

Web Design Rules

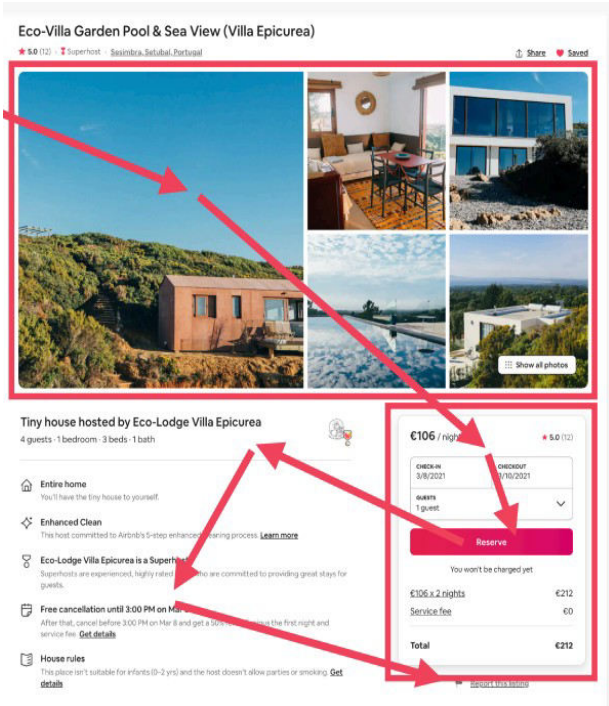
* Visual Hierarchy

Görsel hiyerarşi, bir tasarımın hangi unsurlarının en önemli olduğunu belirlemekle ilgilidir

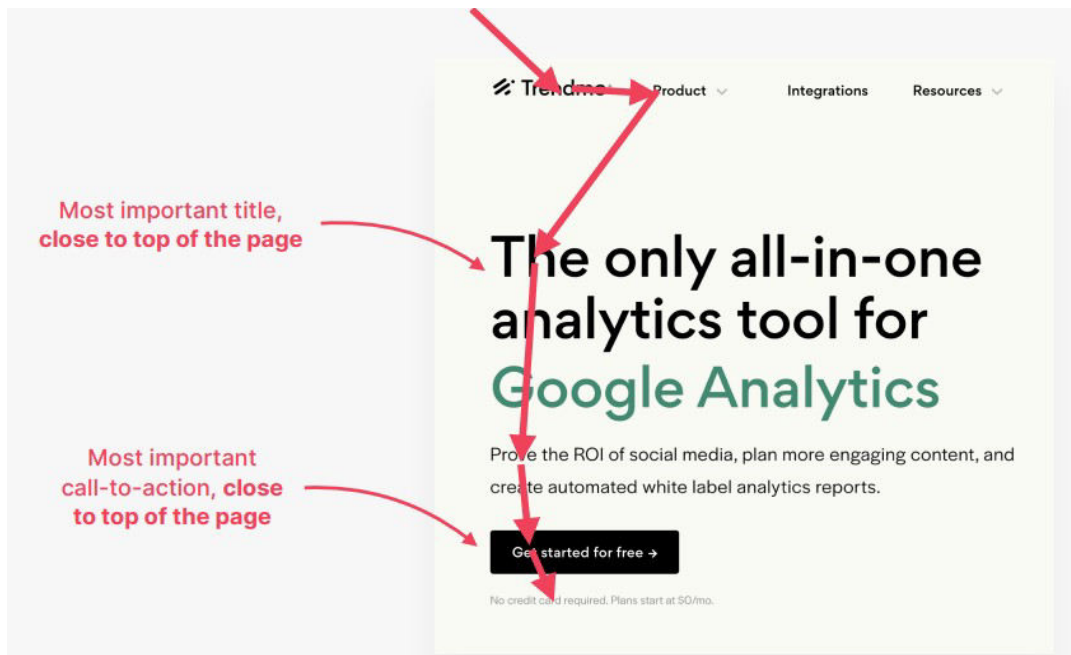
Önemli unsurların kullanıcının dikkatini çekmesi için “yol” gibi...

Görsel Hiyerarşi için “Componentler -> Bileşenler ve Elemenler” çok önemlidir.

-> position / size / colors / spacing / borders / shadows



1- Önemli öğeleri daha fazla dikkat çekmesi için sayfanın üst kısmına yakın bir şekilde konumlandırılır.



2- Kullanılan resim dikkat çekici olsun
(daha büyük görseller daha fazla dikkat çeker)

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.

Red arrows point from the top right to the 'Learn More' button, the 'Community Solar Project Services' section, and the image of the man with the baby.

3- Beyaz boşluklar fark oluşturur nedenle öğeleri vurgulamak için boşlukları stratejik kullanın

More than a designer

Keep it stupid

I like to keep my work simple, interested with eye-catching details and stunning typography.

Award-winner

Not yet. But with a combination of winning attitude and high ambition I'll be a future game-changer.

Keen to learn

You know how to ask an elephant? Well, yes, that's how I learn. One small thing Every Single Day.

Work hard

What would be the point of staring at the screen all those hours if not working hard?

Play hard

I love cold beer, tasty food, chitchat and can't wait to see you in WA, anytime. I'm a cool guy to work with.

Red arrows point from the top left to the 'Keep it stupid' section and the 'Award-winner' section.

4- Metin öğeleri için önemi ifade etmek için;

- font size
- font weight
- color
- whitespace



Confusing! No hierarchy at all

Eco-Villa Garden Pool & Sea View (Villa Epicurea)

★ 5.0 (12) · 🏠 Superhost · [Sesimbra, Setubal, Portugal](#)



Lightening color of less important text. Perfect!

Eco-Villa Garden Pool & Sea View (Villa Epicurea)

★ 5.0 (12) · 🏠 Superhost · [Sesimbra, Setubal, Portugal](#)

Inspect Designs

Copy-paste code & specs and export any asset

Learn More →



Kevin Bell
UX Developer at Techmates Group

"With Avocode, our devs can easily access all elements within design source files without forcing designers to prepare layers in Sketch."

20px



Inspect Designs

Copy-paste code
& specs and export
any asset

Learn More →



Kevin Bell
UX Developer at Techmates Group

"With Avocode, our devs can easily access all elements within design source files without forcing designers to prepare layers in Sketch."

14px

12px

14px

20px

40px

20px



Confusing! No hierarchy at all



Increasing font sizes and adding whitespace

TEXT

5- Hangi Metin Öğeleri vurgulanmalı ?

- titles
- sub-titles
- links
- buttons
- data-points
- icons

Not: Daha az önemli metin ve etiketlerin vurgularını kaldırabilirsiniz.

This screenshot shows a travel listing with several annotations highlighting text elements:

- Title**: Points to the main title "Eco-Villa Garden Pool & Sea View (Villa Epicurea)".
- Icon**: Points to the star rating "★ 5.0 (12)".
- Link**: Points to the location text "Sesimbra, Setubal, Portugal".
- Data point**: Points to the star rating "★ 5.0 (12)".
- De-emphasizing additional information**: Points to the "Superhost" badge.

Below the main listing, there are three columns of features, each with its own annotations:

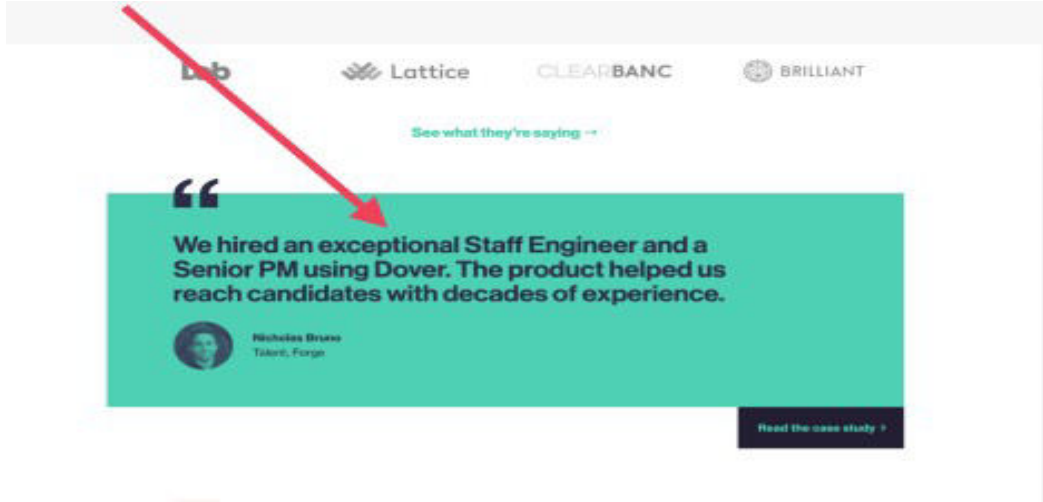
- Column 1**:
 - Icon**: Points to a gear icon.
 - Sub-title**: Points to "Close to the metal".
 - Link**: Points to "Eco direct integrations with card networks and banks to checkout flows in the browser, we operate on and optimize at every level of the financial stack."
- Column 2**:
 - Sub-title**: Points to "Fastest-improving platform".
 - Text**: Points to "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.)"
- Column 3**:
 - Sub-title**: Points to "Battle-tested reliability".
 - Text**: Points to "Our systems operate with **99.9%+** uptime and are highly scalable and redundant. Stripe is certified to the highest compliance standards."

This screenshot shows a landing page for a payment platform with several annotations highlighting text elements:

- Sub-title**: Points to the word "INTEGRATED" in green.
- Important data points**: Points to the pricing "1.4% + €0.25" and "2.9% + €0.25".
- De-emphasizing additional information**: Points to the text "Access a complete payments platform with simple, pay-as-you-go pricing" and "for European cards" / "for non-European cards".
- Icons**: Points to the list of features: "Everything you need to manage payments", "Get hundreds of feature updates each year", and "No setup fees, monthly fees, or hidden fees".
- Very subtle button (focus is on prices)**: Points to the button "GET STARTED IN MINUTES →".

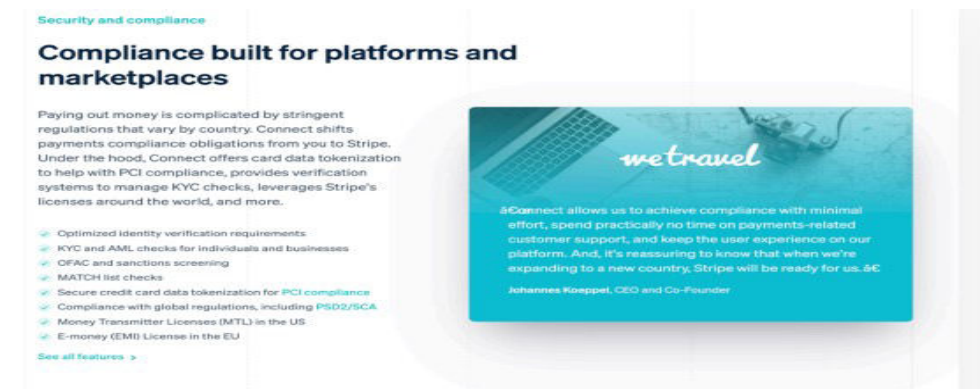
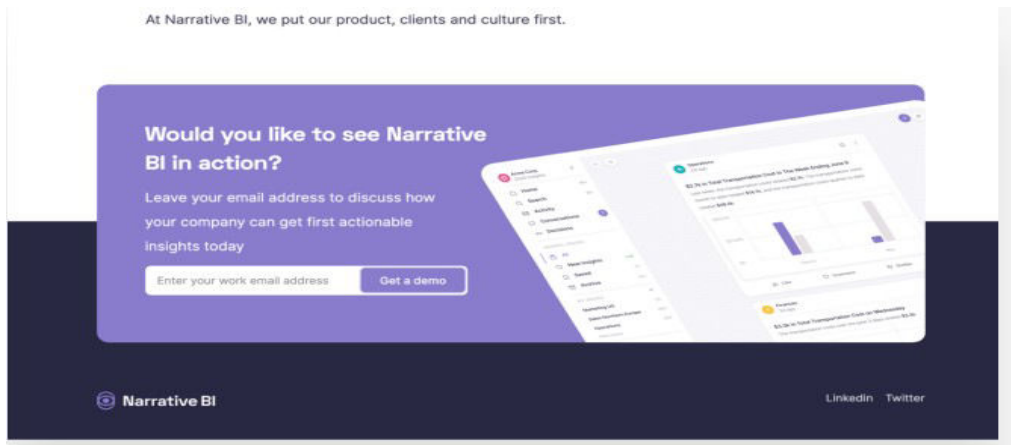
Between Components

6- Background-color, shadow veya border (veya birden fazla) kullanarak önemli bir bileşeni vurgulayın

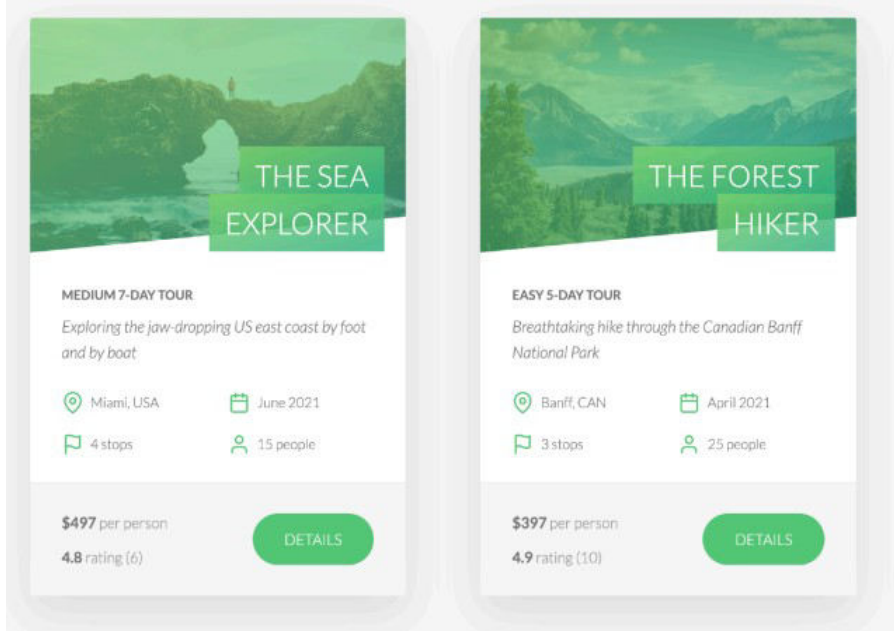


7- Hangi componentler (bileşenler) vurgulanmalı ?

1. Referanslar
2. Harekete geçirici bölümler
3. Vurgu bölümleri



4. Ön-İzleme Kartları



5- formlar

6- fiyatlandırma tabloları

7- tablodaki önemli satır ve sütunlar

