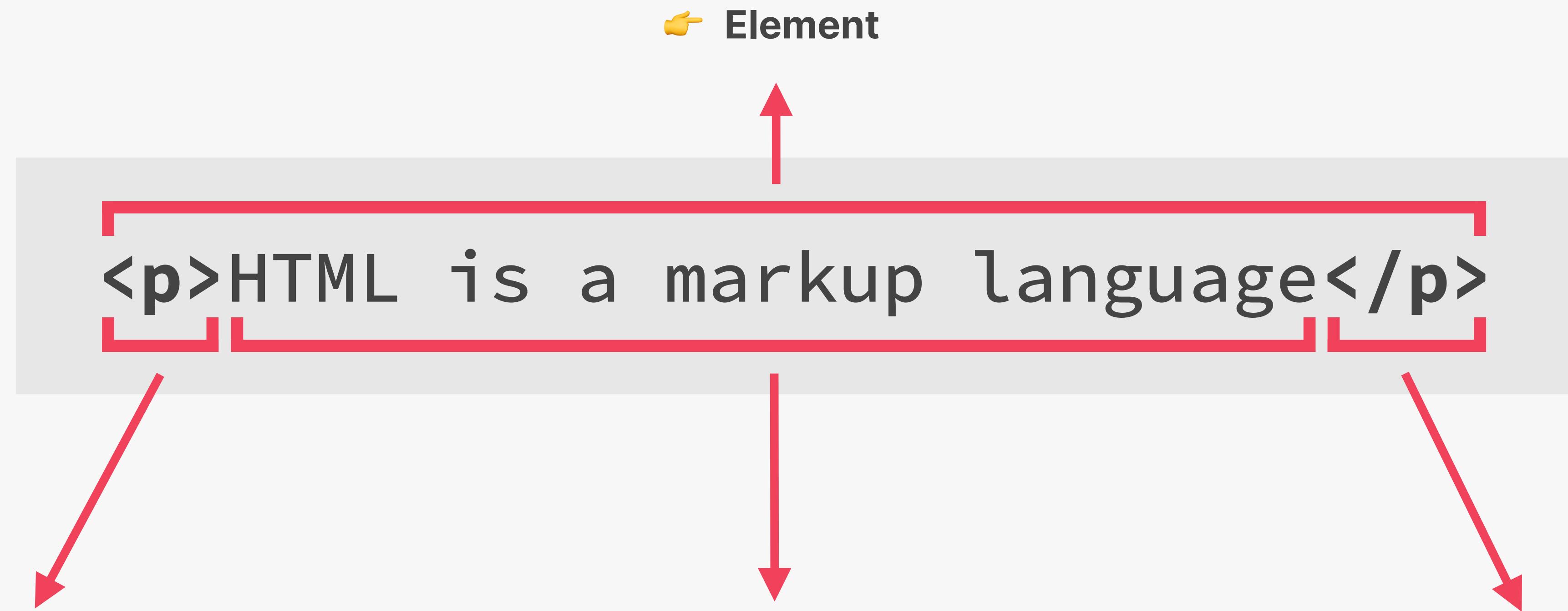
- 👉 **HyperText Markup Language**
- 👉 HTML is a markup language that web developers use to **structure and describe the content** of a webpage (*not a programming language*)
- 👉 HTML consists of **elements** that describe different types of content: paragraphs, links, headings, images, video, etc.
- 👉 Web browsers understand HTML and **render HTML code as websites**



A screenshot of a code editor window displaying an HTML file. The code includes a form with a legend, several input fields, and a button. The code is written in a standard text-based syntax with tags like <input>, <label>, and <button>.



ANATOMY OF AN HTML ELEMENT



👉 **Opening tag:** Name of the element, wrapped in < and >

👉 **Content:** Content of the element, in this example text. But it might be another element (**child element**). Some elements have **no content** (e.g.)

👉 **Closing tag:** Same as opening tag, but with a /. When element has no content, it's omitted

SECTION 03 – CSS FUNDAMENTALS



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

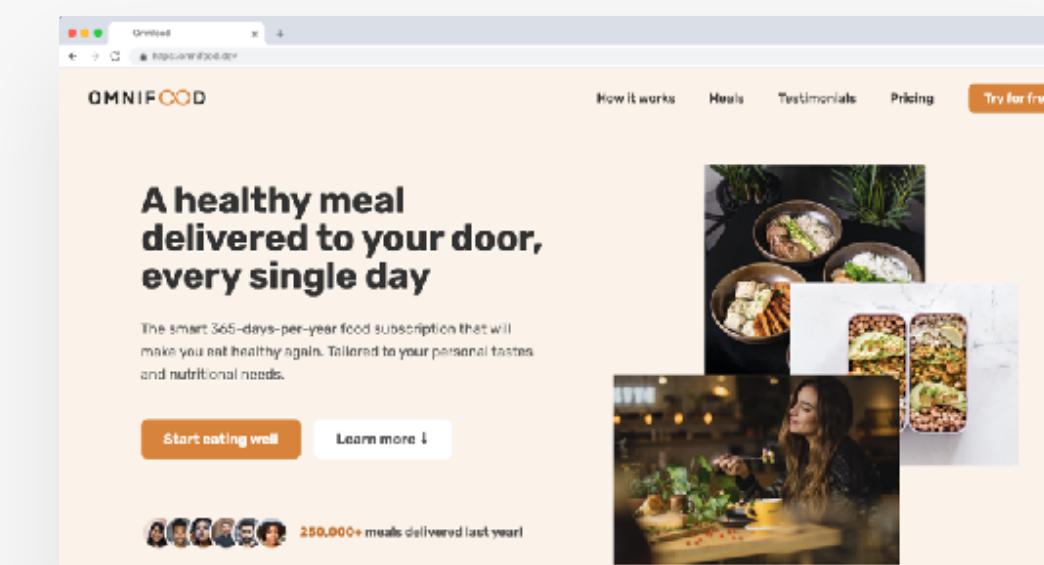
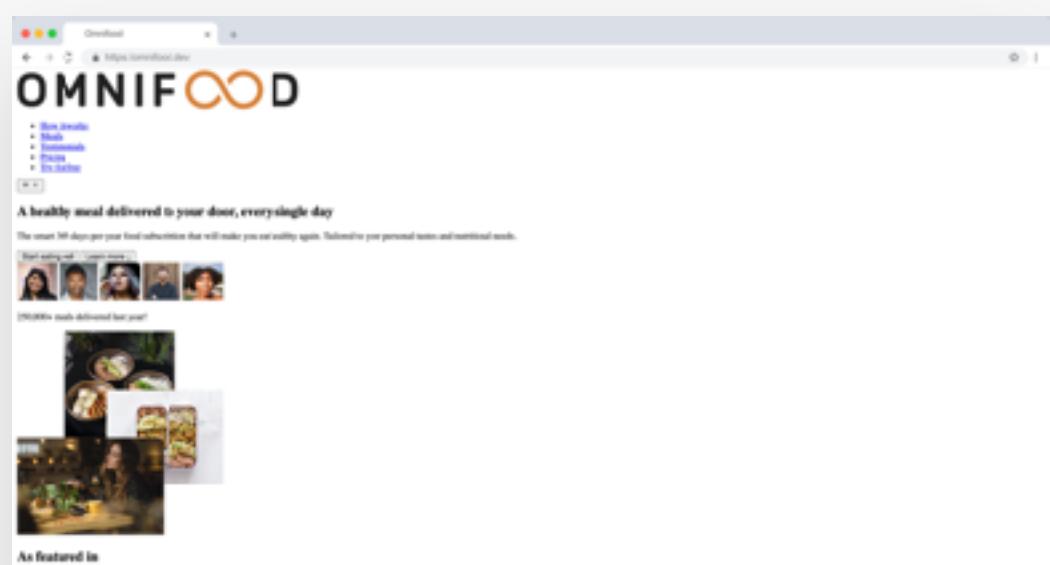
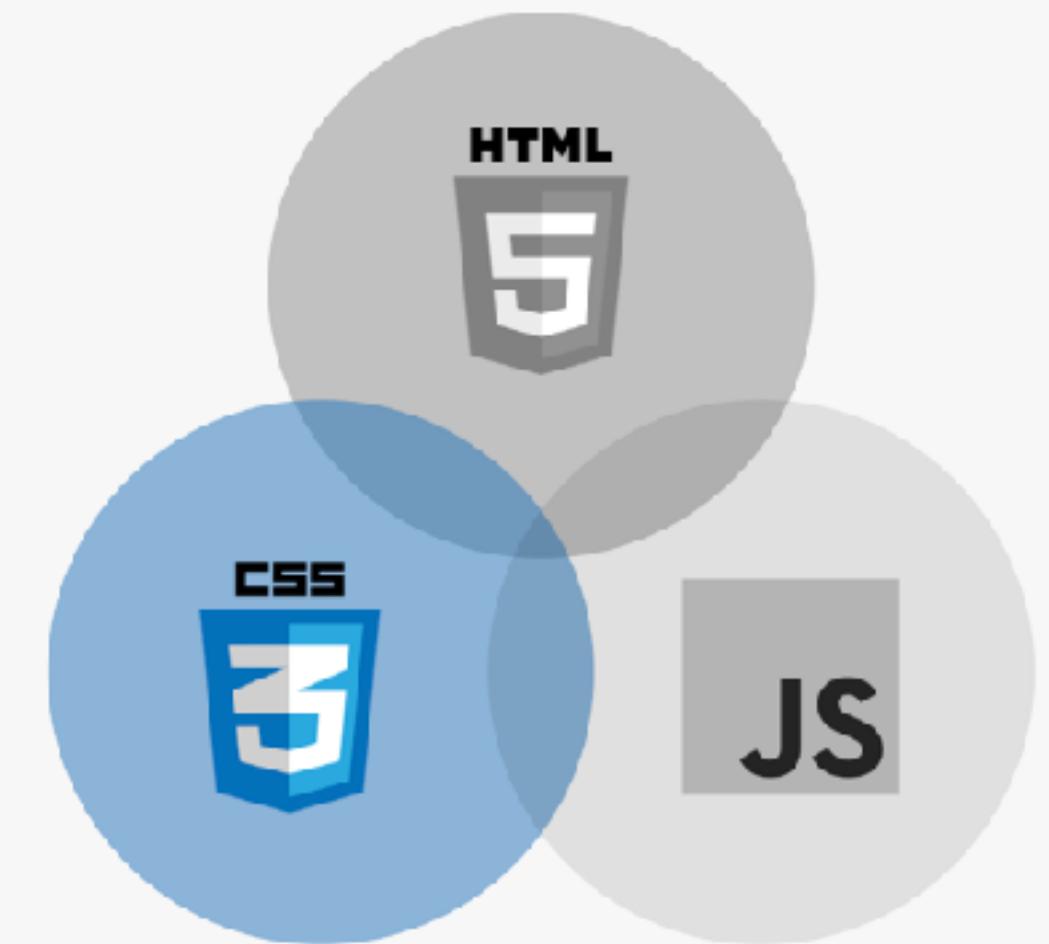
SECTION
CSS FUNDAMENTALS

LECTURE
INTRODUCTION TO CSS

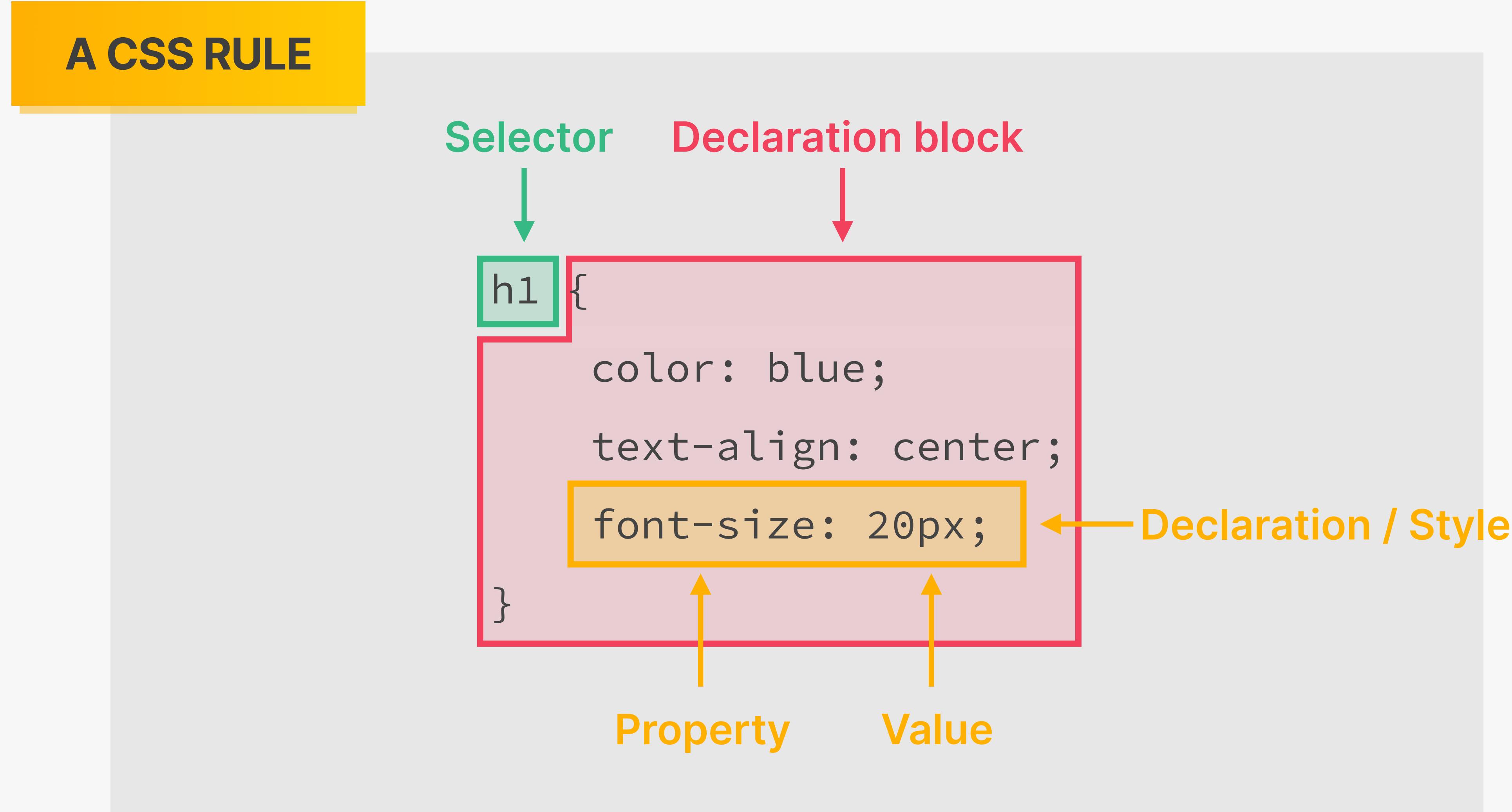
WHAT IS CSS?

CSS

- 👉 Cascading Style Sheets
- 👉 CSS describes the **visual style and presentation** of the **content written in HTML**
- 👉 CSS consists of countless **properties** that developers use to format the content: properties about font, text, spacing, layout, etc.



HOW WE SELECT AND STYLE ELEMENTS





BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

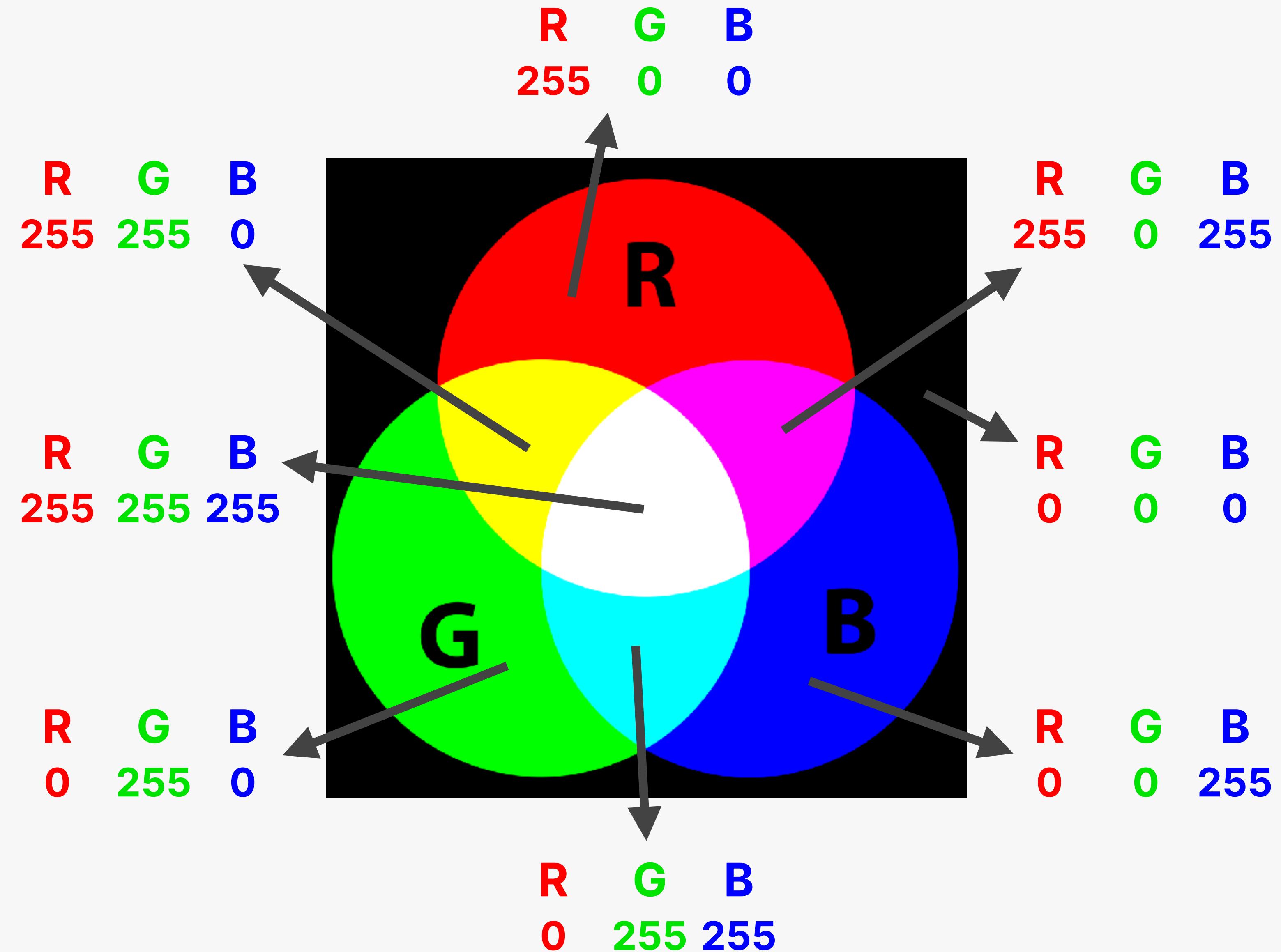
SECTION
CSS FUNDAMENTALS

LECTURE
WORKING WITH COLORS

THE RGB MODEL

👉 **RGB Model:** Every color can be represented by a combination of **RED**, **GREEN** and **BLUE**

👉 Each of the 3 base colors can take a value between **0** and **255**, which leads to 16.8 million different colors



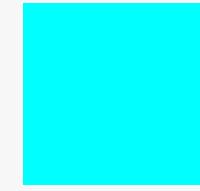
DEFINING COLORS IN CSS

1

RGB / RGBA NOTATION

- 👉 Regular RGB model

```
rgb(0, 255, 255)
```



- 👉 RGB with transparency ("alpha")

```
rgba(0, 255, 255, 0.3)
```

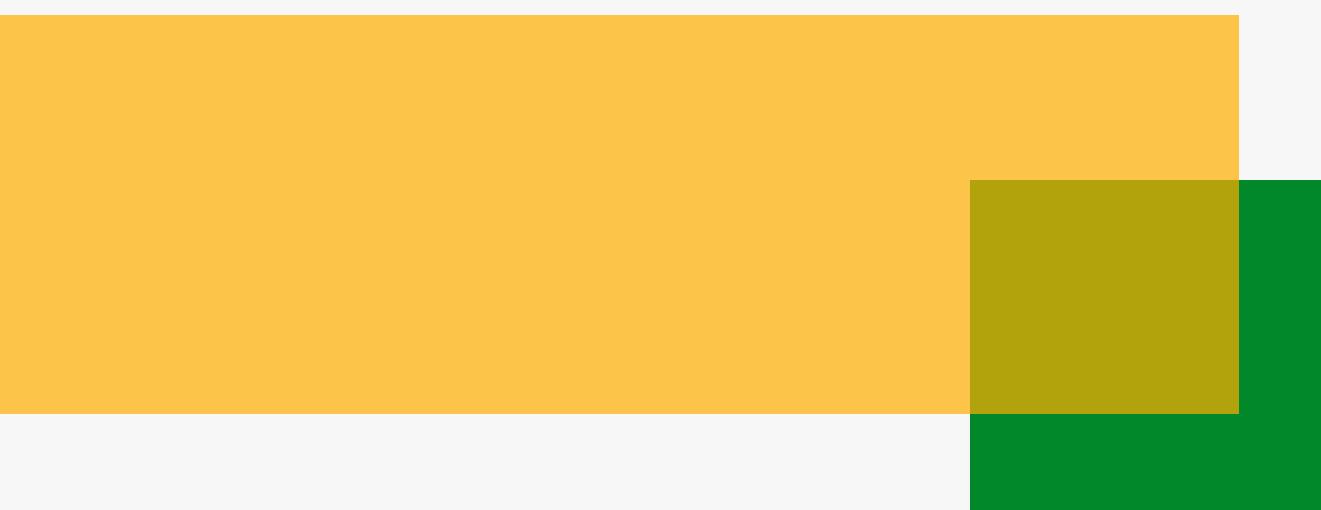


```
#f4b33f
```

```
rgb(244, 179, 63)
```



```
rgba(244, 179, 63, 0.7)
```



2

HEXADECIMAL NOTATION

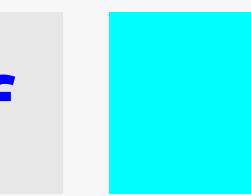
- 👉 Instead of using a scale from 0 to 255, we go from **0** to **ff** (255 in hexadecimal numbers)

```
#00ffff
```

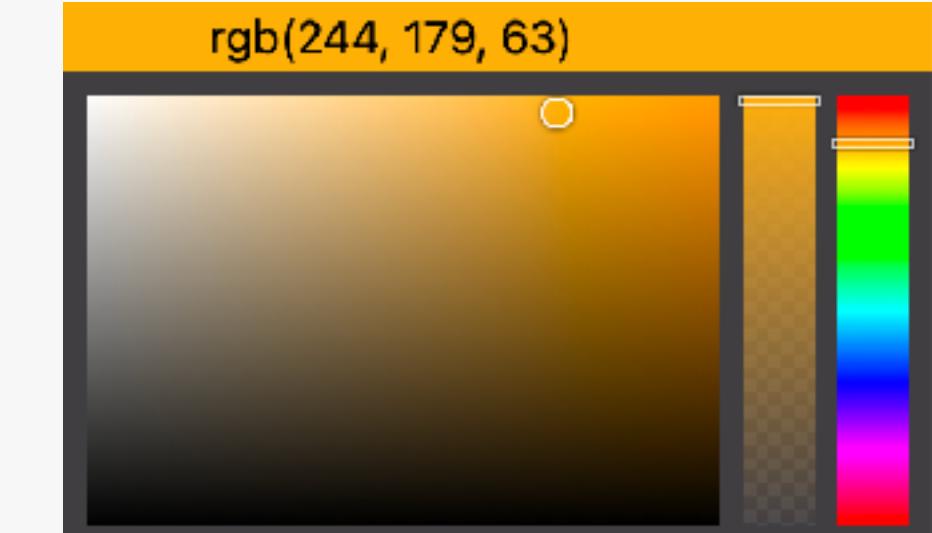


- 👉 Shorthand, when all colors are identical pairs

```
#0ff
```



💡 In practice, we mostly use **hexadecimal** colors, and **rgba** when we need transparency

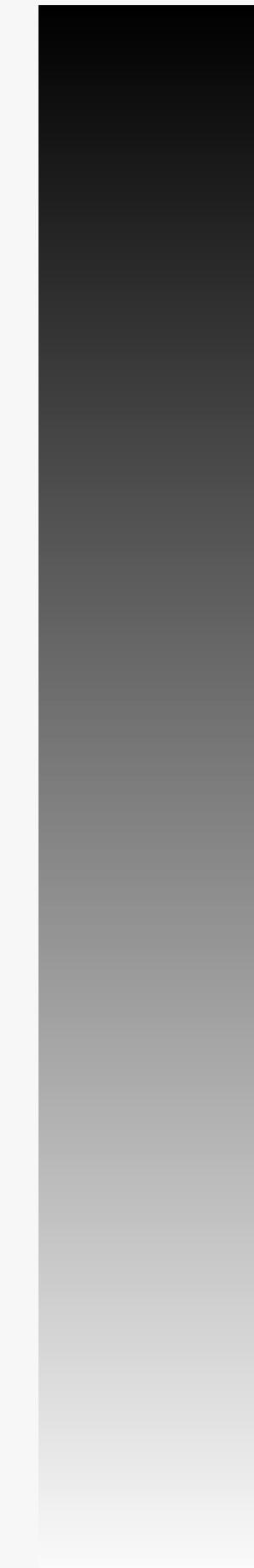


👉 Color picker in VS Code

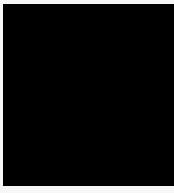
SHADES OF GREY

👉 When colors in all 3 channels are the same, we get a **grey color**

👉 There are 256 pure grays to choose from



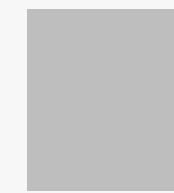
`rgb(0, 0, 0) / #000000 / #000`



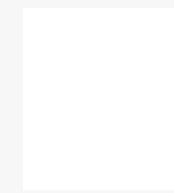
`rgb(69, 69, 69) / #444444 / #444`



`rgb(183, 183, 183) / #b7b7b7`



`rgb(255, 255, 255) / #ffffff / #fff`





BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION
CSS FUNDAMENTALS

LECTURE
CSS THEORY #1: CONFLICTS
BETWEEN SELECTORS

CONFLICTING SELECTORS AND DECLARATIONS

The diagram illustrates the concept of conflicting CSS declarations. On the left, a code snippet shows an HTML `<p>` element with an `id` of "author-text" and a `class` of "author". The text within the paragraph is "Posted by Laura Jones on Monday, June 21st 2027". Three CSS rules are shown on the right, each targeting the same element:

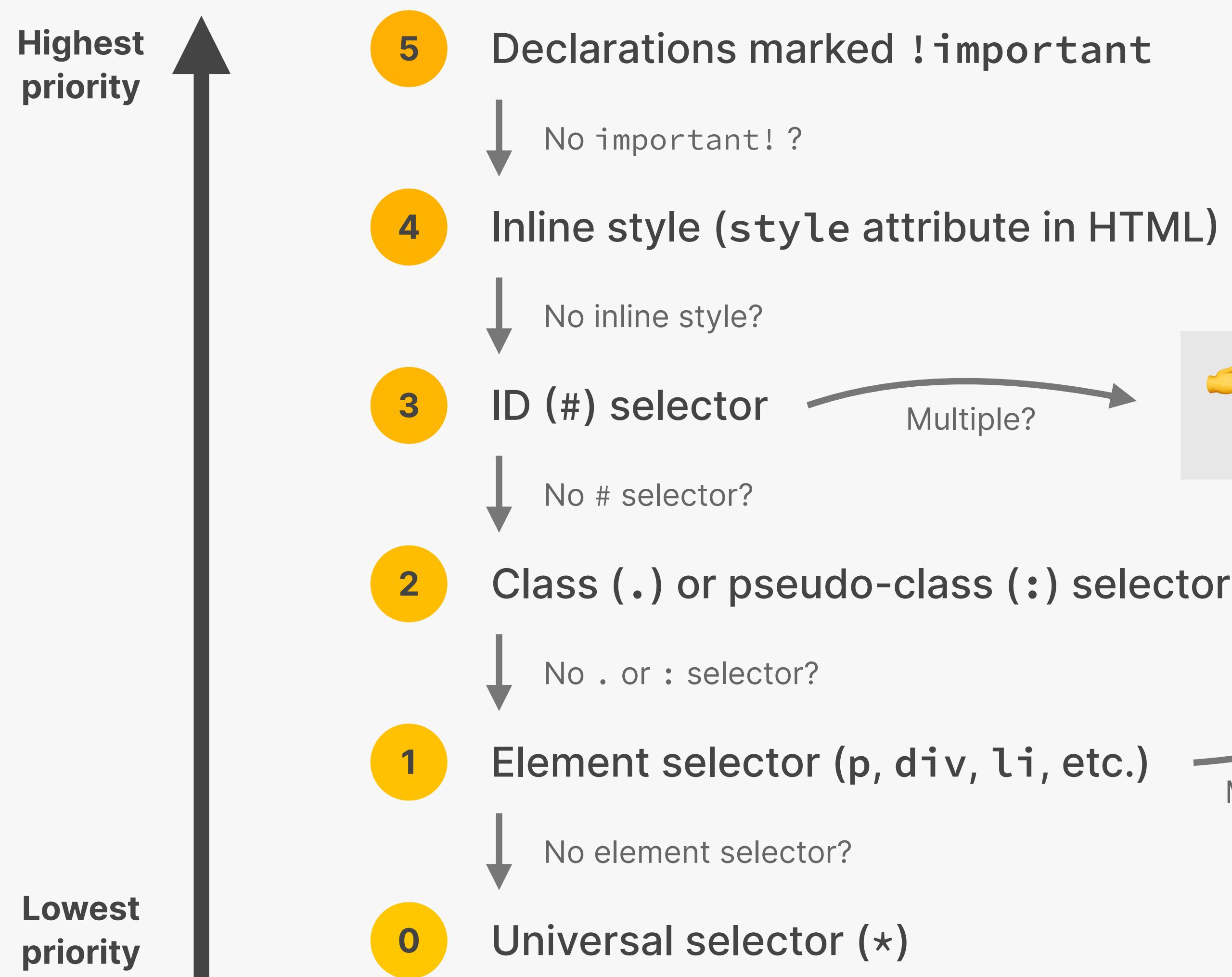
- `.author { font-style: italic; font-size: 18px; }`
- `#author-text { font-size: 20px; }`
- `p, li { font-family: sans-serif; color: #444444; font-size: 22px; }`

Red arrows point from the text in the HTML to the corresponding declarations in the CSS. A large red arrow also points from the HTML block to the CSS block.

Below the CSS block, three emoji responses are listed:

- 🤔 There are **multiple selectors** selecting the same element. **Which one of them applies?**
- 🤓 **All of them. All rules and properties are applied!**
- 🤔 But there are **conflicting font-size declarations**! Is it 18px, or 20px, or 22px?
- 🤓 **Let's see how it works...**

RESOLVING CONFLICTING DECLARATIONS



```
.author {  
    font-style: italic;  
    font-size: 18px;  
}  
  
#author-text {  
    font-size: 20px;  
}  
  
p,  
li {  
    font-family: sans-serif;  
    color: #444444;  
    font-size: 22px;  
}
```

👉 There is an ID selector (#author-text), so **for the conflicting font-size property, this is the selector that applies**



* It's a bit more complicated in reality

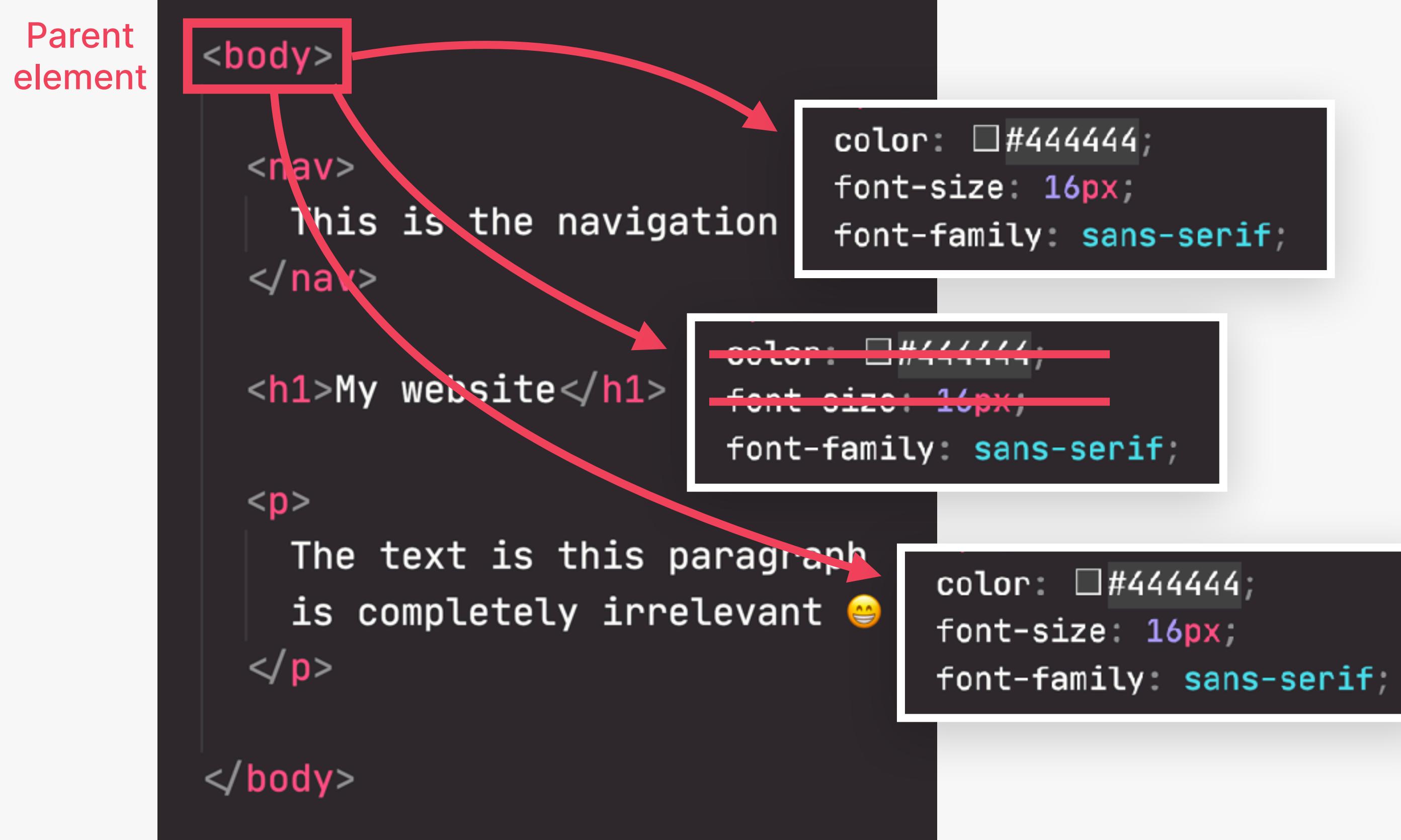


BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION
CSS FUNDAMENTALS

LECTURE
CSS THEORY #2: INHERITANCE
AND THE UNIVERSAL SELECTOR

HOW INHERITANCE WORKS



```
body {
  color: #444444;
  font-size: 16px;
  font-family: sans-serif;

  border-top: 10px solid #1098ad;
}
```

The border property does NOT get inherited

```
h1 {
  color: #1098ad; OVERRIDING INHERITED STYLES
  font-size: 32px;
  text-transform: uppercase;
}
```

- 👉 Not all properties get inherited. It's mostly ones **related to text**: `font-family`, `font-size`, `font-weight`, `font-style`, `color`, `line-height`, `letter-spacing`, `text-align`, `text-transform`, `text-shadow`, `list-style`, etc.



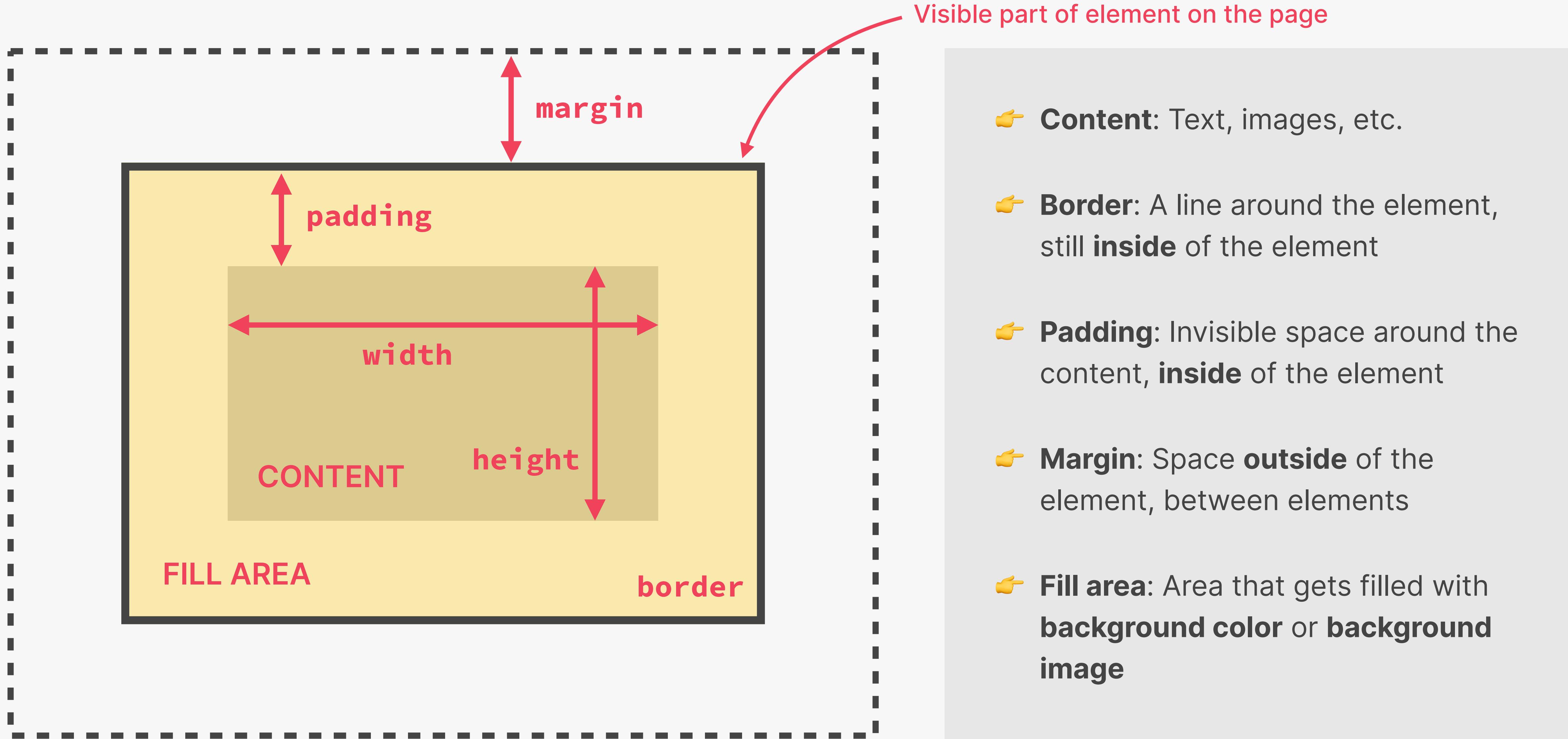
BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION
CSS FUNDAMENTALS

LECTURE
CSS THEORY #3: THE CSS BOX
MODEL



THE CSS BOX MODEL



ANALOGY FOR THE CSS BOX MODEL

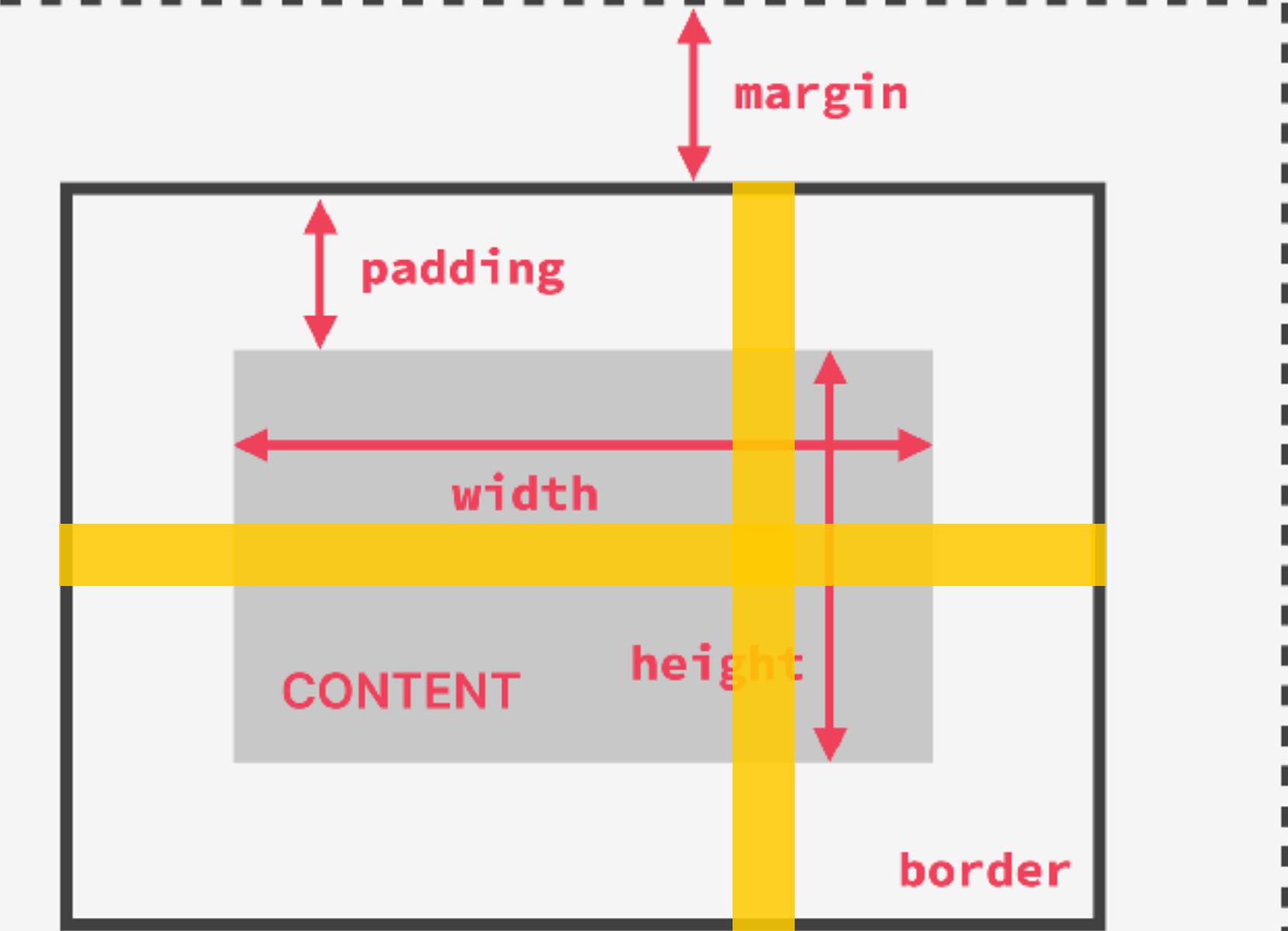


ELEMENT HEIGHT AND WIDTH CALCULATION

Final element width = left border + left padding + width + right padding + right border

Final element height = top border + top padding + height + bottom padding + bottom border

- 👉 We can specify all these values using CSS properties
- 👉 This is the **default behavior**, but we can change it





BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION
CSS FUNDAMENTALS

LECTURE
CSS THEORY #4: TYPES OF
BOXES

BLOCK-LEVEL ELEMENTS

- 👉 Elements are formatted visually as **blocks**
- 👉 Elements occupy **100% of parent element's width**, no matter the content
- 👉 Elements are **stacked vertically** by default, one after another
- 👉 The box-model **applies as showed** earlier

Default elements: body, main, header, footer, section, nav, aside, div, h1-h6, p, ul, ol, li, etc.

With CSS: display: block

The Basic Language of the Web: HTML



Posted by **Laura Jones** on Monday, June 21st 2027

```
-->
<!--HEADER BOXED FONT WHITE TRANSPARENT-->
<div class="header-black-bg"></div>
<!--NEED FOR TRANSPARENT HEADER ON MOBILE-->
▶ <header id="nav" class="header header-1"><div>
<!--FEATURES 7 HALF IMG-->
▼ <div class="page-section bg-gray-light container">
  ::before
  ▶ <div class="fes7-img-cont col-md-1">
    | <div class="fes7-img" style="background-image: url('https://...');"></div>
  ▶ <div class="container">□</div>
  ::after
</div>
```

All modern websites and web applications are built using three *fundamental* technologies: HTML, CSS and JavaScript. These are the languages of the web.

In this post, let's focus on HTML. We will learn what HTML is all about, and why should learn it.

What is HTML?

Lorem ipsum dolor sit amet consectetur adipisicing elit. Quam recusandae reprehenderit vitae ratione veritatis corrupti sit ut vero, dolores nulla exercitationem eos quod iusto incident, preferendis alias tenetur. Est, vel!

In HTML, each element is made up of 3 parts:

1. **The opening tag**
2. **The closing tag**
3. **The actual element**

You can learn more at the [MDN Web Docs](#).

INLINE ELEMENTS

- 👉 Occupies only the space **necessary for its content**
- 👉 Causes **no line-breaks** after or before the element
- 👉 Box model applies in a different way: **heights and widths do not apply**
- 👉 **Paddings and margins** are applied **only horizontally** (left and right)

Default elements: a, img, strong, em, button, etc.

With CSS: display: inline

The Basic Language of the Web: HTML



Posted by **Laura Jones** on Monday, June 21st 2027

```
-->
<!--HEADER BOXED FONT WHITE TRANSPARENT-->
<div class="header-black-bg"></div>
<!--NEED FOR TRANSPARENT HEADER ON MOBILE-->
▶ <header id="nav" class="header header-1 header-transparent">
  <!--FEATURES 7 HALF IMG-->
  <div class="page-section bg-gray-light clearfor">
    :before
    ▶ <div class="fes7-img-cont col-md-5">
      <div class="fes7-img" style="Background-image: url('https://www.google.com/imgs/nav_fes7.jpg');">
        </div>
    <div class="container">
      :after
    </div>
```

All modern websites and web applications are built using three **fundamental** technologies: HTML, CSS and JavaScript. These are the languages of the web.

In this post, let's focus on HTML. We will learn what HTML is all about, and why you should learn it.

What is HTML?

Quam ipsum dolor sit amet consectetur adipisicing elit. Quam recusandae reprehenderit vitae ratione veritatis corrupti sit ut vero, dolores nulla exercitationem eos quod iusto incident, preferendis alias tenetur. Est, vel!

In HTML, each element is made up of 3 parts:

1. The opening tag
2. The closing tag
3. The actual element

You can learn more at the [MDN Web Docs](#).

SUMMARY: INLINE, BLOCK-LEVEL AND INLINE-BLOCK BOXES

BLOCK-LEVEL BOXES

- 👉 Elements formatted visually as blocks
- 👉 100% of parent's width
- 👉 Vertically, one after another
- 👉 Box-model applies as showed

INLINE-BLOCK BOXES

- 👉 Looks like inline from the **outside**, behaves like block-level on the **inside**
- 👉 Occupies only content's space
- 👉 Causes no line-breaks
- 👉 Box-model applies as showed

display: inline-block

INLINE BOXES

- 👉 Occupies only content's space
- 👉 Causes no line-breaks
- 👉 Box model is different: heights and widths do not apply
- 👉 Paddings and margins only horizontal (left and right)



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION
CSS FUNDAMENTALS

LECTURE
CSS THEORY #5: ABSOLUTE
POSITIONING

NORMAL FLOW VS. ABSOLUTE POSITIONING

NORMAL FLOW

- 👉 Default positioning
- 👉 Element is “**in flow**”
- 👉 Elements are simply laid out according to their order in the HTML code

Default positioning
`position: relative`

ABSOLUTE POSITIONING

- 👉 Element is removed from the normal flow: “**out of flow**”
- 👉 No impact on surrounding elements, might overlap them
- 👉 We use top, bottom, left, or right to offset the element from its **relatively positioned container**

`position: absolute`

UNDERSTANDING ABSOLUTE POSITIONING



SECTION 04 – LAYOUTS: FLOATS, FLEXBOX, AND CSS GRID FUNDAMENTALS



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION

LAYOUTS: FLOATS, FLEXBOX, AND
CSS GRID FUNDAMENTALS

LECTURE

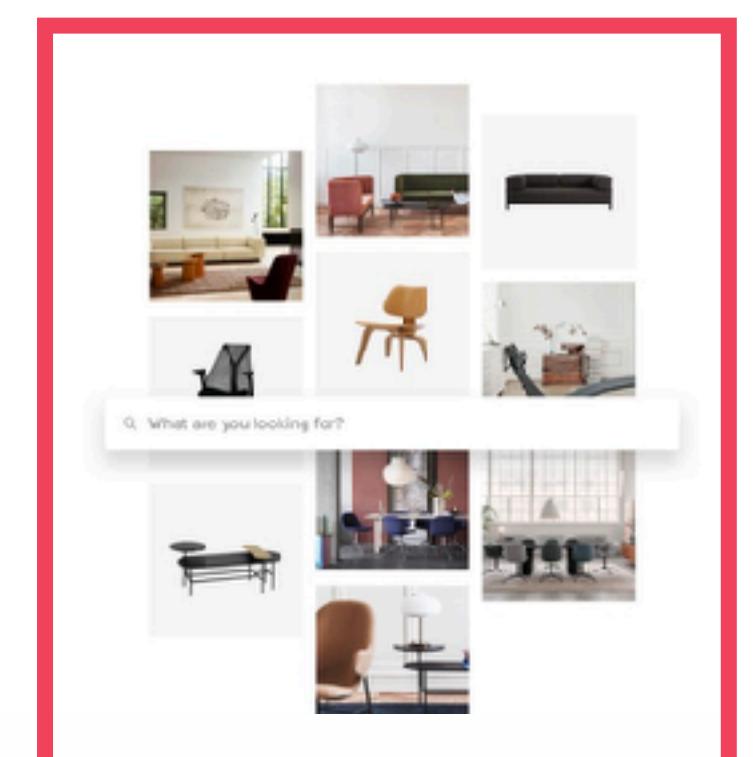
THE 3 WAYS OF BUILDING
LAYOUTS

WHAT DOES “LAYOUT” MEAN?

LAYOUT

- 👉 Layout is the way text, images and other content is placed and arranged on a webpage
- 👉 Layout gives the page a visual structure, into which we place our content
- 👉 **Building a layout:** arranging page elements into a visual structure, instead of simply having them placed one after another (normal flow)

The screenshot shows the homepage of Clippings, a platform for interior professionals. At the top, there's a navigation bar with links for 'Clippings', 'Platform', 'For', 'Projects', 'Book a demo', 'Sign up', and 'Login'. The main headline reads 'The new way for interior professionals to buy furniture' with 'Sign up' and 'Book a demo' buttons below it. To the right is a photograph of a modern interior space featuring a round table, a chair, and some wall shelves.



We work with...
Interior designers



PAGE LAYOUT VS. COMPONENT LAYOUT

PAGE LAYOUT

The new way for interior professionals to buy furniture

Sign up Book a demo →

Find furniture for every type of project

Q. What are you looking for?

650+ brands Browse millions of products from the world's leading brands.

Source from anywhere Can't find it on Clippings? Add items from any website with the Clip Tool.

Trade pricing See trade pricing and lead times right away. No need to request a quote.

We work with... Interior designers

hospitallity
The Siro Restaurant, London by Nine+Co

COMPONENT LAYOUT

650+ brands Browse millions of products from the world's leading brands.

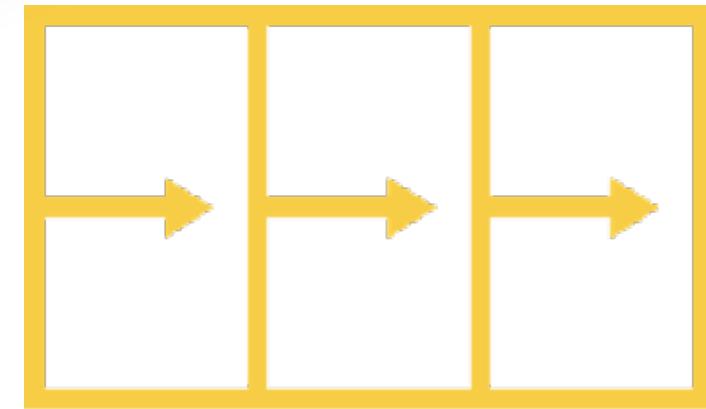
Trade pricing See trade pricing and lead times right away. No need to request a quote.

Source from anywhere Can't find it on Clippings? Add items from any website with the Clip Tool.

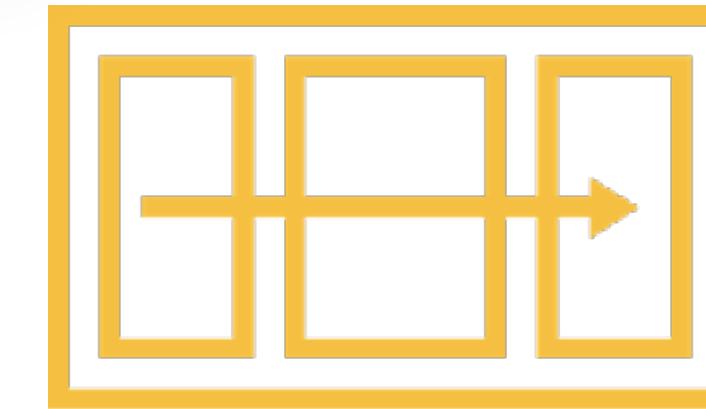
Free samples Get free fabric, wood, marble and rug samples.

THE 3 WAYS OF BUILDING LAYOUTS WITH CSS

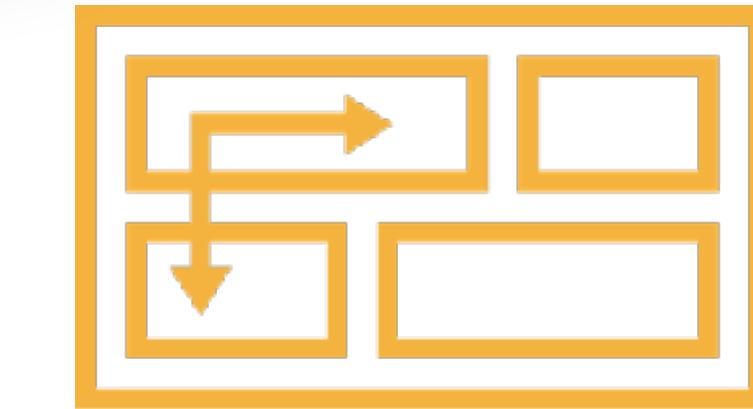
1



2



3



FLOAT LAYOUTS

The **old way of building layouts** of all sizes, using the `float` CSS property. Still used, but getting outdated fast.

FLEXBOX

Modern way of laying out elements in a **1-dimensional row** without using floats. Perfect for **component layouts**.

CSS GRID

For laying out element in a fully-fledged **2-dimensional grid**. Perfect for **page layouts and complex components**.



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION

LAYOUTS: FLOATS, FLEXBOX, AND
CSS GRID FUNDAMENTALS

LECTURE
USING FLOATS

ABSOLUTE POSITIONING VS. FLOATS

NORMAL FLOW

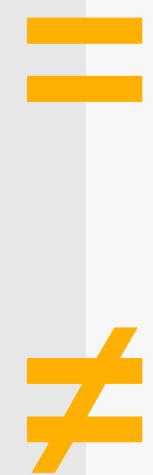
- 👉 Default positioning
- 👉 Element is “**in flow**”
- 👉 Elements are simply laid out according to their order in the HTML code

Default positioning
`position: relative`

ABSOLUTE POSITIONING

- 👉 Element is removed from the normal flow: “**out of flow**”
- 👉 No impact on surrounding elements, might overlap them
- 👉 We use top, bottom, left, or right to offset the element from its **relatively positioned container**

`position: absolute`



FLOATS

- 👉 Element is removed from the normal flow: “**out of flow**”
- 👉 Text and inline elements will wrap around the floated element
- 👉 The container will **not** adjust its height to the element

`float: left`
`float: right`



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

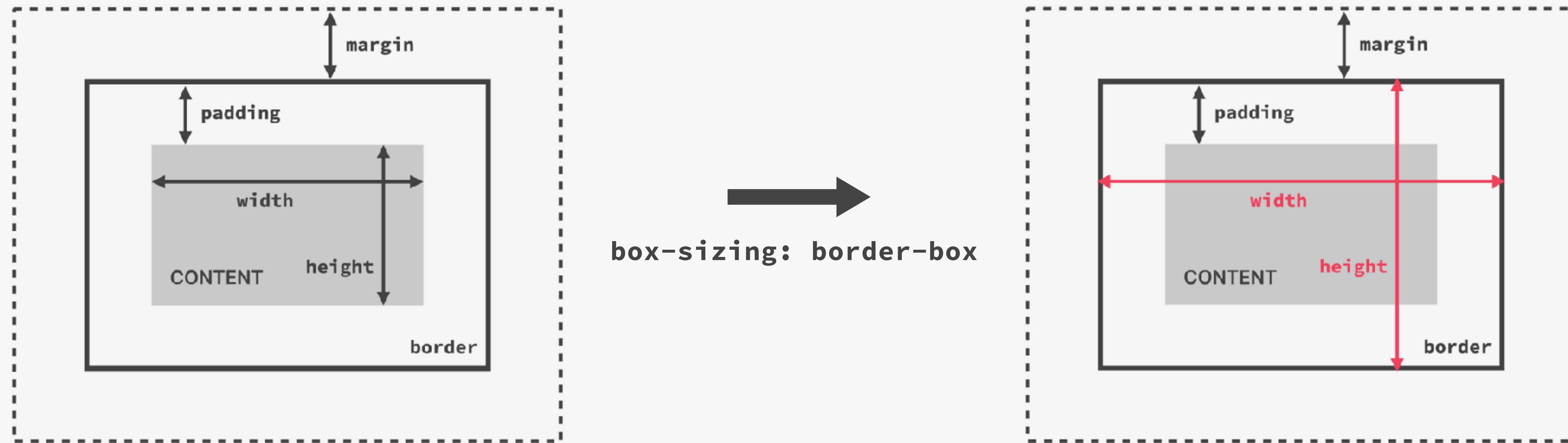
SECTION

LAYOUTS: FLOATS, FLEXBOX, AND
CSS GRID FUNDAMENTALS

LECTURE

BOX-SIZING: BORDER-BOX

THE BOX MODEL WITH BOX-SIZING: BORDER-BOX



Final element width = ~~right border + right padding + width + left padding + left border~~

Final element height = ~~top border + top padding + height + bottom padding + bottom border~~



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION

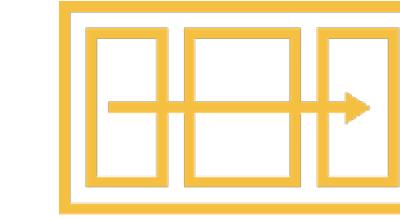
LAYOUTS: FLOATS, FLEXBOX, AND
CSS GRID FUNDAMENTALS

LECTURE

A FLEXBOX OVERVIEW

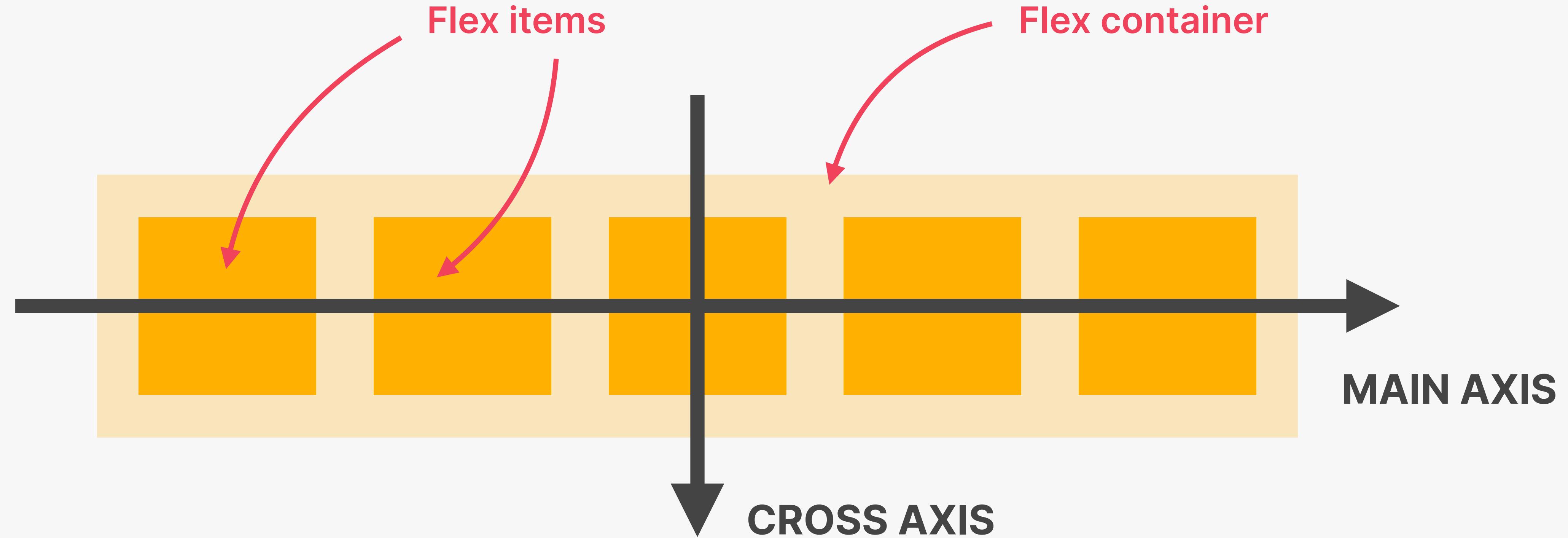
WHAT IS FLEXBOX?

FLEXBOX



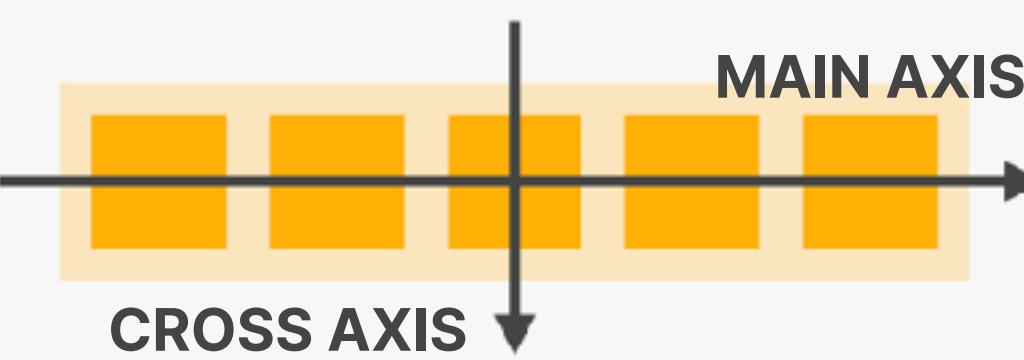
- 👉 Flexbox is a set of related **CSS properties** for **building 1-dimensional layouts**
- 👉 The main idea behind flexbox is that empty space inside a container element can be **automatically divided** by its child elements
- 👉 Flexbox makes it easy to automatically **align items to one another** inside a parent container, both horizontally and vertically
- 👉 Flexbox solves common problems such as **vertical centering** and creating **equal-height columns**
- 👉 Flexbox is perfect for **replacing floats**, allowing us to write fewer and cleaner HTML and CSS code

FLEXBOX TERMINOLOGY



`display: flex`

FLEX CONTAINER



FLEX ITEMS

1 `gap: 0 | <length>`

👉 To create **space between items**, without using margin

2 `justify-content: flex-start | flex-end | center | space-between | space-around | space-evenly`

👉 To align items along main axis (**horizontally**, by default)

3 `align-items: stretch | flex-start | flex-end | center | baseline`

👉 To align items along cross axis (**vertically**, by default)

4 `flex-direction: row | row-reverse | column | column-reverse`

👉 To define which is the **main axis**

5 `flex-wrap: nowrap | wrap | wrap-reverse`

👉 To allow items to **wrap into a new line** if they are too large

6 `align-content: stretch | flex-start | flex-end | center | space-between | space-around`

👉 Only applies when there are **multiple lines** (flex-wrap: wrap)

1 `align-self: auto | stretch | flex-start | flex-end | center | baseline`

👉 To **overwrite align-items** for individual flex items

2 `flex-grow: 0 | <integer>`

👉 To allow an element **to grow** (0 means no, 1+ means yes)

3 `flex-shrink: 1 | <integer>`

👉 To allow an element **to shrink** (0 means no, 1+ means yes)

4 `flex-basis: auto | <length>`

👉 To define an item's width, **instead of the width property**

5 `flex: 0 1 auto | <int> <int> <len>`

👉 **Recommended** shorthand for flex-grow, -shrink, -basis.

6 `order: 0 | <integer>`

👉 Controls order of items. -1 makes item **first**, 1 makes it **last**



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION

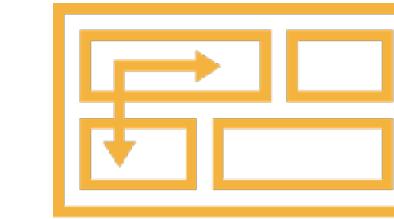
LAYOUTS: FLOATS, FLEXBOX, AND
CSS GRID FUNDAMENTALS

LECTURE

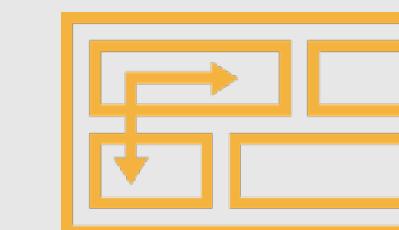
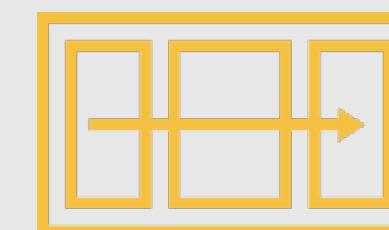
A CSS GRID OVERVIEW

WHAT IS CSS GRID?

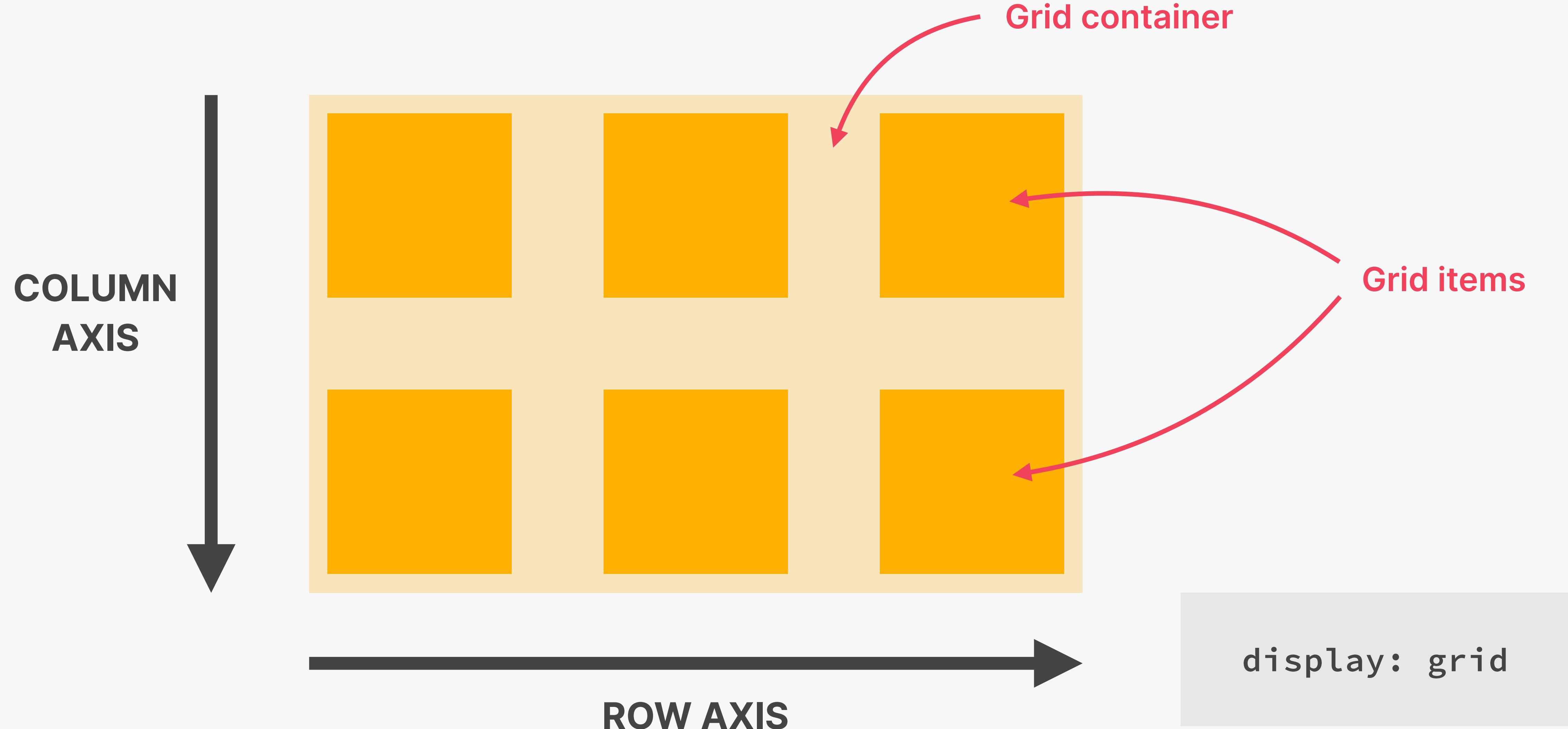
CSS GRID



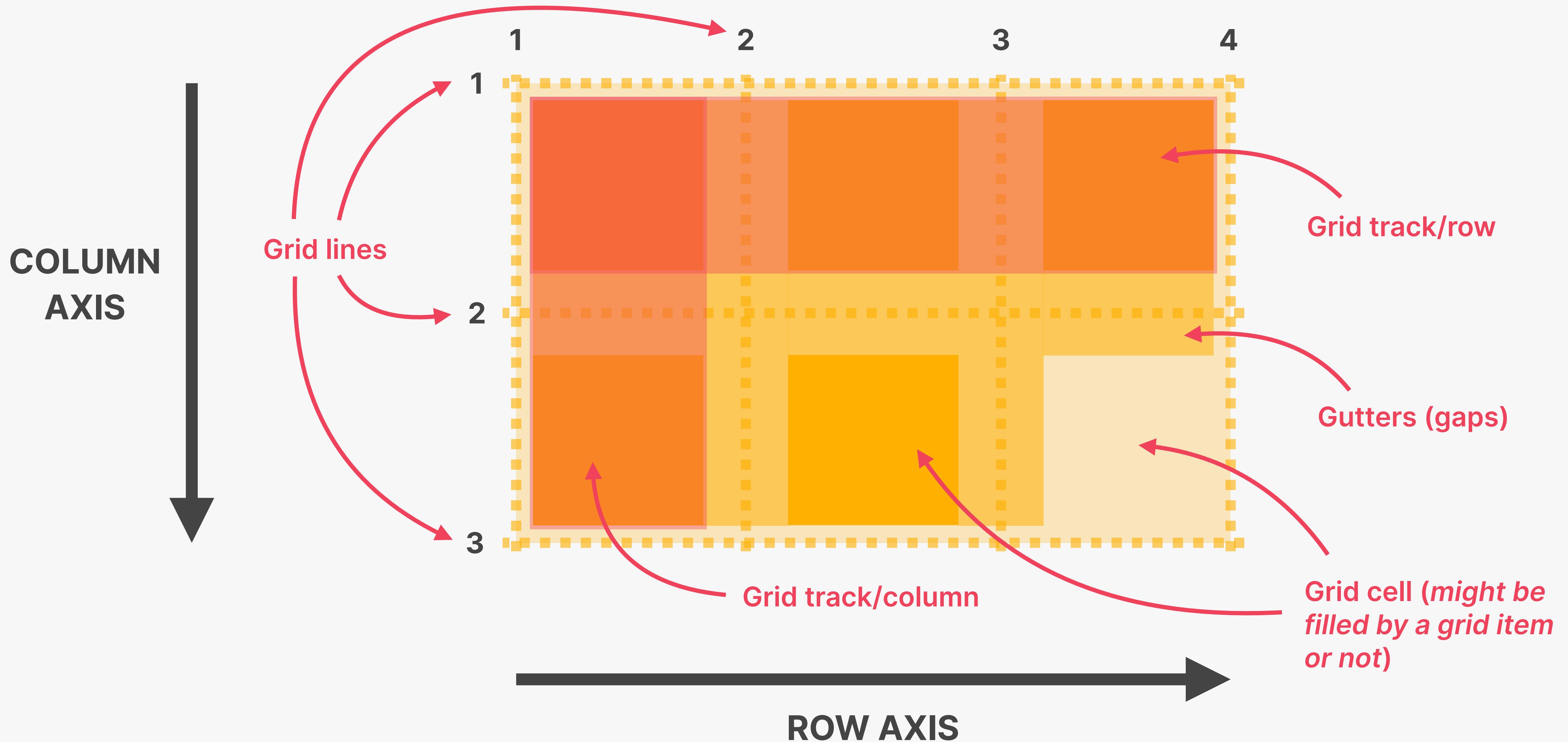
- 👉 CSS Grid is a set of **CSS properties** for **building 2-dimensional layouts**
- 👉 The main idea behind CSS Grid is that we **divide a container element into rows and columns** that can be filled with its child elements
- 👉 In two-dimensional contexts, CSS Grid allows us to write **less nested HTML** and **easier-to-read CSS**
- 👉 CSS Grid is **not meant to replace flexbox!** Instead, they work perfectly together. Need a **1D** layout? Use flexbox. Need a **2D** layout? Use CSS Grid.



BASIC CSS GRID TERMINOLOGY



MORE CSS GRID TERMINOLOGY



GRID CONTAINER

1 `grid-template-rows: <track size>*`
`grid-template-columns: <track size>*`

👉 To establish the grid **row and column tracks**. One length unit for each track. Any unit can be used, new **fr** fills unused space

2 `row-gap: 0 | <length>`] `gap: 0 | <length>`
`column-gap: 0 | <length>`

👉 To **create empty space** between tracks

3 `justify-items: stretch | start | center | end`
`align-items: stretch | start | center | end`

👉 To align items inside rows / columns (**horizontally / vertically**)

4 `justify-content: start | start | center | end | ...`
`align-content: start | start | center | end | ...`

👉 To align entire **grid inside grid container**. Only applies if container is larger than the grid

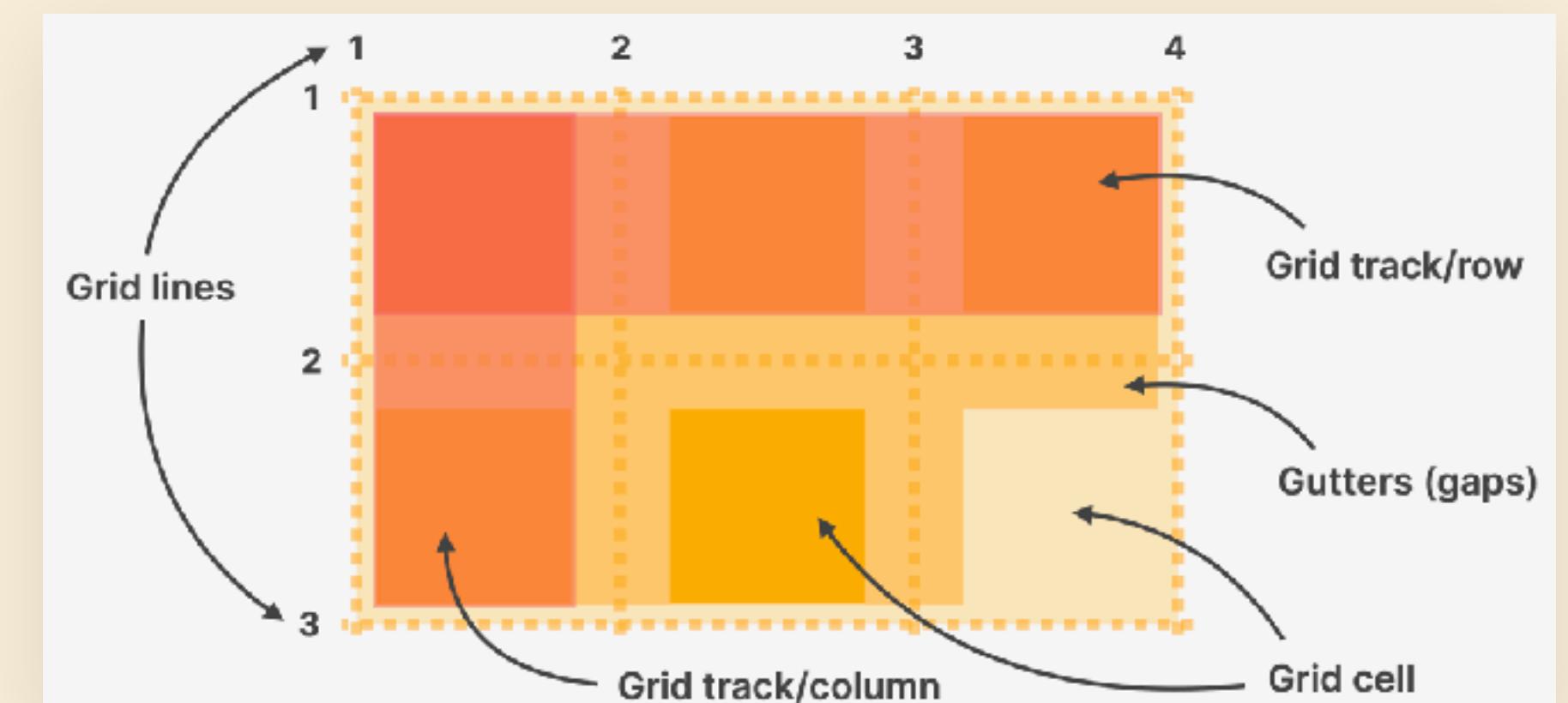
GRID ITEMS

1 `grid-column: <start line> / <end line> | span <number>`
`grid-row: <start line> / <end line> | span <number>`

👉 To **place a grid item** into a specific cell, based on line numbers. **span keyword** can be used to span an item across more cells

2 `justify-self: stretch | start | center | end`
`align-self: stretch | start | center | end`

👉 To **overwrite justify-items / align-items** for single items



👉 This list of CSS Grid properties is not exhaustive, but enough to get started.

SECTION 05 – WEB DESIGN RULES AND FRAMEWORK



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION

WEB DESIGN RULES AND
FRAMEWORK

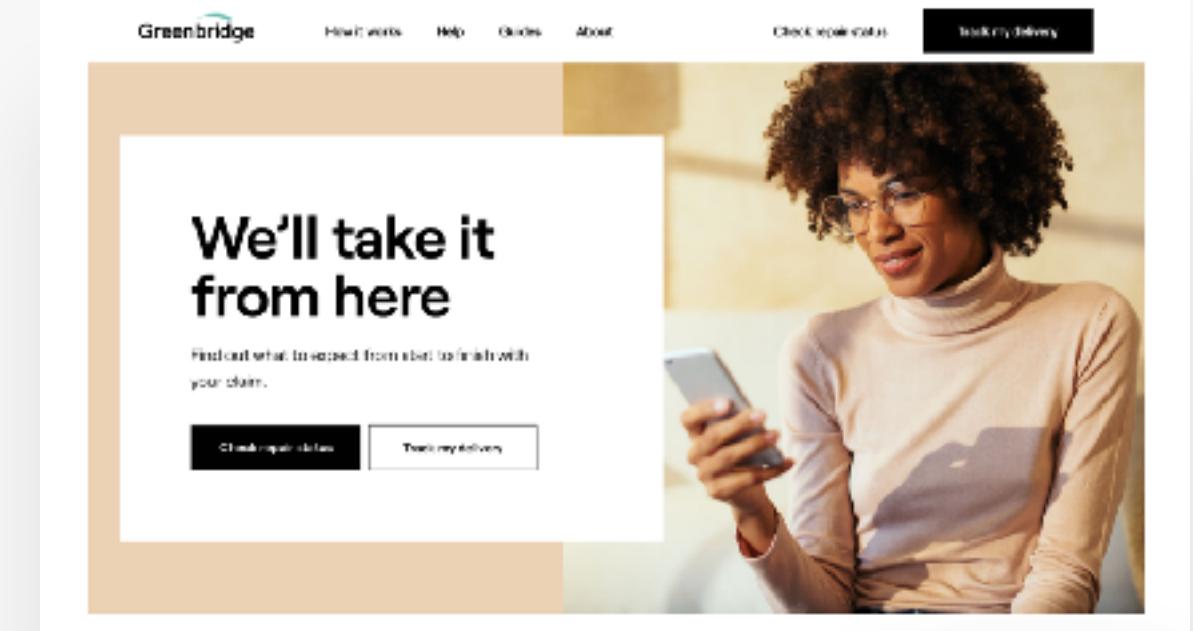
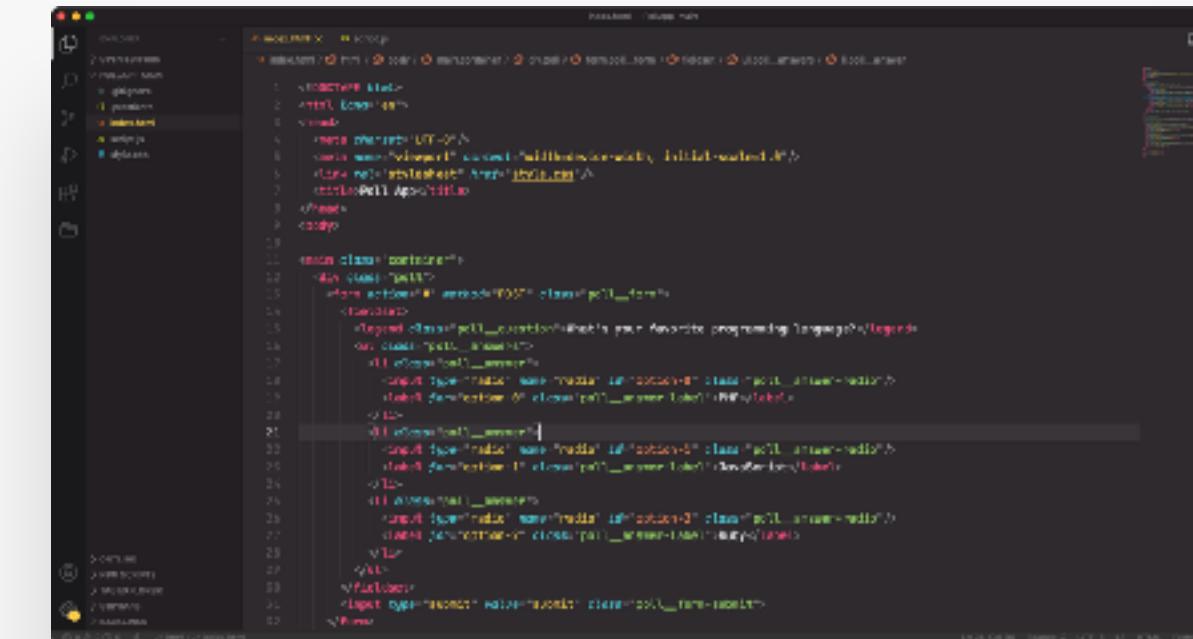
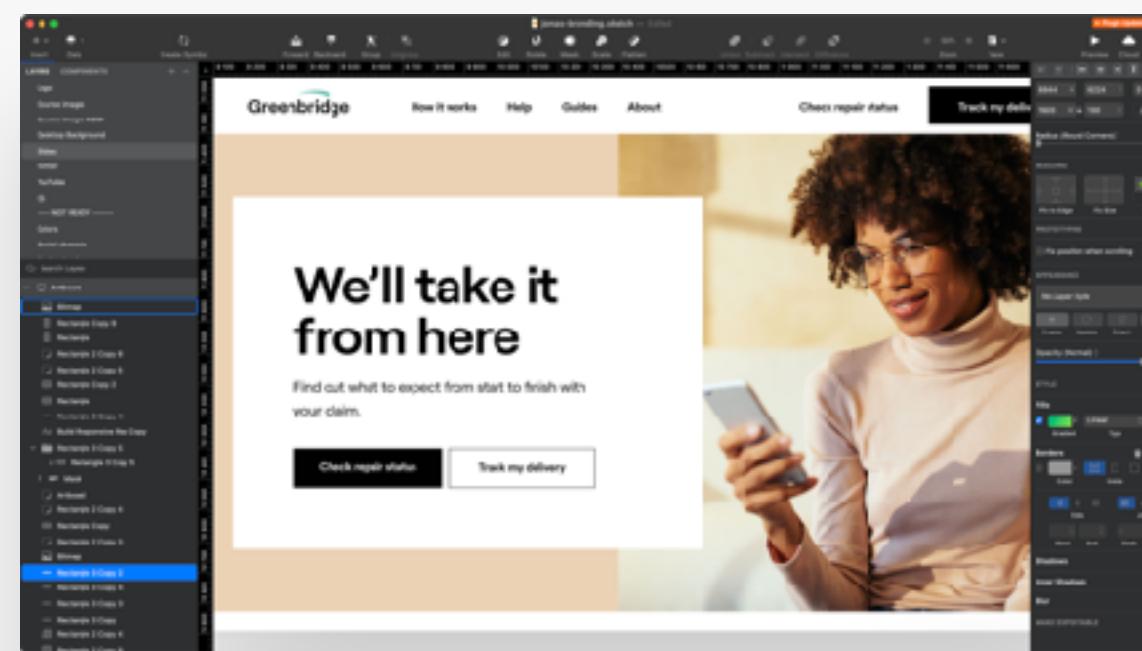
LECTURE

OVERVIEW OF WEB DESIGN AND
WEBSITE PERSONALITIES

WEB DESIGN VS. DEVELOPMENT

Web **designers** create the overall **look and feel** of a website

Web **developers** implement the design using **HTML, CSS and JavaScript code**



DESIGNER



DEVELOPER

DESIGNER + DEVELOPER



USER

WHY TAKE DESIGN SERIOUSLY?

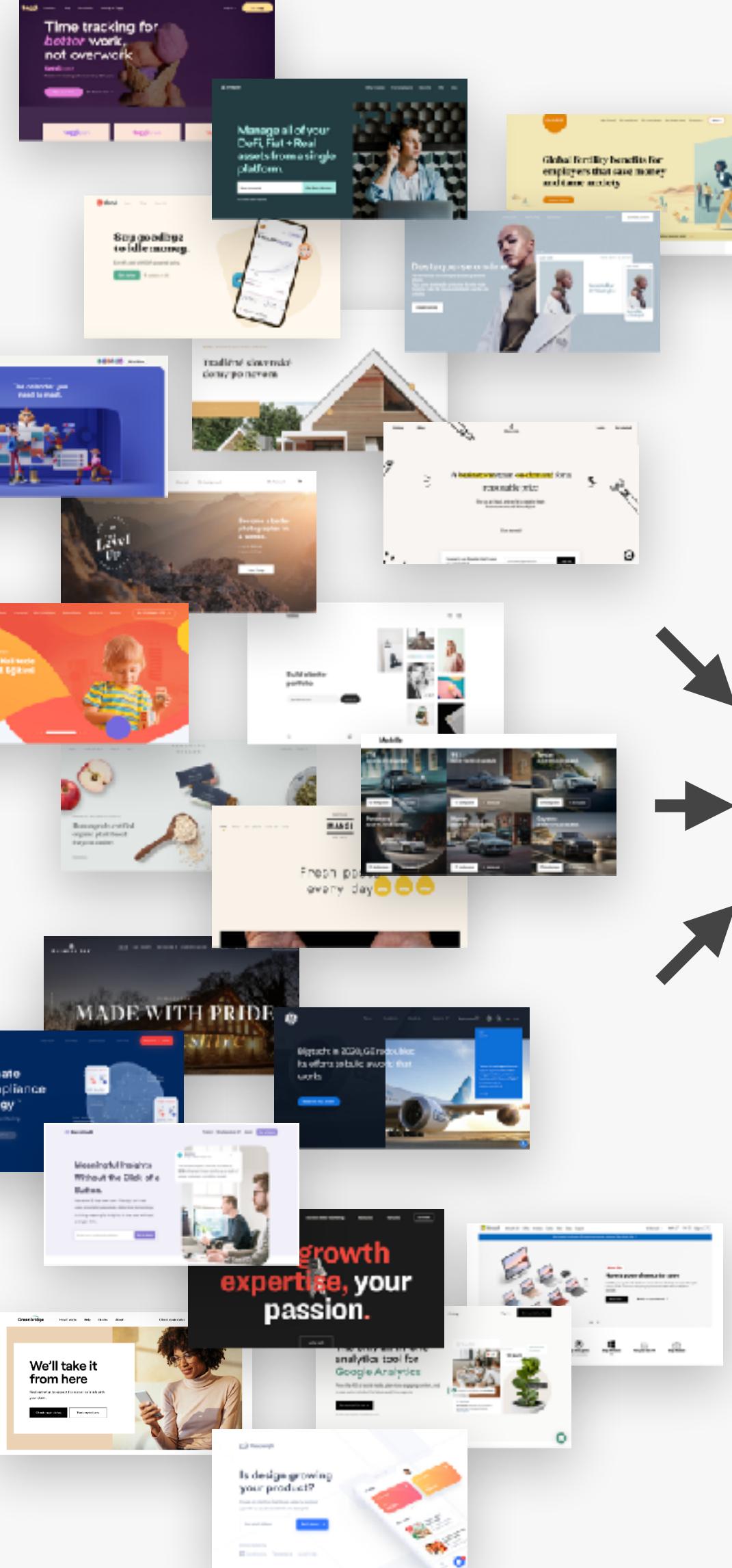
GOOD DESIGN

- ✓ Creates an immediate and lasting **good impression** of the brand or product;
- ✓ Makes the user **trust** the brand right away;
- ✓ Increases the user's **perceived value** of the brand or product;
- ✓ Gives users exactly **what they were looking for** when coming to the site, e.g. purchasing a product or finding information.

BAD DESIGN

- 🚫 Makes users believe the brand doesn't really care about their product or service;
- 🚫 Makes the user insecure about trusting the brand;
- 🚫 Makes the brand or product seem "cheap";
- 🚫 Leaves users confused, and makes it hard to for them to reach their goal.

ANYONE CAN LEARN GOOD DESIGN!



100s of well-designed sites deconstructed

Good web design is **not subjective or creative**



Everyone can learn basics by following a **framework/system**

Distilled into easy-to-learn and easy-to-apply rules

Divided in 9 different areas of design: ingredients

Rules will be applied based on **website personality**

WEB DESIGN INGREDIENTS YOU WILL LEARN ABOUT

1 Typography

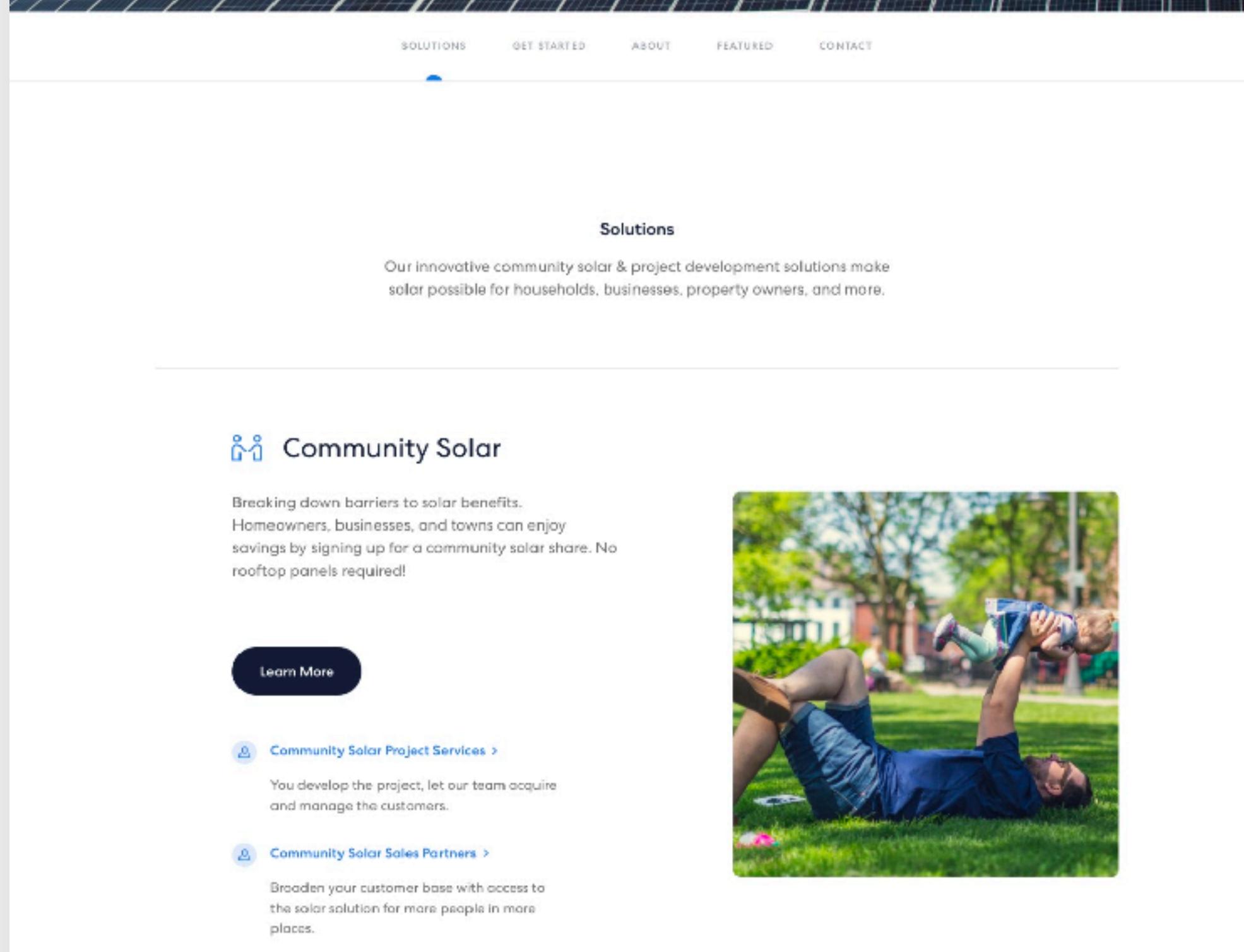


2 Colors

3 Images/Illustrations

4 Icons

5 Shadows



6 Border-radius

7 Whitespace

8 Visual Hierarchy

9 User Experience

10 Components/Layout

👉 Design decisions for each ingredient are based on **website personality**

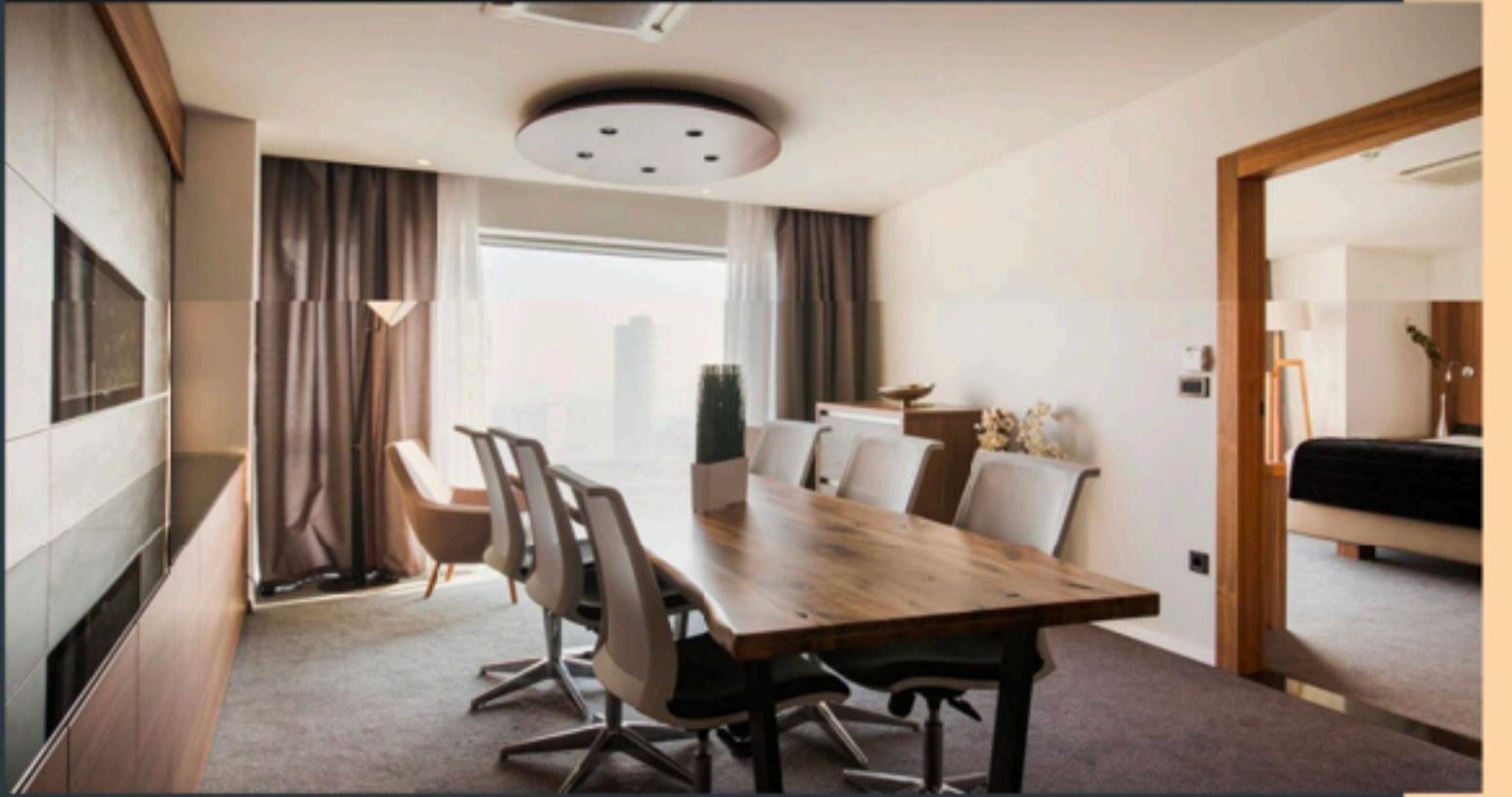
OVERVIEW OF WEBSITE PERSONALITIES

1

Serious/Elegant: For luxury and elegance, based on thin serif typefaces, golden or pastel colors, and big high-quality images

The Golden Center Apartments

Luxury apartments for rent in the heart of Zagreb's business zone are a great choice for business people but also for those who come as tourists, to relax and get to know the Croatian capital and all its attractions.



01 Grey Business

APARTMENT

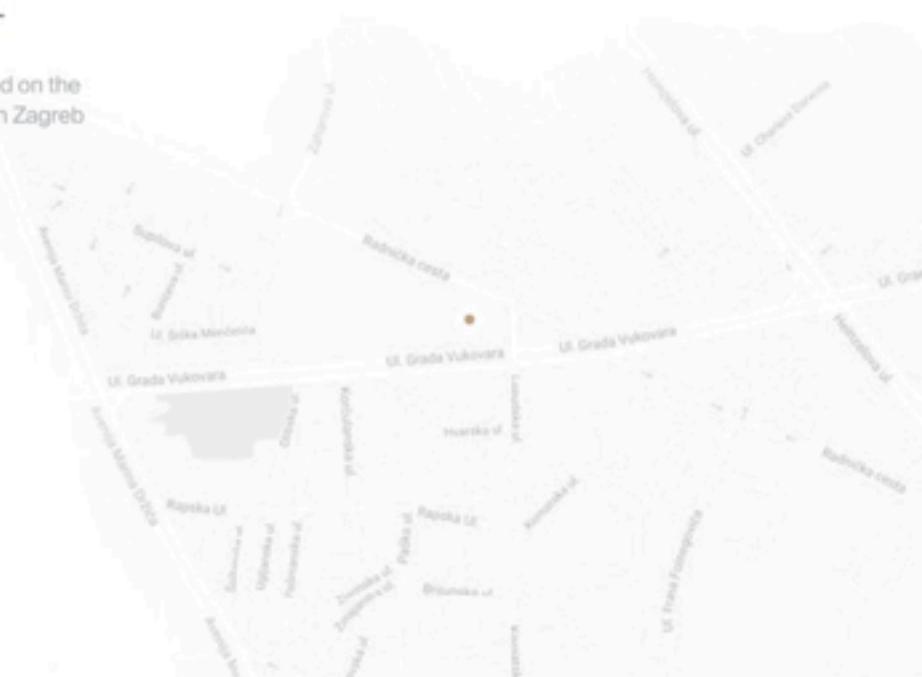
APARTMENT 01

APARTMENT 02

APARTMENT 03

Location

The Golden Center Apartments are located on the 16th floor of the Hotel DoubleTree by Hilton Zagreb and the Green Gold Center.



DISTANCE

The Apartments are only 2 kilometers from the city center and 15 km from the Zagreb airport.

OVERVIEW OF WEBSITE PERSONALITIES

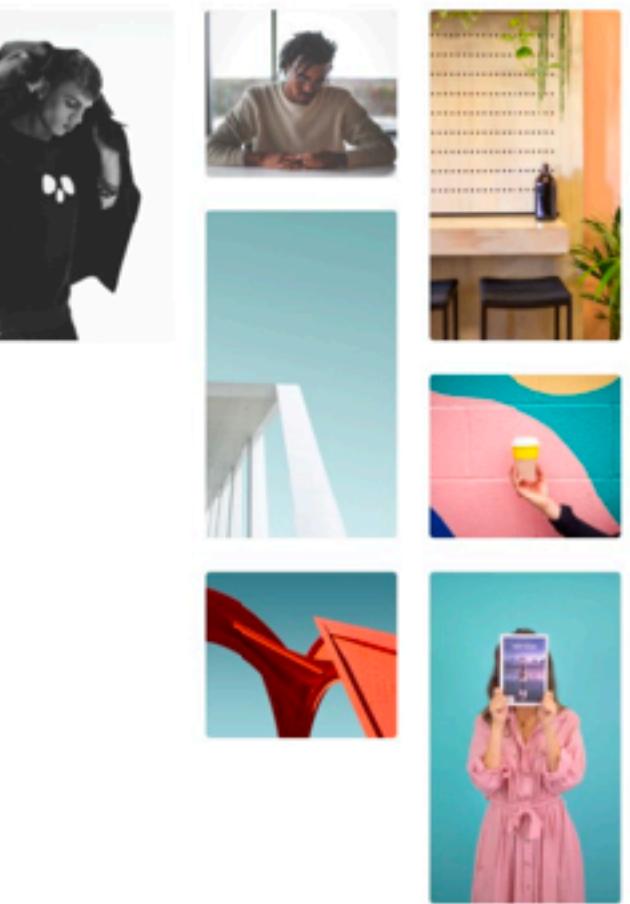
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Minimalist/Simple: Focusses on the essential text content, using small or medium-sized sans-serif black text, lines, and few images and icons

Onplace



Build a better portfolio.

your@email.com

Notify me

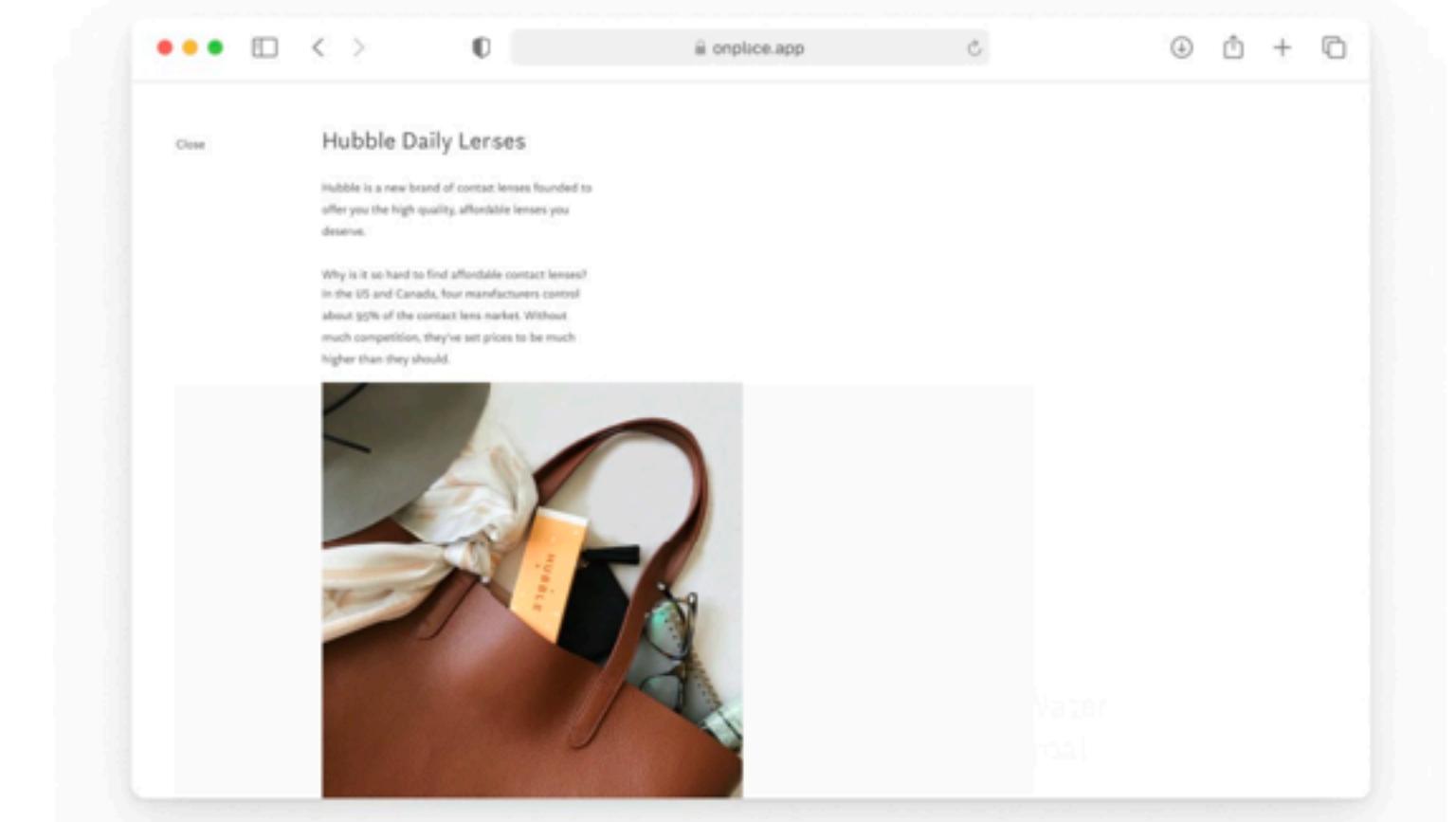
Timeless design
Choose from a suite of professionally designed themes to present your work clearly. Clean lines and readability as standard.

Easily manage content
Onplace provides a focused, unbloated administration panel for your site. No other hosted portfolio is easier to keep updated.

So fast you'll never notice
We optimise and deliver with a custom CDN designed for high performance and stunning crisp visuals.

Mobile out of the box
Your content adapts beautifully to tablets and smartphone devices. Content loads swiftly with mobile optimised assets.

Automatic dark mode
Every theme comes with the ability to match your or your visitors preference and display as light or dark variants.



OVERVIEW OF WEBSITE PERSONALITIES

1

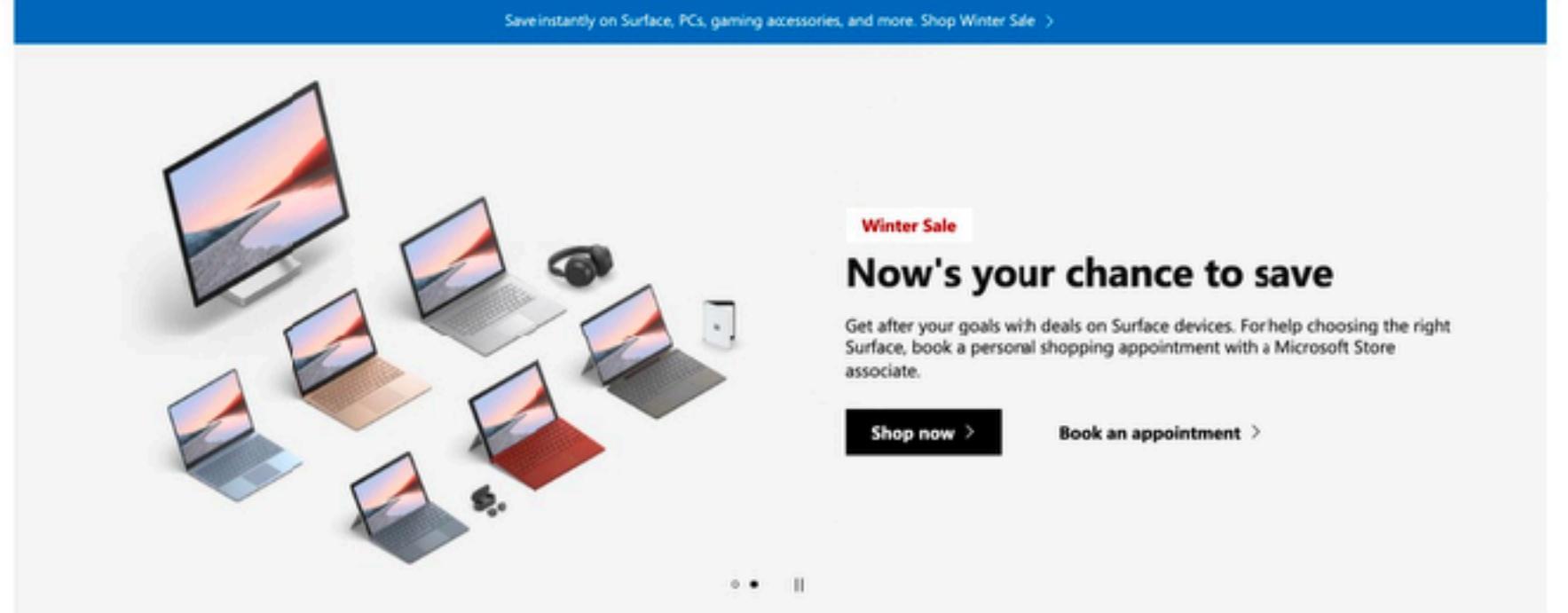
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Plain/Neutral: Design that gets out of the way by using neutral and small typefaces, and a very structured layout. Common in big corporations



The Microsoft Surface Winter Sale landing page features a large banner at the top with the text "Save instantly on Surface, PCs, gaming accessories, and more. Shop Winter Sale >". Below the banner, there's a collection of Microsoft Surface devices (laptops, tablets, and accessories) arranged in a circular pattern. A red "Winter Sale" button is visible. To the right, a section titled "Now's your chance to save" includes a sub-section about Surface deals and a "Book an appointment >" button.

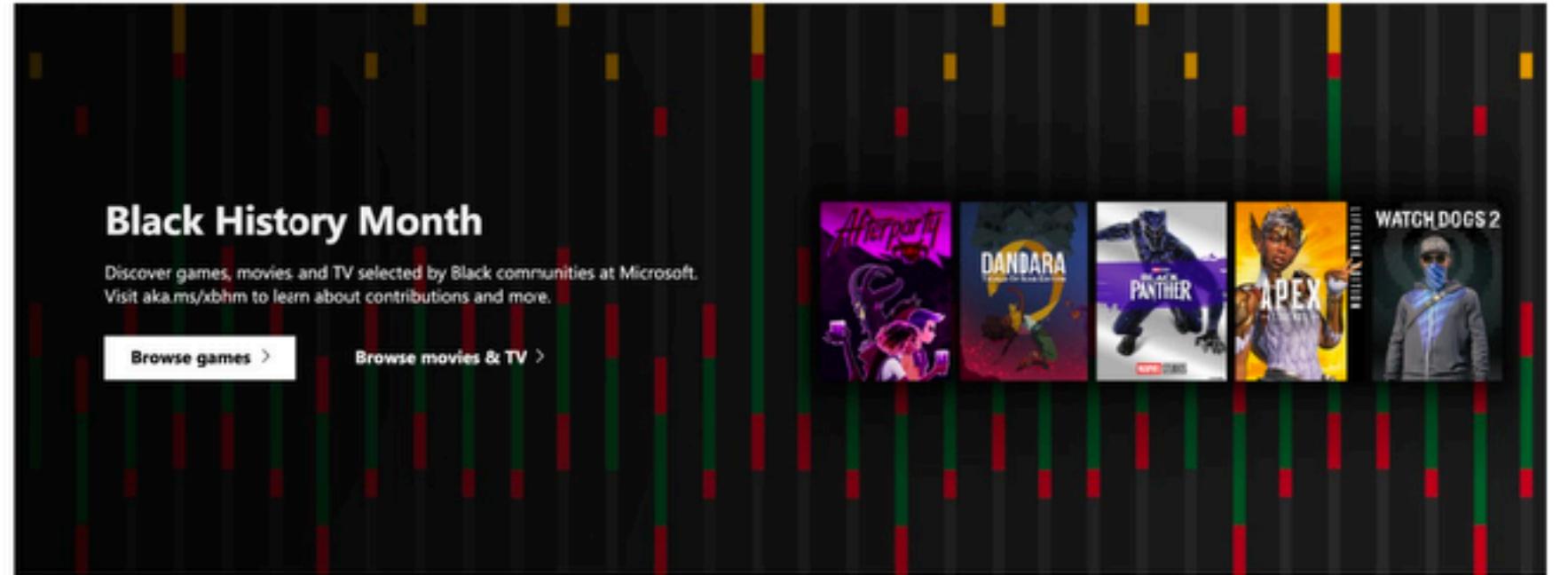


Bundle and save up to \$460
Complete your Surface Pro 7 with choice of select Type Cover.
[Shop now >](#)

Surface Laptop 3
Express yourself powerfully with a thin, light, and elegant design, faster performance, and up to 11.5 hours battery life.
[Shop now >](#)

Xbox Game Pass Ultimate
Xbox Live Gold and over 100 high-quality console and PC games. Play together with friends and discover your next favorite game.
[Join now >](#) [Compare all plans >](#)

Microsoft 365
Premium Office apps, extra cloud storage, advanced security, and more—all in one convenient subscription.
[For up to 6 people >](#) [For 1 person >](#)



A large banner for Black History Month featuring a dark background with colorful vertical stripes. The text "Black History Month" is centered, followed by a description: "Discover games, movies and TV selected by Black communities at Microsoft. Visit aka.ms/xbhlm to learn about contributions and more." Below the text are two buttons: "Browse games >" and "Browse movies & TV >". To the right, there's a grid of game and movie thumbnails, including "Afterparty", "DANBARA", "BLACK PANTHER", "APEX", and "WATCH DOGS 2".

For business



Surface for Business
No matter what you do, there's a Surface to help you do it.
[Shop now >](#)



Microsoft 365 for business
Stay a step ahead with powerful apps for productivity, connection, and security.
[Shop now >](#)



Microsoft Teams
Chat, meet, call, and collaborate.
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Free business consultation
Our product experts are available to assess your needs and make recommendations for your business.
[Learn more >](#)

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4

Bold/Confident: Makes an impact, by featuring big and bold typography, paired with confident use of big and bright colored blocks

Manage all of your DeFi, Fiat + Real assets from a single platform.

Type your email

Get Early Access ›

No credit card required.

Be the portfolio manager you always wanted with superior tools, tracking and community.

Too many platforms
Today, we have so many different assets held by so many platforms that your Will can't keep up. Imagine being able to track all of this on one platform: Identity, playlists, stocks, documents, cash, benefits crypto, real estate, Will, insurance, collectibles and more ...



Defi, documents & real assets in one place

Map, valuations and community ideas to help you grow your wealth.

Why Endplan ›



Assets



Documents



Net Worth



OVERVIEW OF WEBSITE PERSONALITIES

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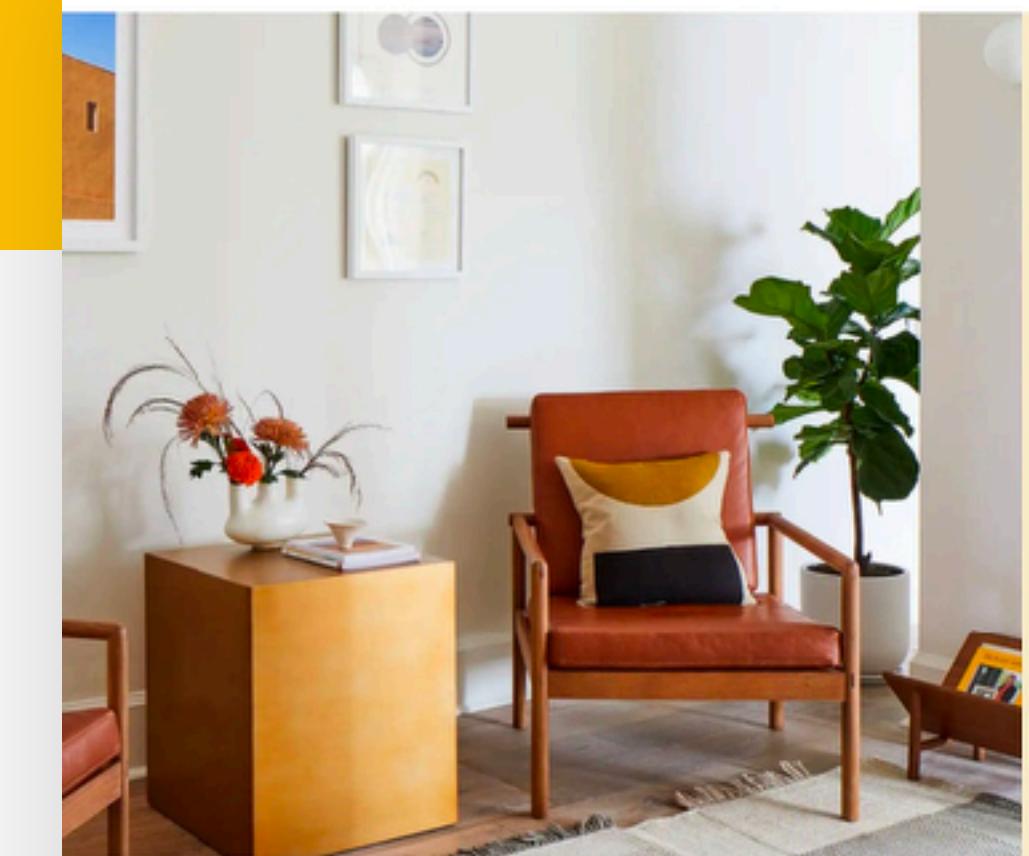
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5

Calm/Peaceful: For products and services that care, transmitted by calming pastel colors, soft serif headings, and matching images/illustrations



Come as you are.

Supporting you: emotional well-being through specialized therapy, goals-based coaching and skills-based workshops, all offered virtually at this time.

[Book a Free Consultation](#)

We are in this together.

Octave is a musical term, referring to a complete collection of musical notes. Similarly, our offering is a complete set of services to support a range of needs, preferences, and price points.

We have assembled a talented team of clinicians, coaches, instructors, designers, and technologists to help guide you on your journey wherever you are, and provide a world-class experience along the way.

In light of COVID-19, we now offer virtual therapy for new and existing clients. Check out our [Virtual FAQs page](#) for more information on the cost of virtual care.



Why Octave?



Personalized Guidance

We match you with the right provider and service to meet your needs, your schedule, and your price point.



Quality & Results Focused

We hire outstanding therapists & coaches who are compassionate, honest, and focused on measurable change.



Supportive Community

We believe that everyone needs a connected place where they can improve their emotional well-being and create lasting change.

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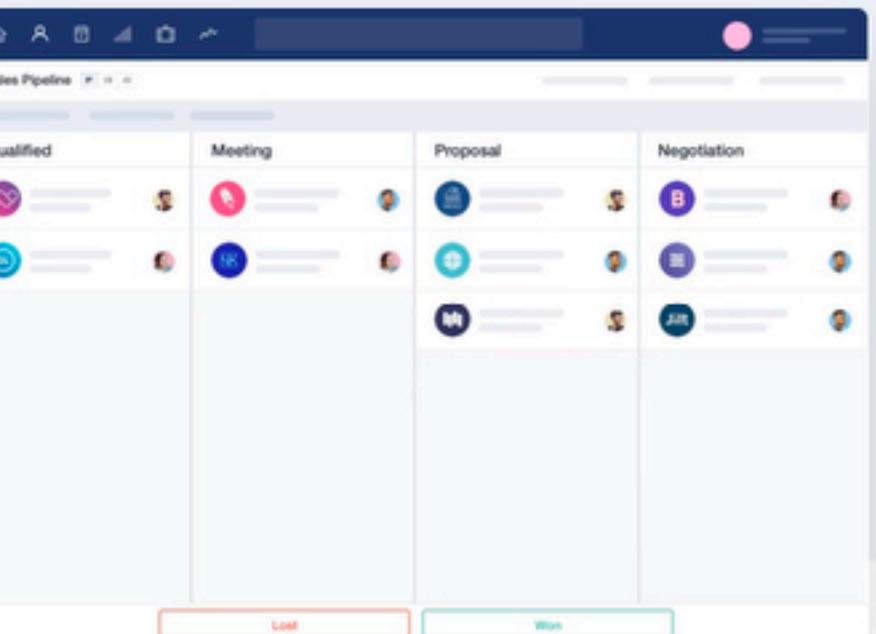
Startup/Upbeat: Widely used in startups, featuring medium-sized sans-serif typefaces, light-grey text and backgrounds, and rounded elements

Capsule

Features ▾ Pricing Integrations ▾ Solutions ▾ Blog Support

Log in

Try free



The smart simple online CRM

Build stronger customer relationships, make more sales and save time.

Try free

We make CRM simple yet powerful



Nurture relationships

Be more organized with your customer information in one place. Easily track conversations, know the history and deliver more personal experiences.

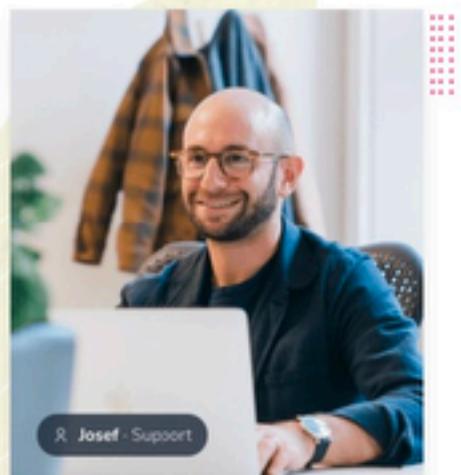
Contact Management →



Win more sales

Feel in control of your sales as you tailor your pipeline to match your sales process and easily spot the deals in need of attention and those about to land.

Sales Pipeline →



See the big picture

Make more informed business decisions as you easily spot the activities having the most impact on your sales figures with our insightful reports.

Advanced Reporting →



Keep your data safe

Enjoy peace of mind knowing that your information is safe with our easy-to-use security features, including Two Factor Authentication and user permissions.

Security & Permissions →

Connect Capsule to your favorite applications

Capsule works seamlessly with popular applications such as G Suite, Mailchimp, Xero and many more.



View all integrations →

OVERVIEW OF WEBSITE PERSONALITIES

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6

Startup/Upbeat: Widely used in startups, featuring medium-sized sans-serif typefaces, light-grey text and backgrounds, and rounded elements

7

Playful/Fun: Colorful and round designs, fueled by creative elements like hand-drawn icons or illustrations, animations, and fun language



For every student,
every classroom.
Real results.

We're a nonprofit with the mission to provide a free, world-class education for anyone, anywhere.

Learners Teachers Parents

Why Khan Academy works



Personalized learning

Students practice at their own pace, first filling in gaps in their understanding and then accelerating their learning.



Trusted content

Created by experts, Khan Academy's library of trusted practice and lessons covers math, science, and more. Always free for learners and teachers.



Tools to empower teachers

With Khan Academy, teachers can identify gaps in their students' understanding, tailor instruction, and meet the needs of every student.



TEACHERS

Differentiate your classroom and engage every student.

We empower teachers to support their entire classroom. 90% of US teachers who have used Khan Academy have found us effective.

SOURCE: 2018 ConStat U.S. Online Education Customer Survey

Teachers, start here



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION

WEB DESIGN RULES AND
FRAMEWORK

LECTURE

WEB DESIGN RULES #1:
TYPOGRAPHY

SOME CONCEPTS FIRST...

TYPOGRAPHY

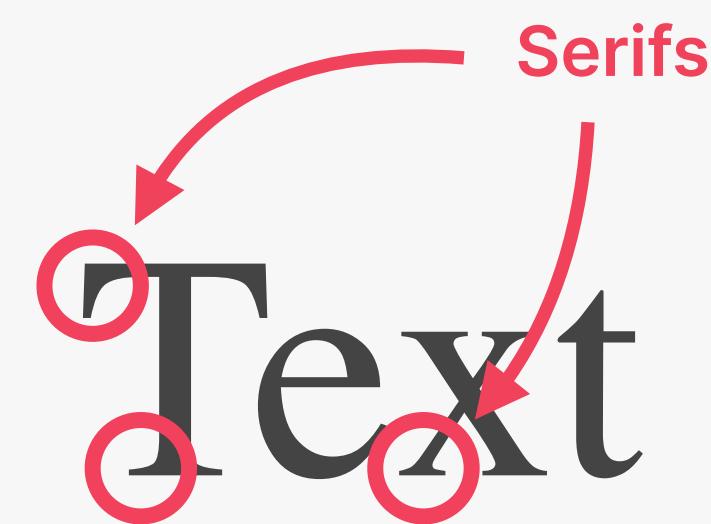
“

*Typography is the art and technique
of arranging type to make written
language **legible**, **readable** and **appealing**
when displayed.*

– Wikipedia

SOME CONCEPTS FIRST...

SERIF VS SANS-SERIF



Serif typeface

- 👉 Creates a traditional/classic look and feel
- 👉 Conveys trustworthiness
- 👉 Good for long text

Text

Sans-serif typeface

- 👉 Modern look and feel
- 👉 Clean and simple
- 👉 Easier to choose for beginner designer!

LUXURIOUS *and*
CONTEMPORARY APPEAL
—*for EVERY WOMAN*



Greenlight makes it easy to leave feedback on any website.

Add to Chrome

USE GOOD TYPEFACES

1

Use only good and popular typefaces and play it safe

SANS-SERIF

Inter

Almost before we knew it, we had left the ground.

Open Sans

Almost before we knew it, we had left the ground.

Roboto

Almost before we knew it, we had left the ground.

Montserrat

Almost before we knew it, we had left the ground.

Work Sans

Almost before we knew it, we had left the ground.

Lato

Almost before we knew it, we had left the ground.



TOOLBOX



Google Fonts



All tools are listed
on my resources
page at jonas.io



USE GOOD TYPEFACES

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Use only good and popular typefaces and play it safe

SERIF

Merriweather

Almost before we knew it, we had left the ground.

Aleo

Almost before we knew it, we had left the ground.

Playfair Display

Almost before we knew it, we had left the ground.

Cormorant

Almost before we knew it, we had left the ground.

Cardo

Almost before we knew it, we had left the ground.

Lora

Almost before we knew it, we had left the ground.



TOOLBOX



Google Fonts



All tools are listed
on my resources
page at jonas.io



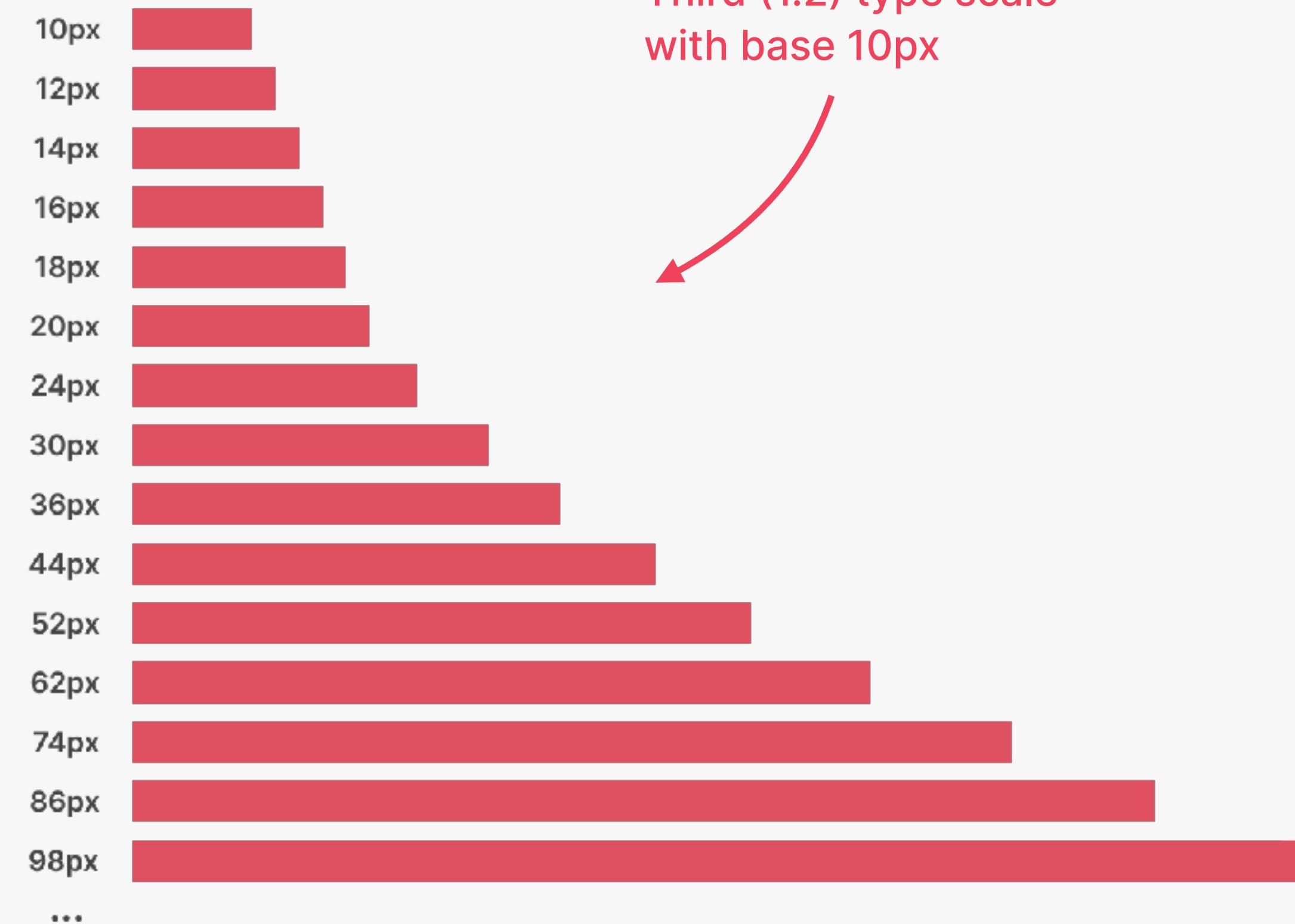
USE GOOD TYPEFACES

- 1 Use only good and popular typefaces and play it safe
- 2 It's okay to use just one typeface per page! If you want more, limit to 2 typefaces.
- 3 Choose the **right typeface** according to your website personality:
 - 👉 Choose the right personality for your website (*more on this later*)
 - 👉 Decide between a serif and sans-serif typeface
 - 👉 Experiment with all the “good” typefaces (and other typefaces from Google Fonts!) to see which ones best fits your website’s message (this will come with experience)
 - 👉 You can keep trying different typefaces as you design and build the page

USE GOOD FONT SIZES AND WEIGHTS

4

When choosing font-sizes, **limit choices!** Use a “type scale” tool or other pre-defined range



USE GOOD FONT SIZES AND WEIGHTS

4

When choosing font-sizes, **limit choices!** Use a “type scale” tool or other pre-defined range

5

Use a font size between 16px and 32px for “normal” text

6

For **long text** (like a blog post), try a size of 20px or even bigger

7

For **headlines**, you can go really big (50px+) and bold (600+), depending on personality

8

For any text, don’t use a font weight under 400 (regular)

Dover

Home Case studies Tools Careers Blog About Log in

16px

Build your recruiting engine with Dover.

85px, 700

No more juggling recruiting tools—Dover finds and schedules candidates you actually want to talk to, at a fraction of the cost.

Join the 100+ companies relying on Dover to find the best talent

Try it now



“

We hired an exceptional Staff Engineer and a Senior PM using Dover. The product helped us reach candidates with decades of experience.



Nicholas Bruno
Talent, Forge

42px

18px

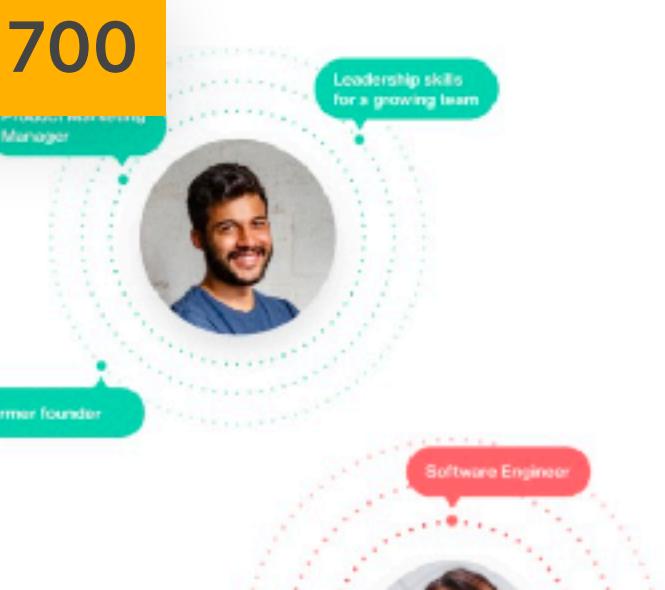
Read the case study >

We discover candidates you actually want to talk to.

64px, 700

Dover uses a robust calibration process to deeply understand your requirements.

Then, our system evaluates prospective candidates on **50+ data points** so we can find qualified candidates for the job.



CREATE A GOOD READING EXPERIENCE

9

Use less than 75 characters per line



Glassmorphism in user interfaces

Another year, another UI trend is becoming increasingly popular among designers. Do you know it yet?

 Michal Malewicz Nov 22, 2020 · 8 min read *

...

Last year I unintentionally started the craze around Neumorphism, but as I predicted then, it didn't really take over the design scene. In that very first article, I also mentioned all the potential accessibility problems this style faces, which hopefully helped all the other articles raising accessibility issues that year :-)

65 - 72 chars



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95 - 112 chars

CREATE A GOOD READING EXPERIENCE

9 Use less than 75 characters per line

10 For normal-sized text, use a line height between 1.5 and 2. For big text, go below 1.5

👉 The **smaller** or **longer** the text, the **larger** the line height needs to be!



Glassmorphism in user interfaces

1.2

Another year, another UI trend is becoming increasingly popular among designers. Do you know it yet?



Michal Malewicz Nov 22, 2020 · 8 min read ★

1.31



Last year I unintentionally started the craze around Neumorphism, but as I predicted then, it didn't really take over the design scene. In that very first article, I also mentioned all the potential accessibility problems this style faces, which hopefully helped all the other articles raising accessibility issues that year :-)

1.52



Glassmorphism in user interfaces

1.5

Another year, another UI trend is becoming increasingly popular among designers. Do you know it yet?

2



Michal Malewicz Nov 22, 2020 · 8 min read ★



Last year I unintentionally started the craze around Neumorphism, but as I predicted then, it didn't really take over the design scene. In that very first article, I also mentioned all the potential accessibility problems this style faces, which hopefully helped all the other articles raising accessibility issues that year :-)

2.2

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11 Decrease letter spacing in headlines, if it looks unnatural (this will come from experience)



Manage all of your DeFi, Fiat + Real assets from a single platform.

-3.5px

Type your email

Get Early Access >

No credit card required.

Manage all of your DeFi, Fiat + Real assets from a single platform.

0px

Type your email

Get Early Access >

No credit card required.

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12 Experiment with all caps for short titles. Make them small and bold and increase letter-spacing

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.

Happiness Guarantee ←
Love it, or it's on us.

Here's why we know you will.



Try Feals risk-free

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12 Experiment with all caps for short titles. Make them small and bold and decrease letter-spacing

13 Usually, don't justify text

Sure — there were some apps and products done in this style, but most notable, widespread uses were in some Samsung ads and in the MKBHD intro video. So not any full products, but rather smaller elements which proves my thesis that this style can work if used scarcely and if the objects on these backgrounds still hold their structure and readability without the decoration.

CREATE A GOOD READING EXPERIENCE

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Decrease letter spacing in headlines, if it looks unnatural (this will come from experience)



12

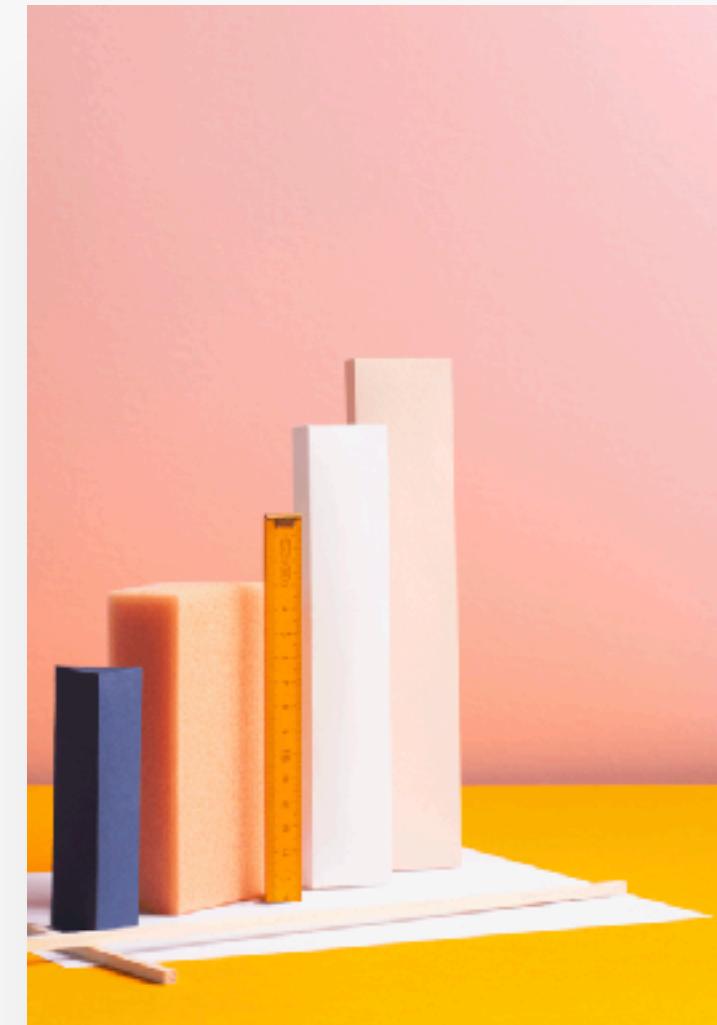
Experiment with all caps for short titles. Make them small and bold and decrease letter-spacing

13

Usually, don't justify text

14

Don't center long text blocks. Small blocks are fine

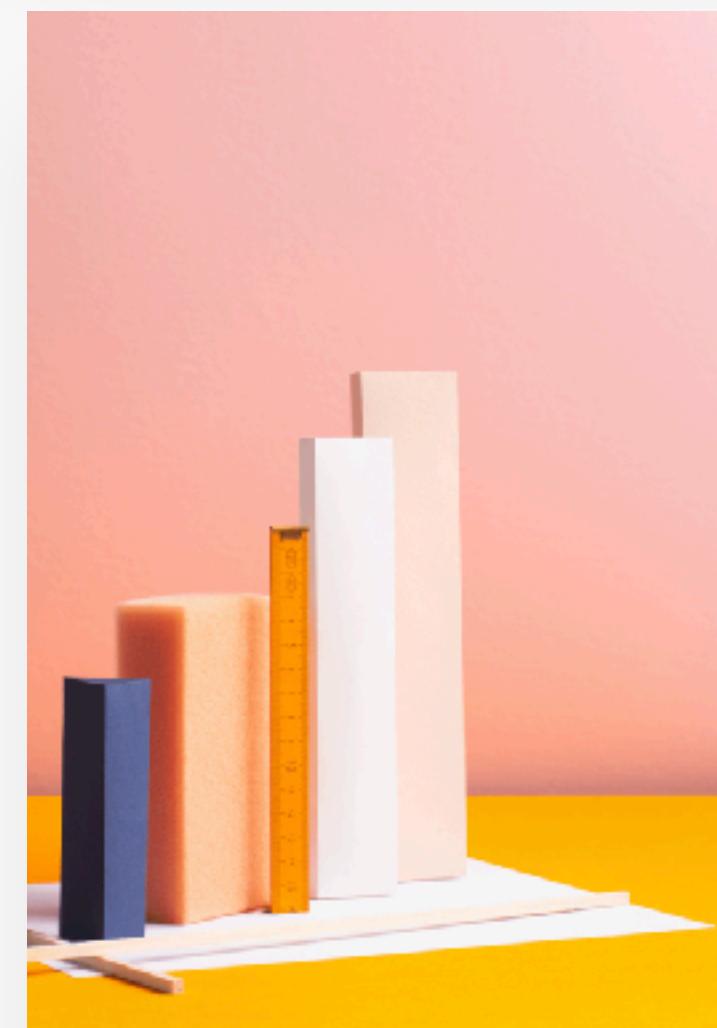


Know what's trending

Last year shook up businesses large and small. Customers now expect more—and companies are trying to catch up. 85% of teams reported making changes to their support in 2020, and 75% said the coronavirus pandemic accelerated adoption of new digital technologies.

The ripples of a more distributed world will only spread farther in 2021. To help you keep up, we identified the top five customer service trends in our 2021 Zendesk Customer Experience Trends Report. Learn how to adapt to a changed world without sacrificing top-tier customer support.

[See the trends](#)



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[See the trends](#)



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION

WEB DESIGN RULES AND
FRAMEWORK

LECTURE

WEB DESIGN RULES #2: COLORS

CHOOSE THE RIGHT COLOR

1 Make the main color **match your website's personality**: colors convey meaning!



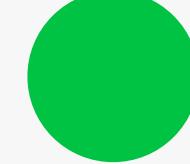
Red draws a lot of attention, and symbolizes power, passion, and excitement



Orange is less aggressive, and conveys happiness, cheerfulness, and creativity



Yellow means joy, brightness, and intelligence



Greens represents harmony, nature, growth, and health



Blue is associated with peace, trustworthiness, and professionalism



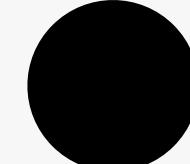
Purple conveys wealth, wisdom, and magic



Pink represents romance, care, and affection



Brown is associated with nature, durability and comfort



Black symbolizes power, elegance and minimalism, but also grief and sorrow

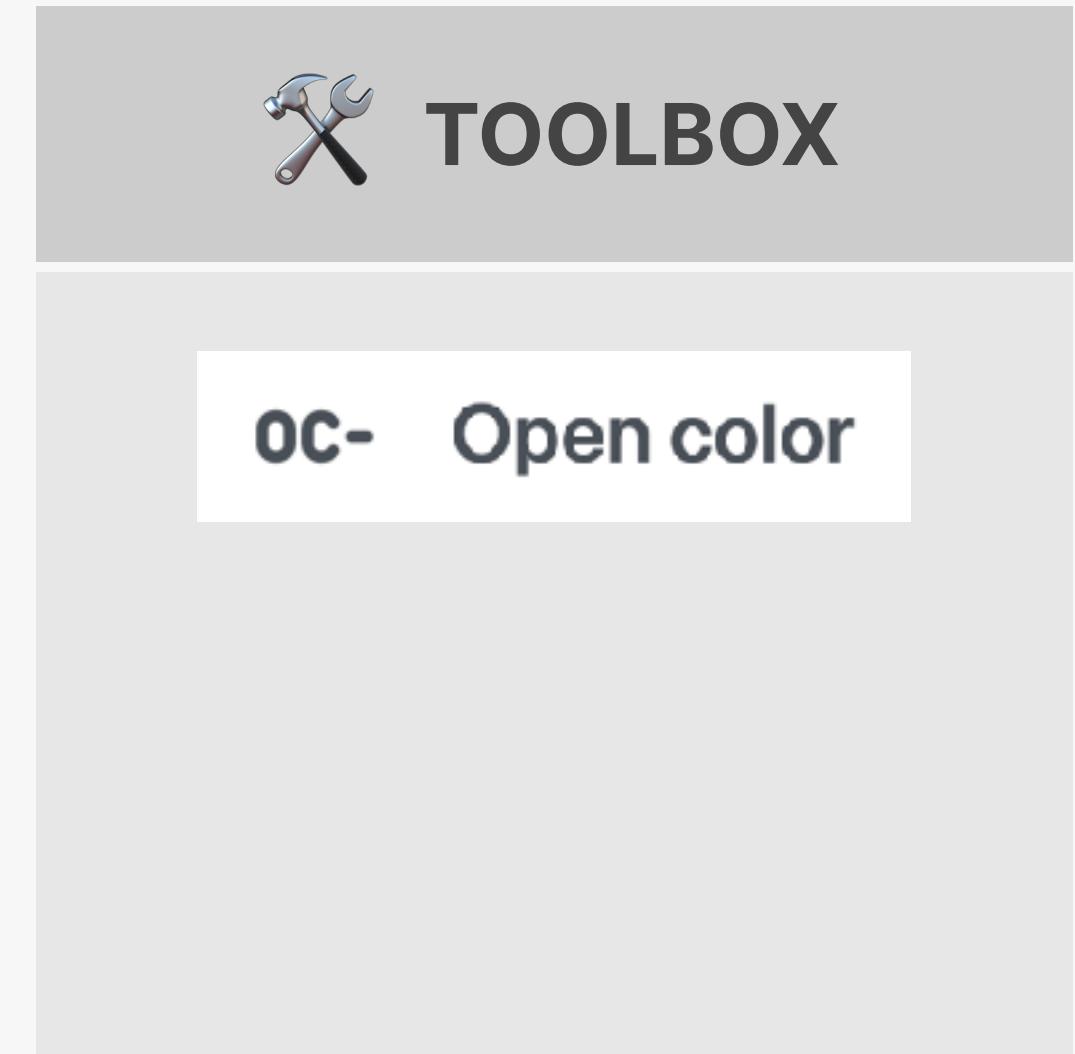
CHOOSE THE RIGHT COLOR

1

Make the main color match your website's personality: colors convey meaning!

2

Use a good color tone! Don't choose a random tone or CSS named colors.



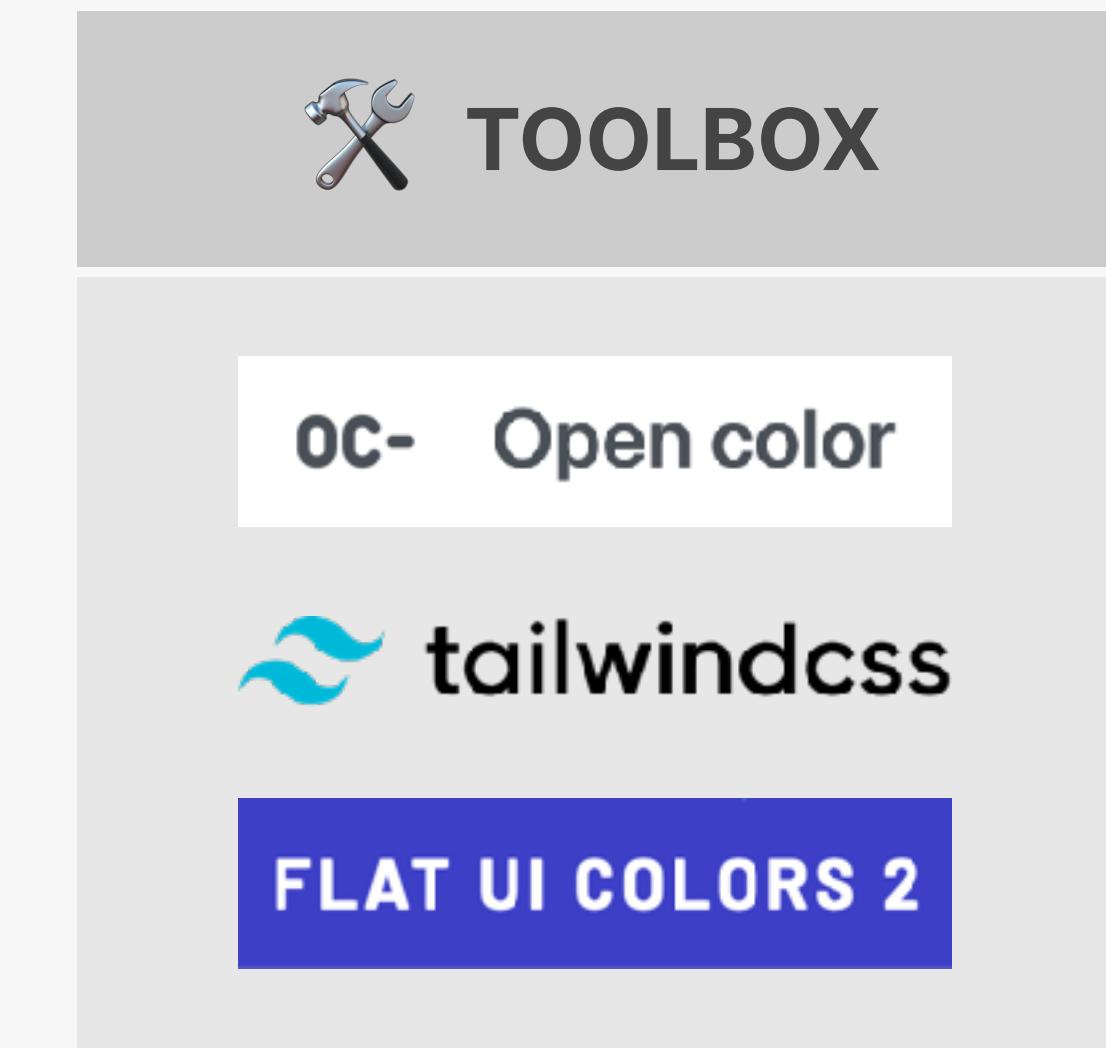
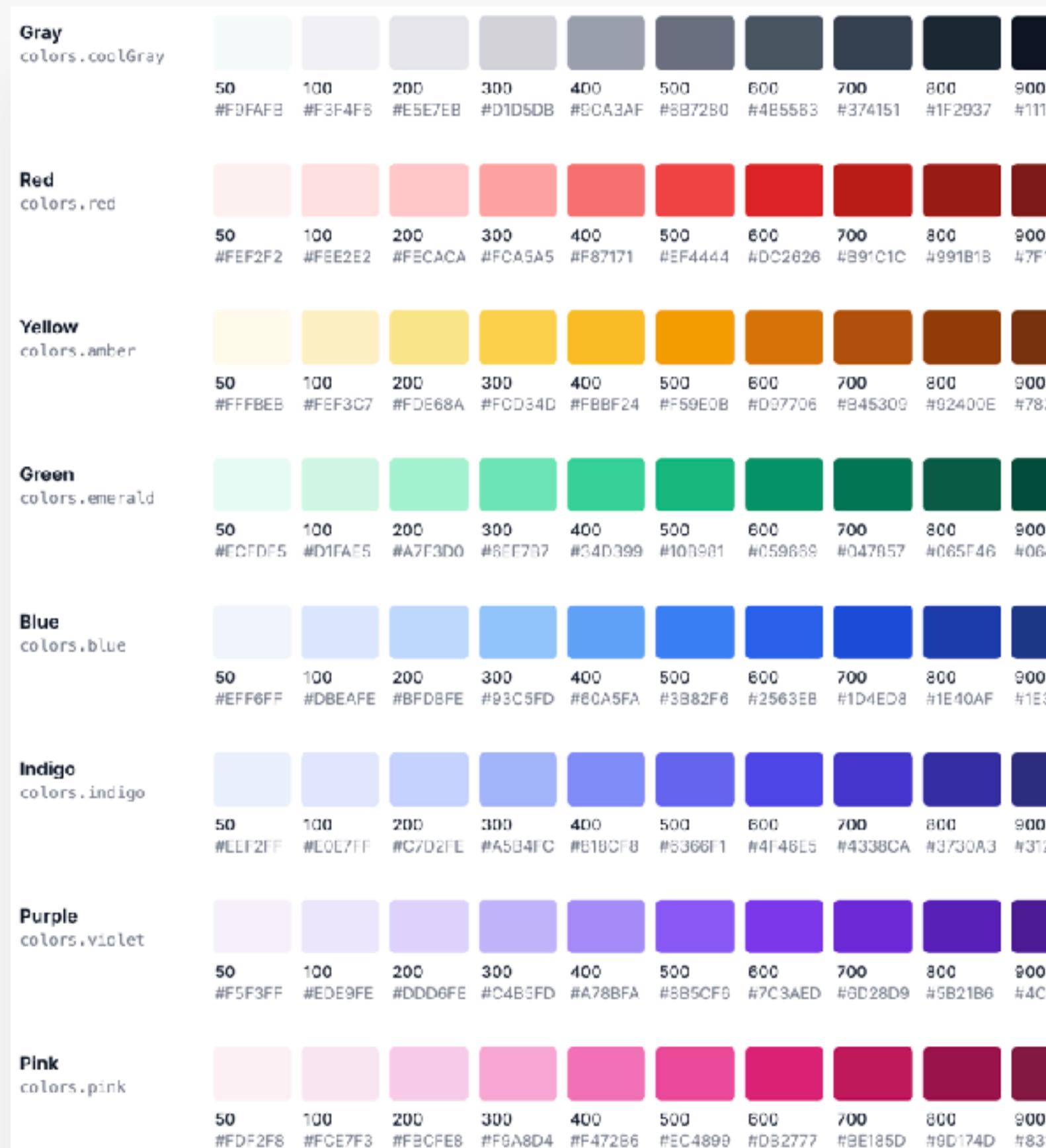
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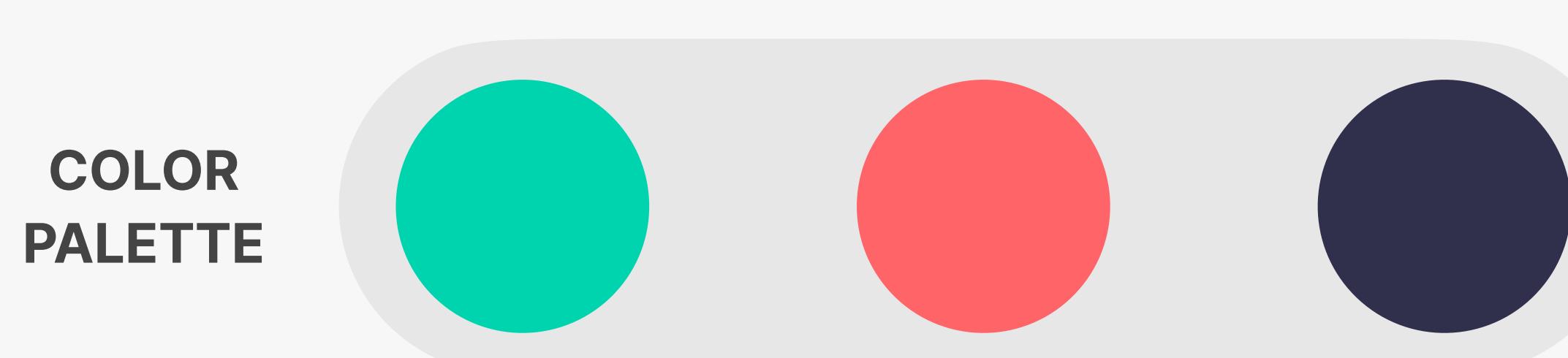
Use a good color tone! Don't choose a random tone or CSS named colors.



ESTABLISH A COLOR SYSTEM

- 3 You need at least two types of colors in your **color palette**: a **main color** and a **grey color**
- 4 With more experience, you can add more colors: **accent (secondary) colors** (use a tool)

MAIN ACCENT GREY



COLOR
PALETTE

“

We hired an exceptional Staff Engineer and a Senior PM using Dover. The product helped us reach candidates with decades of experience.

 Nicholas Bruno
Talent, Forge

[Read the case study >](#)

We discover candidates you actually want to talk to.

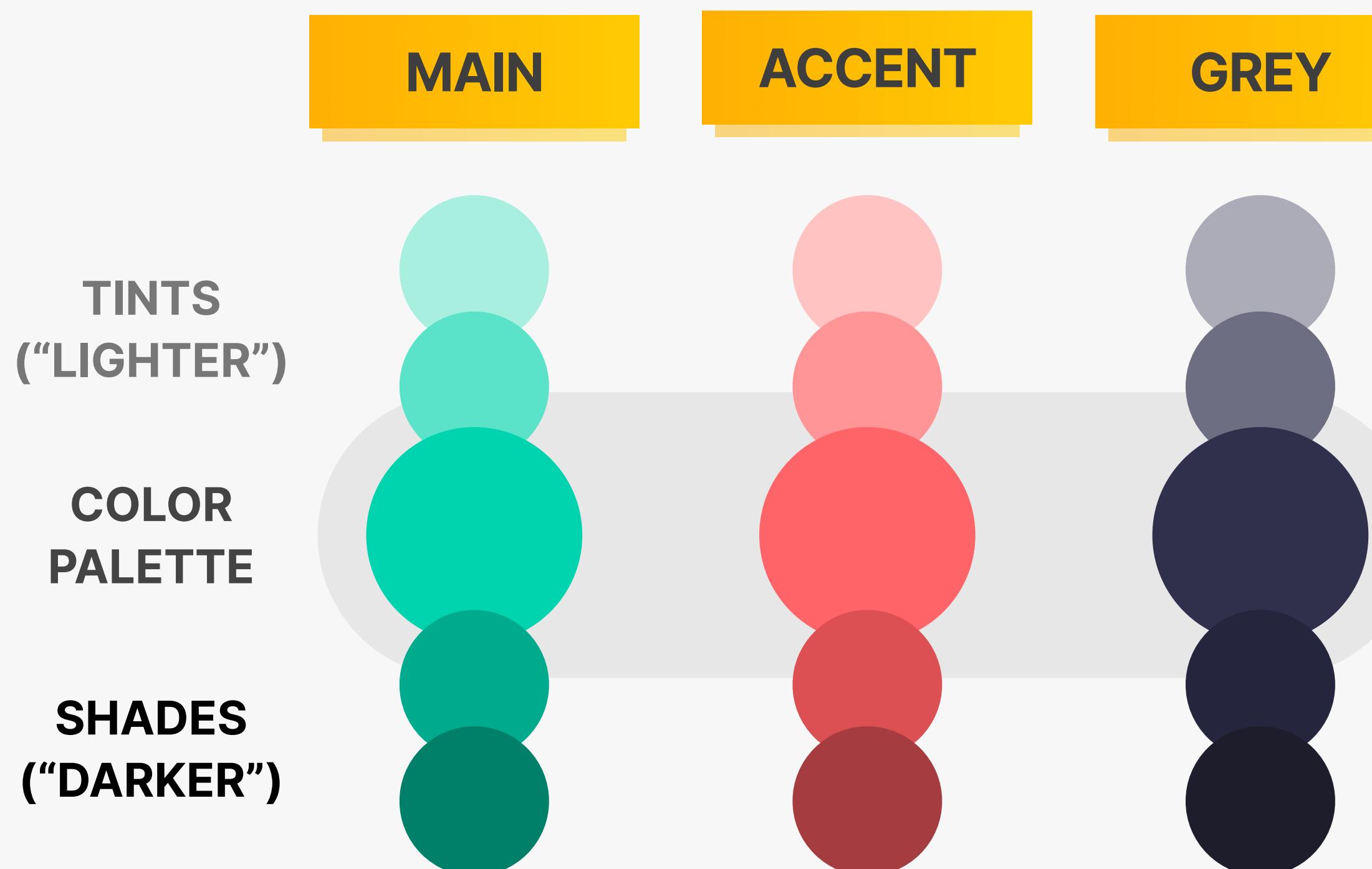
Dover uses a robust calibration process to deeply understand your requirements.

Then, our system evaluates prospective candidates on **50+ data points** so we can find qualified candidates who are the best possible fits.



ESTABLISH A COLOR SYSTEM

- 3 You need at least two types of colors in your **color palette**: a **main color** and a **grey color**
- 4 With more experience, you can add more colors: **accent colors** (use a tool)
- 5 For diversity, create lighter and darker “versions” (**tints and shades**)



 **TOOLBOX**

OC- [Open color](#)

 [tailwindcss](#)

 [FLAT UI COLORS 2](#)

 [palleton.com](#)

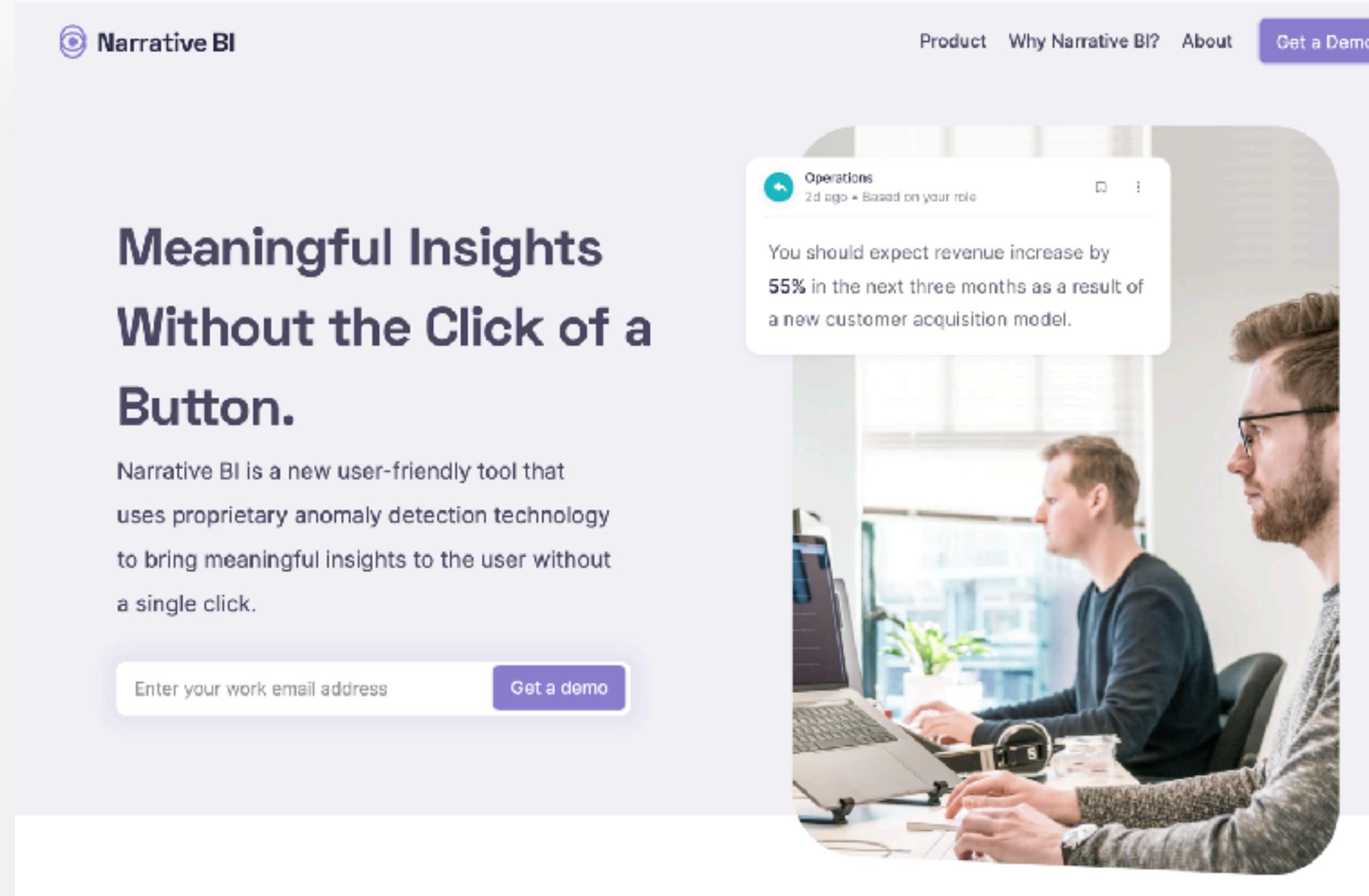
 [coolors](#)

[Tint & Shade Generator](#)

WHEN AND HOW TO USE COLORS

6

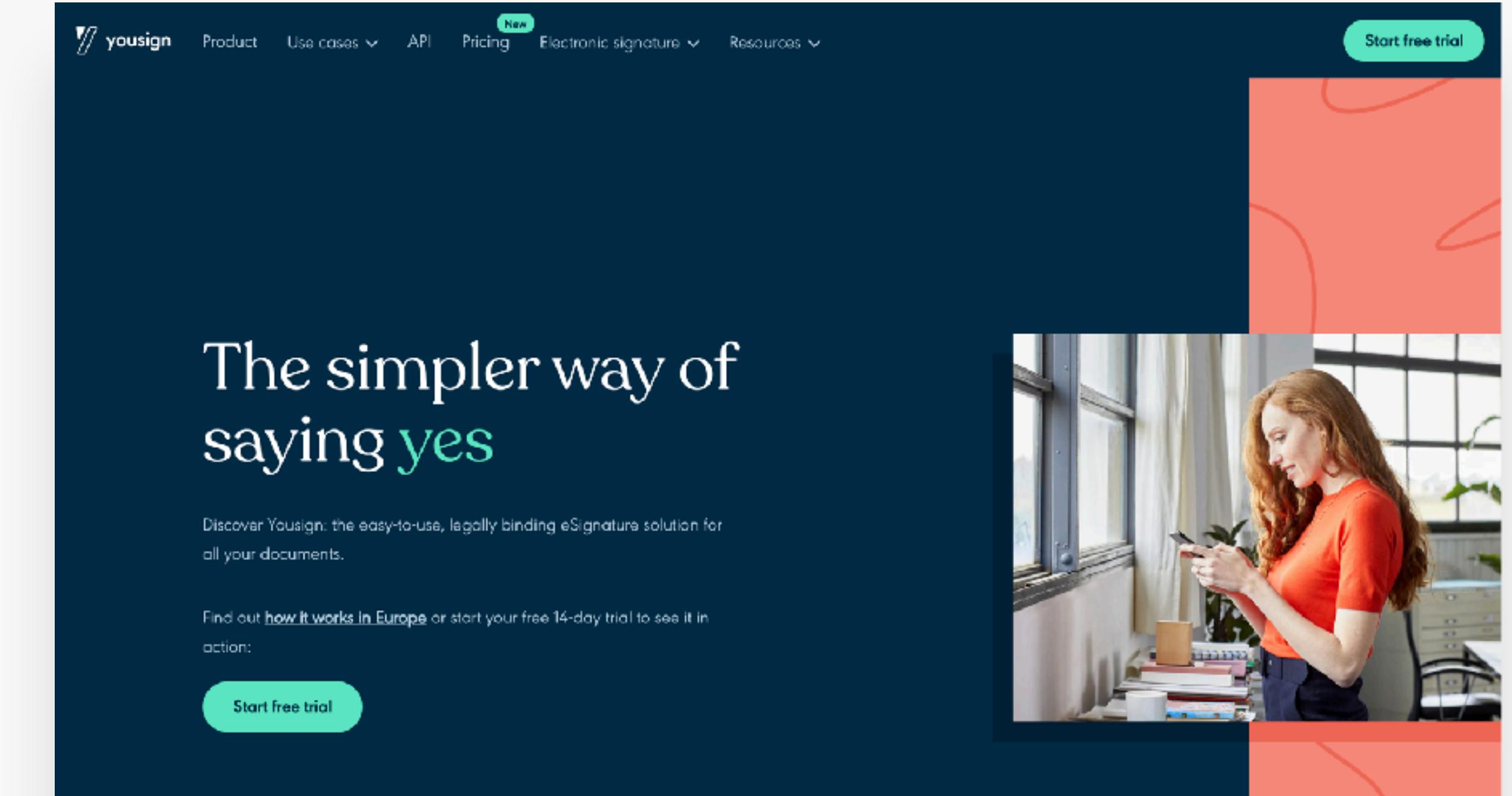
Use your main color to draw attention to the most important elements on the page



The Narrative BI homepage features a white background with a purple header bar. The header includes the company logo, navigation links for Product, Why Narrative BI?, About, and a purple "Get a Demo" button. Below the header, there's a large image of two men working at a desk. A callout bubble from the top left corner displays the text: "Operations 2d ago • Based on your role" and "You should expect revenue increase by 55% in the next three months as a result of a new customer acquisition model." At the bottom left is a form field for "Enter your work email address" and a purple "Get a demo" button.

**Meaningful Insights
Without the Click of a
Button.**

Narrative BI is a new user-friendly tool that uses proprietary anomaly detection technology to bring meaningful insights to the user without a single click.

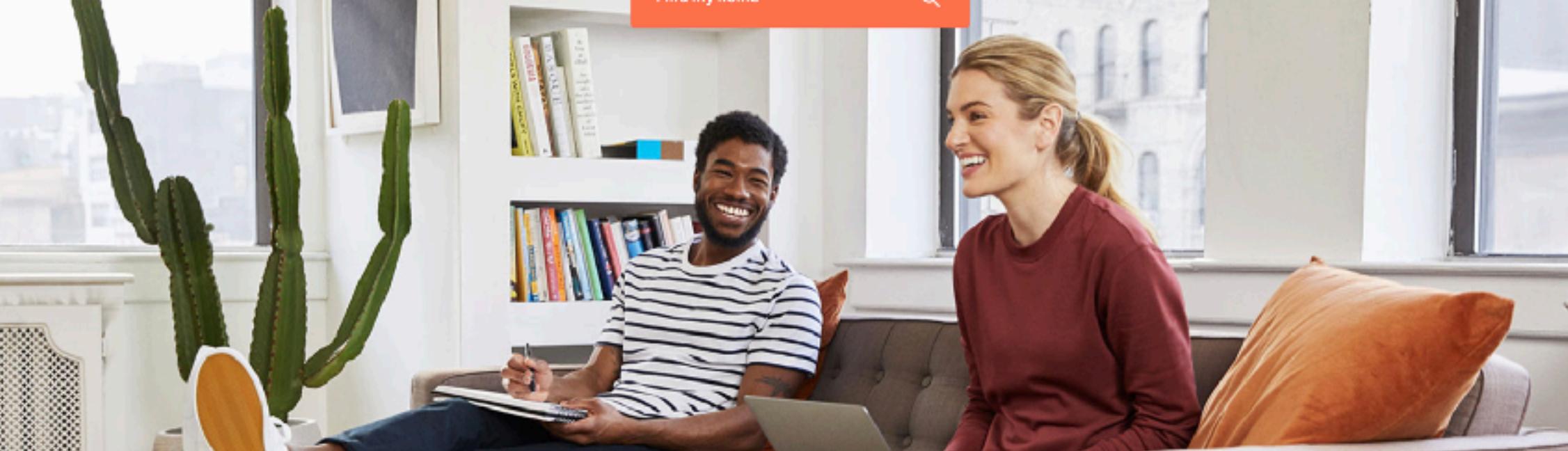


The Yousign homepage has a dark blue header with the company logo and navigation links for Product, Use cases, API, Pricing, a highlighted "New" tab under Electronic signature, Resources, and a green "Start free trial" button. The main content area features the text "The simpler way of saying yes" in large white and teal letters. Below this, there's a subtext about the eSignature solution and a "Start free trial" button. To the right, there's a large image of a woman in an orange shirt using a smartphone in an office setting.

The simpler way of
saying yes

WHEN AND HOW TO USE COLORS

- 6 Use your main color to draw attention to the most important elements on the page



Refer for up to \$500

Love where you live, and who you live with

Move-in ready homes and a built-in community so you can feel at home, together—wherever you are.

Find my home 

LATEST COLLECTION

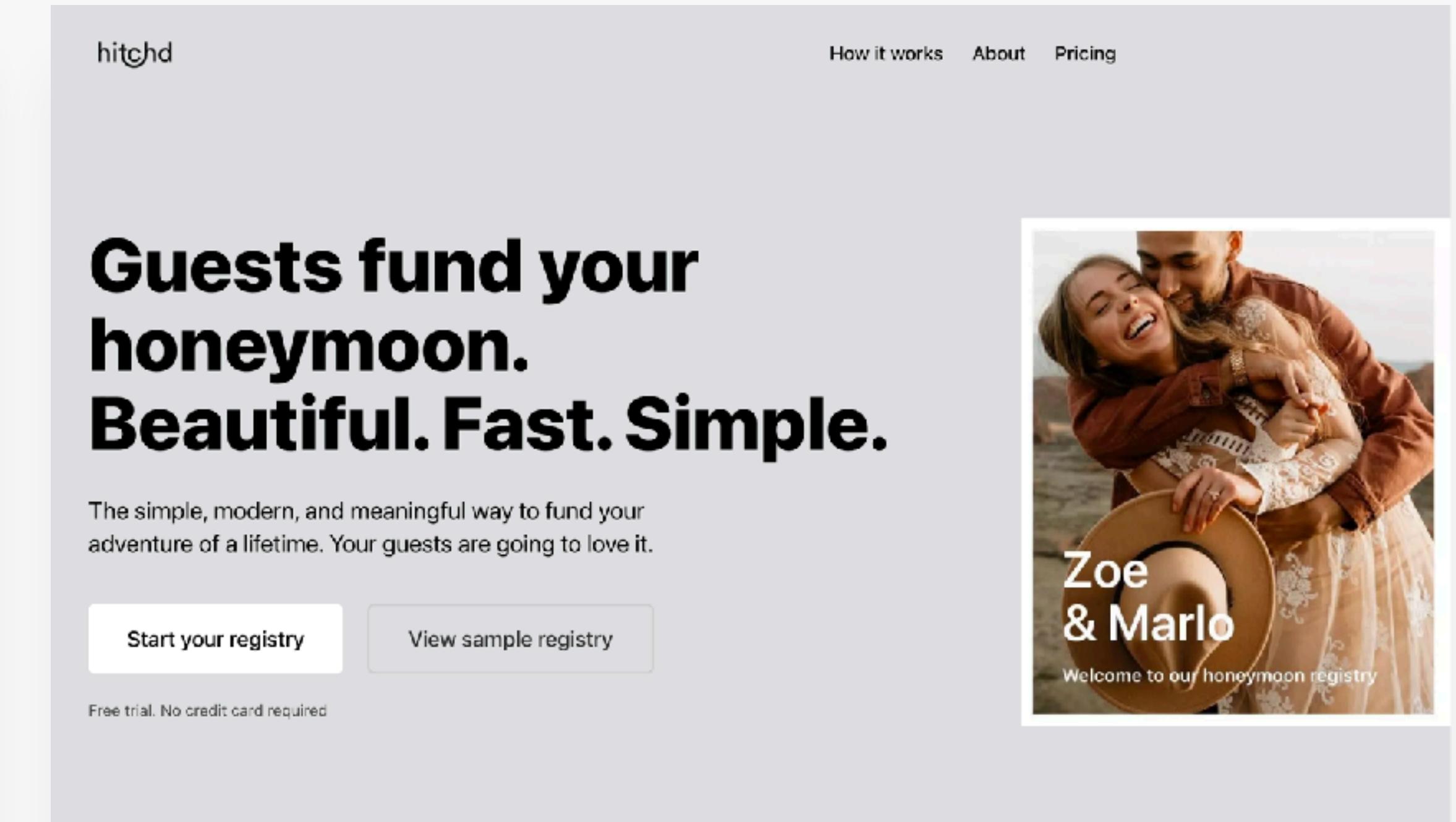
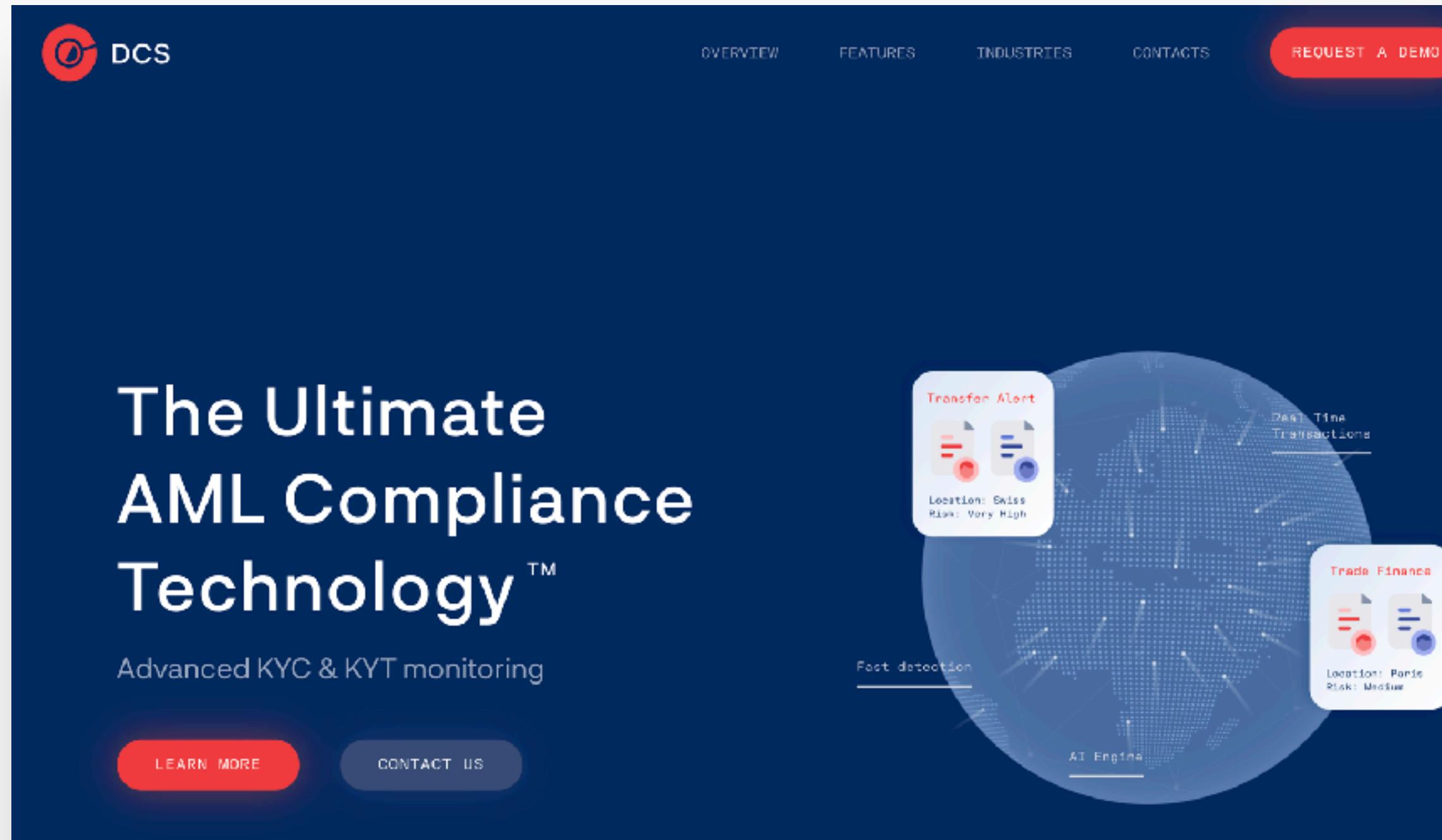
Autumn— *Winter* 2020

Earthy tones, knitted patterns and metallic accents are what characterizes this Autumn Winter collection.

LOOKBOOK > 

WHEN AND HOW TO USE COLORS

- 6 Use your main color to draw attention to the most important elements on the page



WHEN AND HOW TO USE COLORS

6 Use your main color to draw attention to the most important elements on the page

7 Use colors to add interesting accents or make entire components or sections stand out



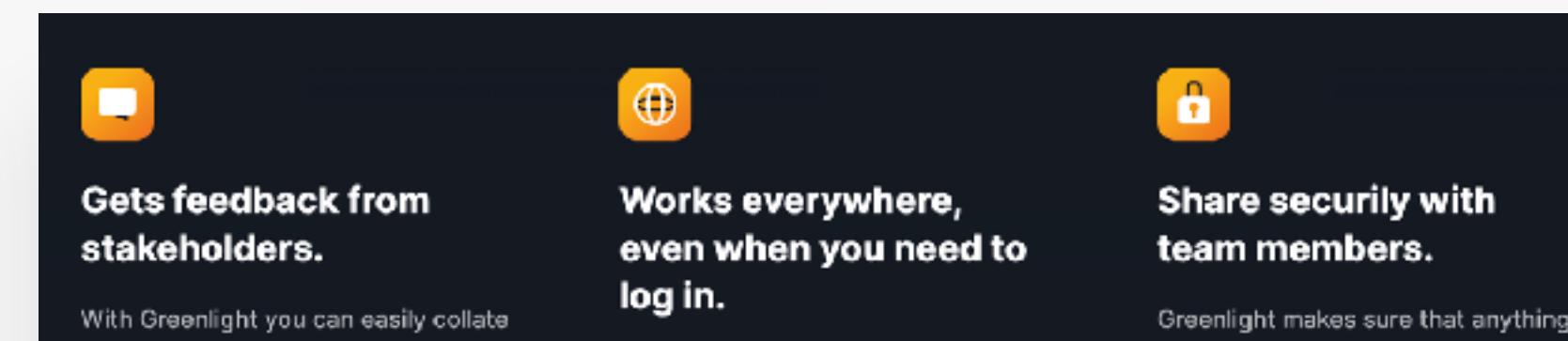
Andre Jilderda
Freelance front-end developer
[06 208 42 105](tel:0620842105)
mail@andrejilderda.nl
[In LinkedIn](#)

Start saving time
on your next design project

Creating UI design takes time and effort, so get the most out of your design by handing off screens at the right time to the right people.

Make the most of
your shares

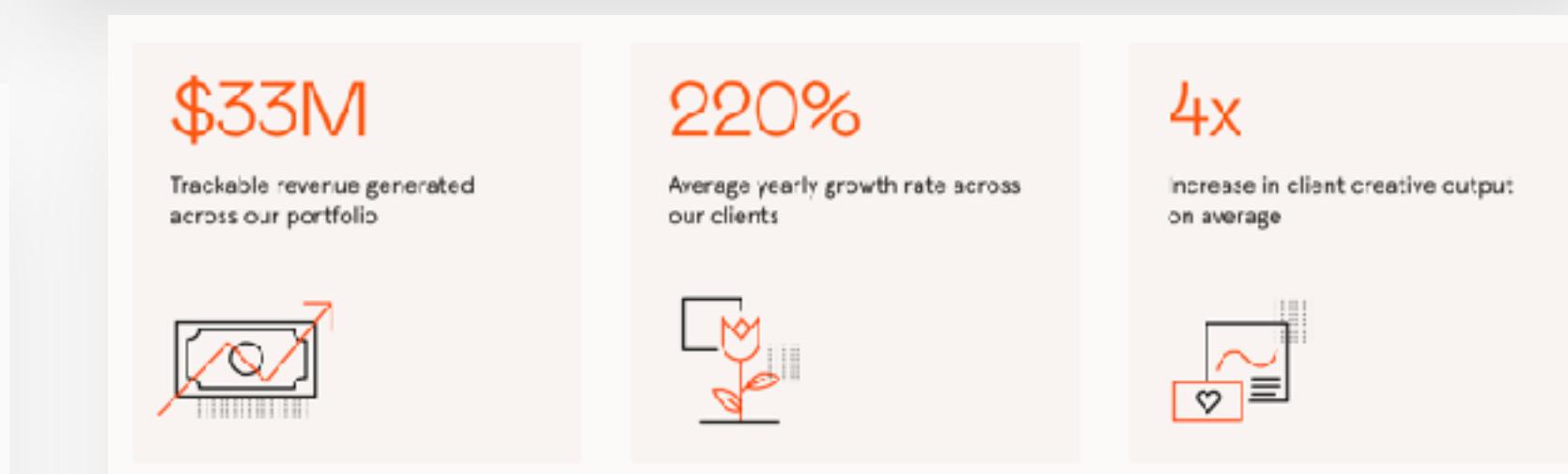
We are a team of equity experts 100% focused on helping startup employees understand, maximize and unlock the value of their stock options and shares.



Gets feedback from stakeholders.
With Greenlight you can easily collate

Works everywhere, even when you need to log in.
Greenlight makes sure that anything

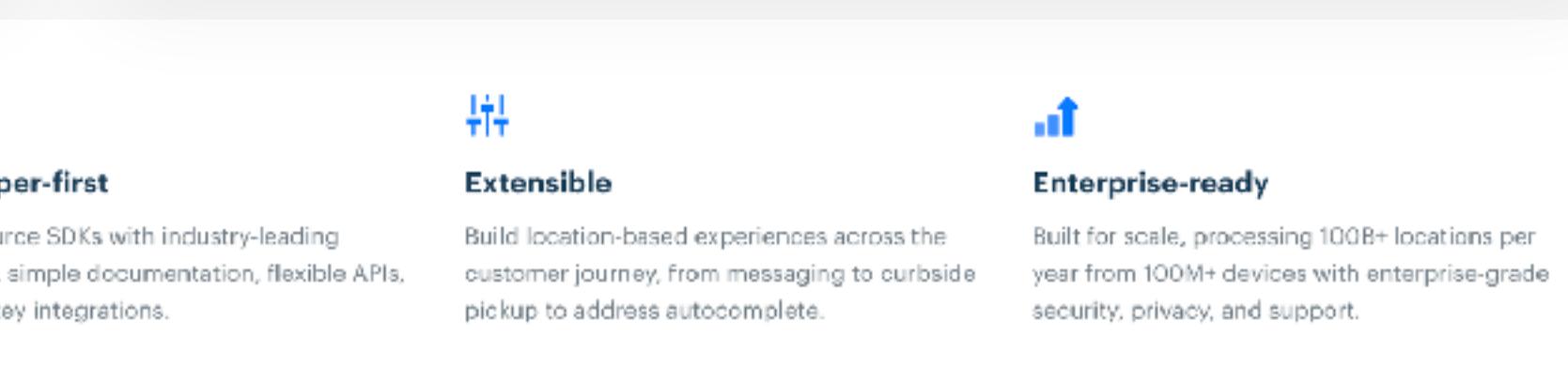
Share security with team members.



\$33M
Trackable revenue generated across our portfolio

220%
Average yearly growth rate across our clients

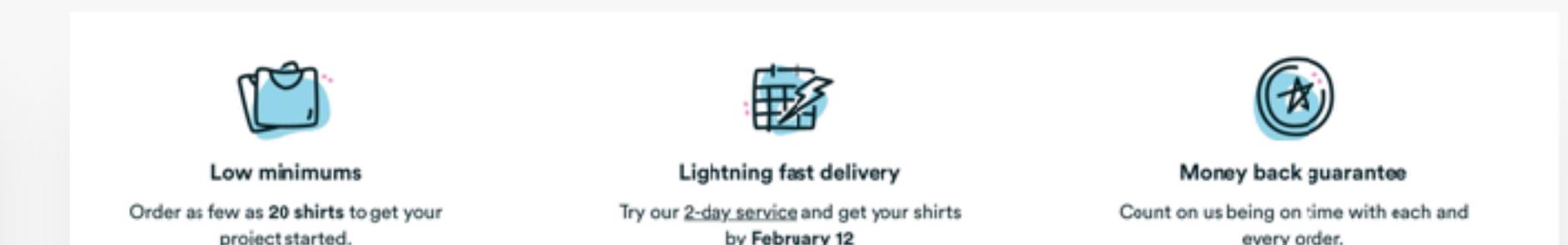
4x
Increase in client creative output on average



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.

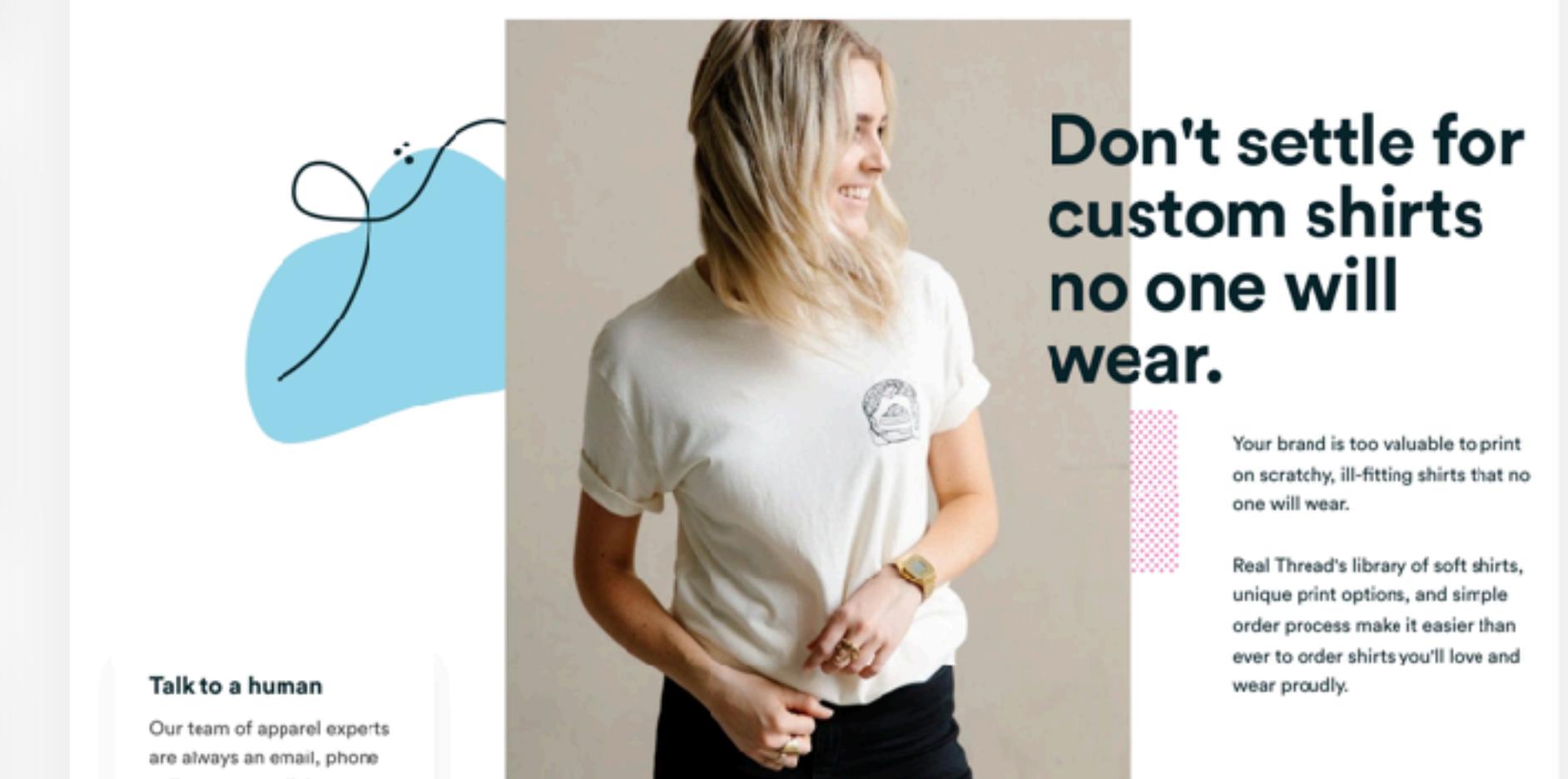
Enterprise-ready
Built for scale, processing 100B+ locations per year from 100M+ devices with enterprise-grade security, privacy, and support.



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.



Don't settle for custom shirts no one will wear.

Your brand is too valuable to print on scratchy, ill-fitting shirts that no one will wear.

Real Thread's library of soft shirts, unique print options, and simple order process make it easier than ever to order shirts you'll love and wear proudly.

WHEN AND HOW TO USE COLORS

- 6 Use your main color to draw attention to the most important elements on the page
- 7 Use colors to add interesting accents or make entire components or sections stand out

Native mobile apps
Beautiful native iOS & Android apps that deliver a polished user experience.

SaaS applications
Feature-driven applications in the cloud that are optimised for self-service.

Enterprise software
Complex and robust software solutions that feel bespoke and intuitive.

Digital platforms
Snappy digital platforms that balance content, commerce, and functionality.

Design systems
Future-proof your product with a design system that scales with your product.

Design audits
A quick review or in-depth analysis of your product. Let's optimise!

Let's team up and design something remarkable

Our agile process supercharges your product design. We've optimised it for collaboration over the course of 100+ projects. Think of us as part of the team. Our projects move fast and involve rapid-prototyping and user testing. Expect new designs every few days. Join us for workshops and sessions at our space in Amsterdam or from anywhere by video.

- Speed-up your product roadmap
- Flexible workflow & fast communication
- Remote or in-person sessions

Your email address

Get in touch →

Would you like to see Narrative BI in action?

I leave your email address to discuss how your company can get first actionable insights today.

Enter your work email address

Get a demo

Essential
All the basics to get started

29€ /mo
Billed Monthly

- 5 Users
- Collaboration features

AUTO-GENERATION

- Unlimited generations
- 1 000 banner exports/month
- 5 brand presets

CREATIVE AUTOMATION

- Unlimited templates
- 2 000 API calls/month
- Zapier integration

Try for free

Advanced
Perfect for agile teams

79€ /mo
Billed Monthly

- 15 Users
- Collaboration features

AUTO-GENERATION

- Unlimited generations
- 5 000 banner exports/month
- 50 brand presets

CREATIVE AUTOMATION

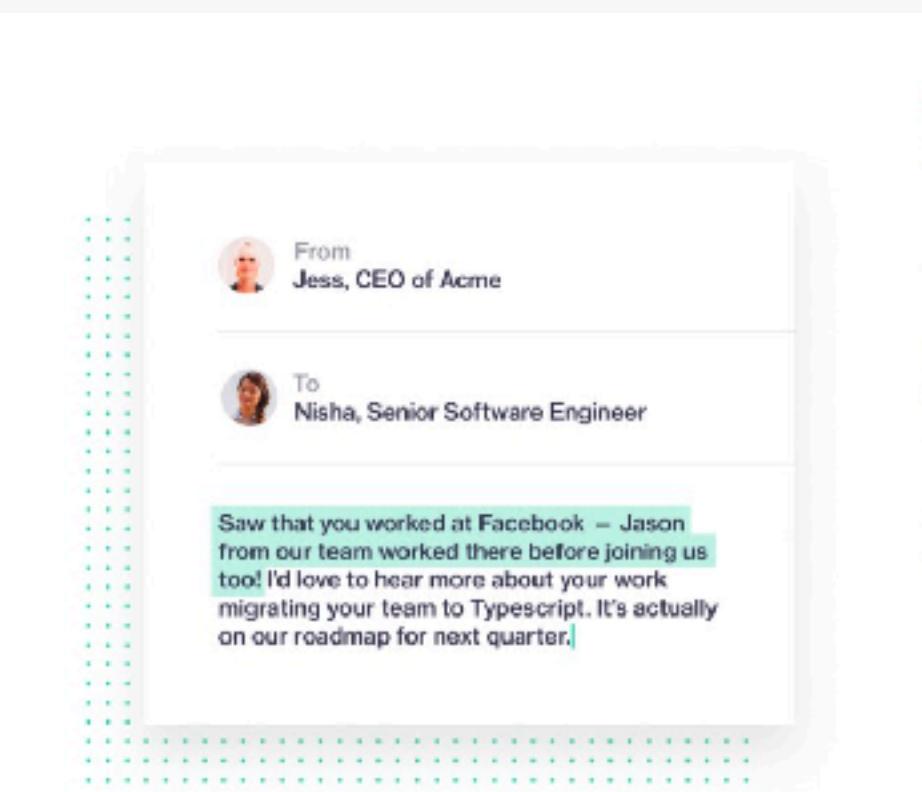
- Unlimited templates
- 10 000 API calls/month
- Zapier integration

Try for free

Experience your product as you create it.

WHEN AND HOW TO USE COLORS

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- 7 Use colors to add interesting accents or make entire components or sections stand out



“

As a founder, I'm balancing tens of things at a given time and it was a relief to hand off sourcing candidates to Dover. They ramped up instantly and helped steer us to great candidates for our React Native roles.

Soroush
Head of Growth, Invoice Simple

[Read the case study >](#)



LEADERBOARDS FOR EVERY LEVEL

Compete against the planet

Compete against yourself and strive for PBs

Beat friends and gym buddies in fun workout challenges

Find your competitive match. Whatever your level.

A screenshot of a mobile application interface titled "Compete against the planet". It shows various challenges and leaderboards for different activities like running, cycling, and swimming. A trophy icon is visible in the bottom right corner.