



WELCOME TO THIS COURSE



Jonas Schmedtmann

- Make text look professionally designed
- Use the power of colors
- Get and use amazing images, fonts and icons to make your website shine
- Create a layout using whitespace and visual hierarchy
- Keep yourself inspired to learn more and more

WATCH THE LECTURES IN HD

The screenshot shows a course interface with a main content area and a sidebar.

Main Content Area:

- Header buttons: Back to Course, Previous Lecture, View resources, and a navigation menu icon.
- Section 1 - Introduction:
 - Lecture 1: Let's start this amazing journey
Em breve
 - Lecture 2: How to be successful with this course
02:05
- Section 2 - Webdesign basics:
 - Lecture 3: Introduction to webdesign
Em breve
 - Lecture 4: Typography
Em breve
 - Lecture 5: Colors
Em breve
 - Lecture 6: Working with images
Em breve
 - Lecture 7: Working with icons
Em breve
 - Lecture 8: Spacing and layout
Em breve
 - Lecture 9: User experience
Em breve
 - Lecture 10: Getting inspired
Em breve

Video Player (Bottom Left):

- Logo: JS Jonas S
- Progress bar: 02:00
- Text: hello@webdesigncourse.co
- Control buttons: play/pause, volume, and a red box highlighting the email address.
- Buttons: NEXT LECTURE, Auto Play ON, and a settings icon.

ASK ALL YOUR QUESTIONS

The screenshot shows a Udemy course page for "Amazing Web Design in 1 Hour: 25+ Guidelines for We...". The course is taught by Jonas Schmedtmann and has 8 reviews. The left sidebar lists course sections and lectures:

- Section 1 - Course Introduction**
 - Lecture 1: Welcome to this course (02:09)
 - Lecture 2: How to get the best out of this course (02:05)
- Section 2 - The 25+ Guidelines of Amazing Web Design**
 - Lecture 3: Introduction to web design (03:50)
 - Lecture 4: Beautiful typography (04:31)
 - Lecture 5: Using colors like a pro (05:42)
 - Lecture 6: The meaning of colors in web design (Text)
 - Lecture 7: Working with images (04:05)
- Test 1: Web Design Quiz 1** (5 questions)

The right sidebar shows course management options (Manage Course, Revenue, Analytics, Feedback), student statistics (1866 students), and a discussion forum. A red box highlights the "Add Discussion" button.

Discussions (1866 students)

Search Discussions or Add Discussion

Show Unanswered Discussions

Leonidas Yopan posted a discussion · 11 hours ago
Where Can I Download the eBook?
Sorry if I missed something, but where can I download the ebook?
Show 1 reply · Like · Following (1 follower)

Muhammadjavohir Suratov posted a discussion · 17 hours ago
Video download
Hello Mr. Jonas,
May I download the videos via IDM to learn them offline on my computer?
Show 3 replies · Like · Following (3 followers)



f [facebook.com/
jonas.schmedtmann](https://facebook.com/jonas.schmedtmann)

🐦 [@jonasschmedtman](https://twitter.com/jonasschmedtman)

✉ hello@webdesigncourse.co



Do you have any questions? Please ask them in the course forum, I will be glad to help!

INTRODUCTION TO WEB DESIGN



Jonas Schmedtmann

BEST RESOURCES FOR WEB
DESIGN AND DEVELOPMENT
WITH HTML5 & CSS3

The free e-book for the Udemy course
Second Edition, April 2015

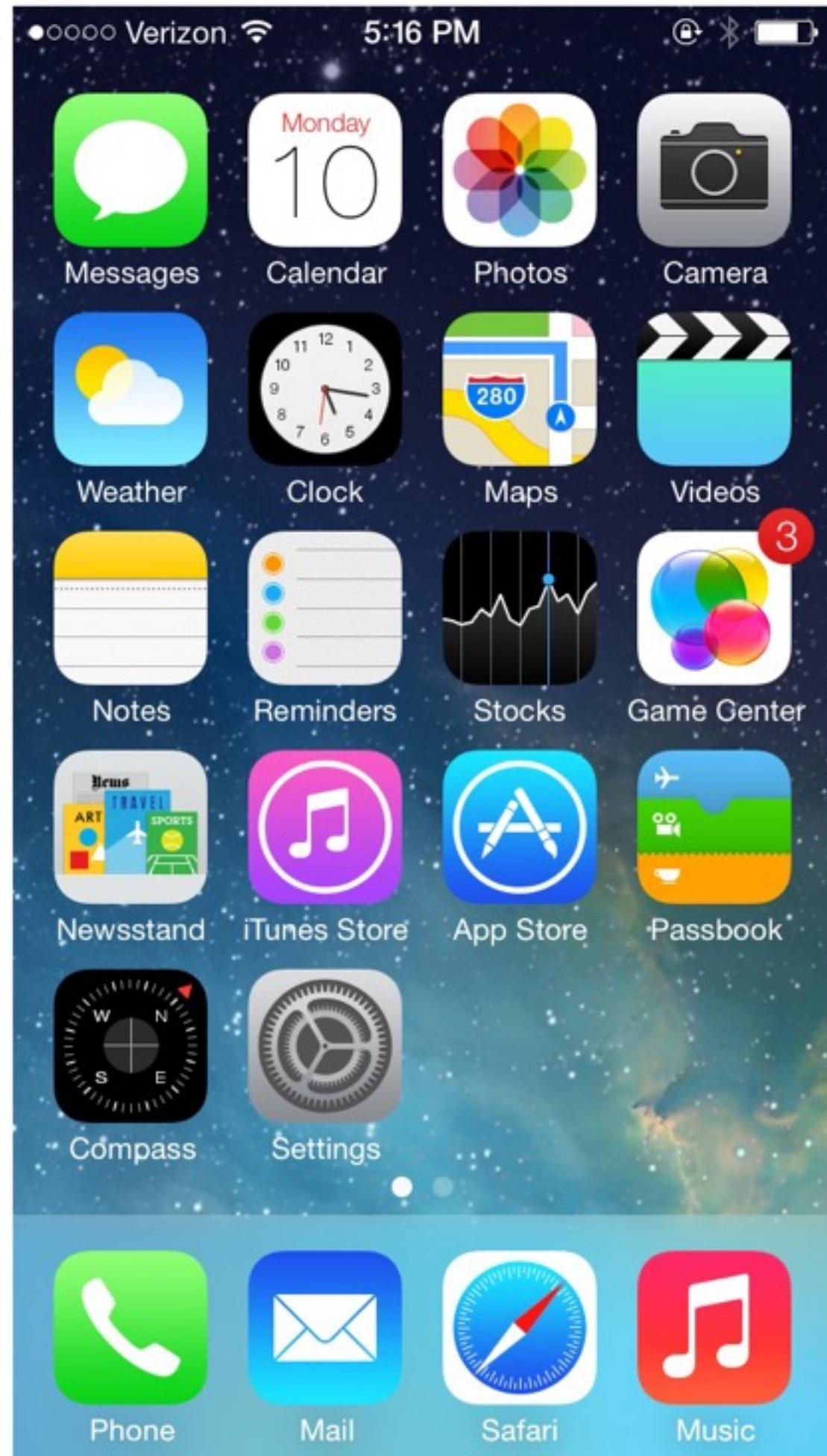


GO DOWNLOAD
THE E-BOOK
NOW

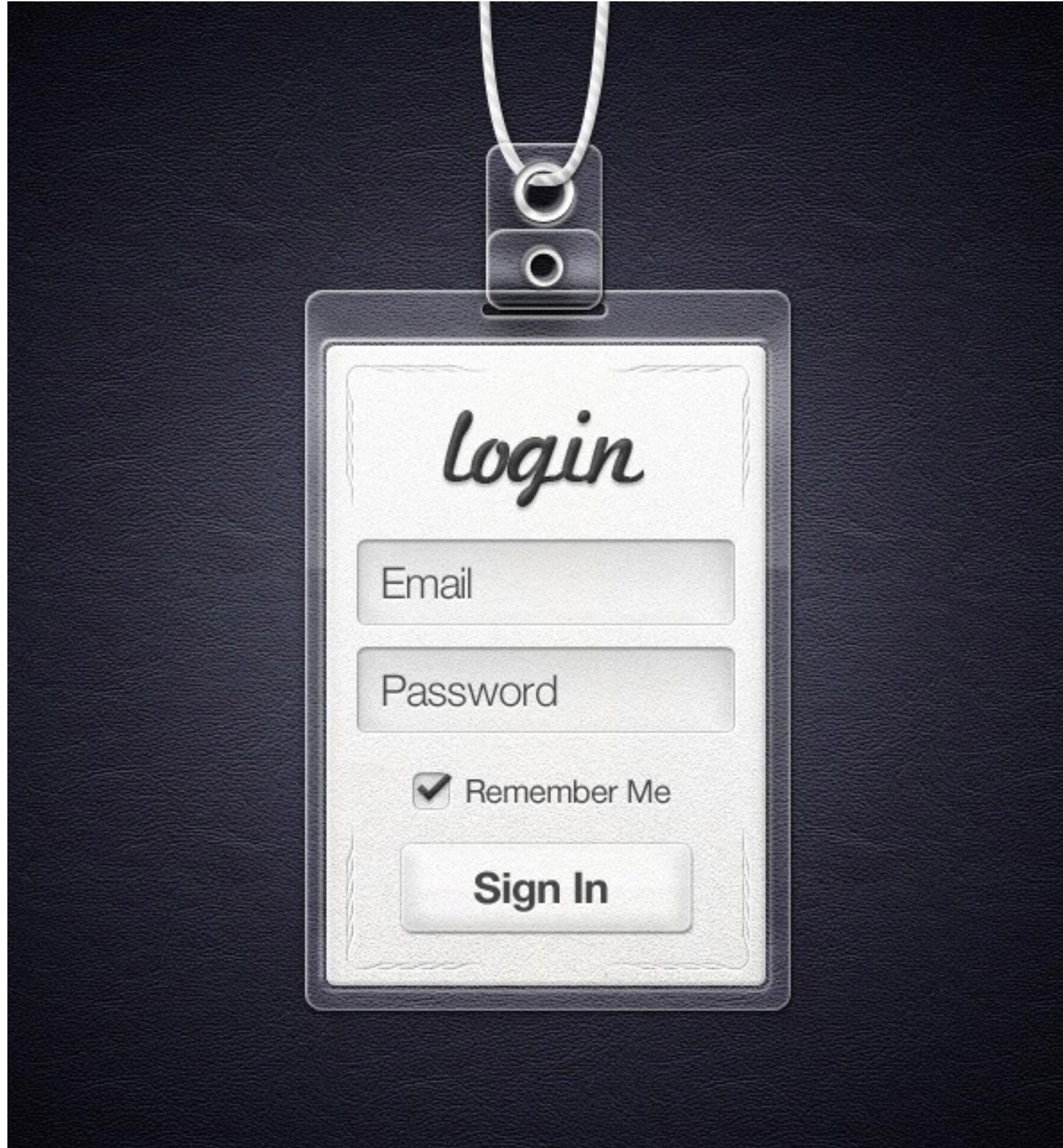
THE DESIGNER CREATES THE LOOK AND FEEL.
THE DEVELOPER BUILDS IT.

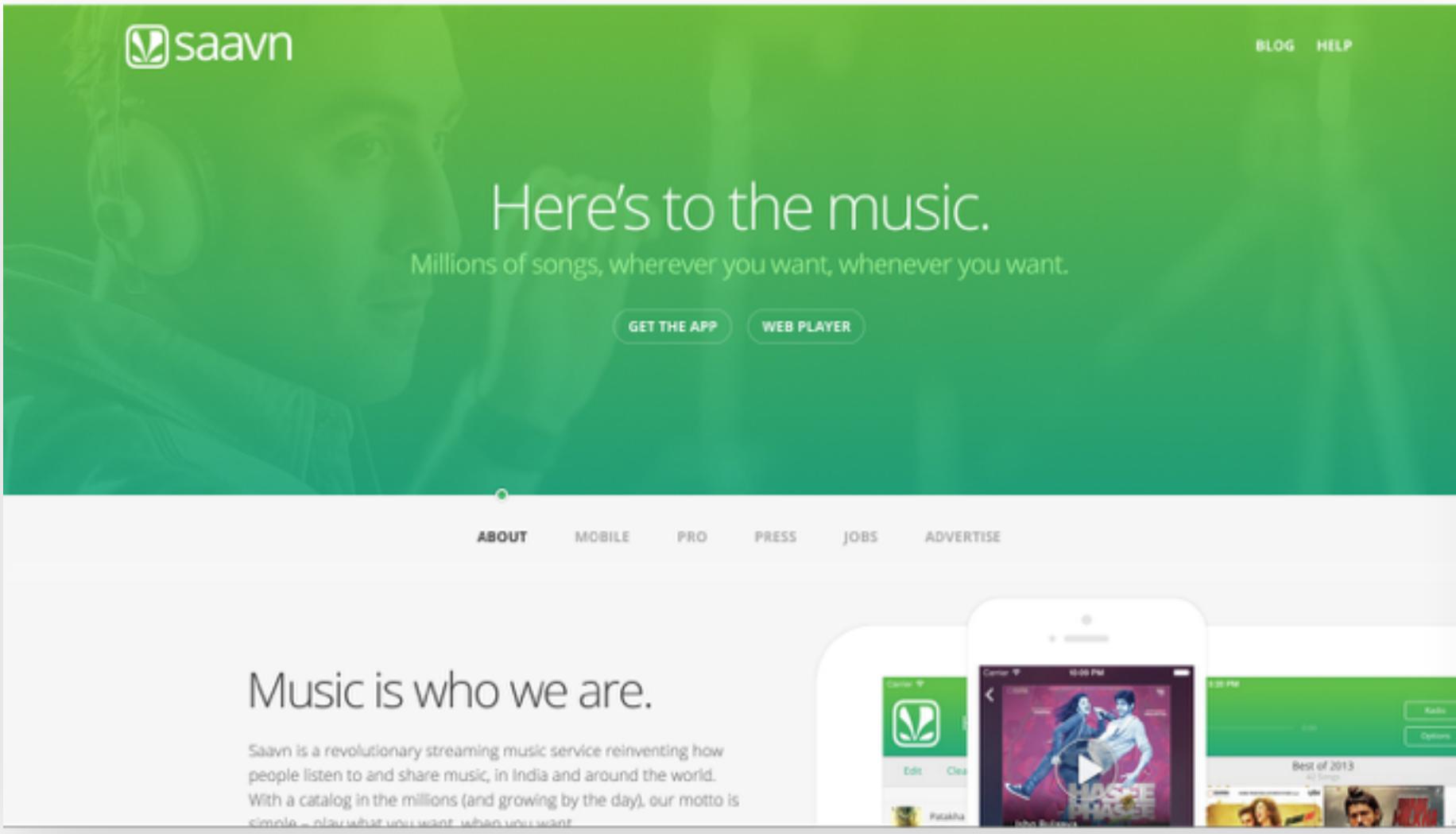


iOS6



iOS7

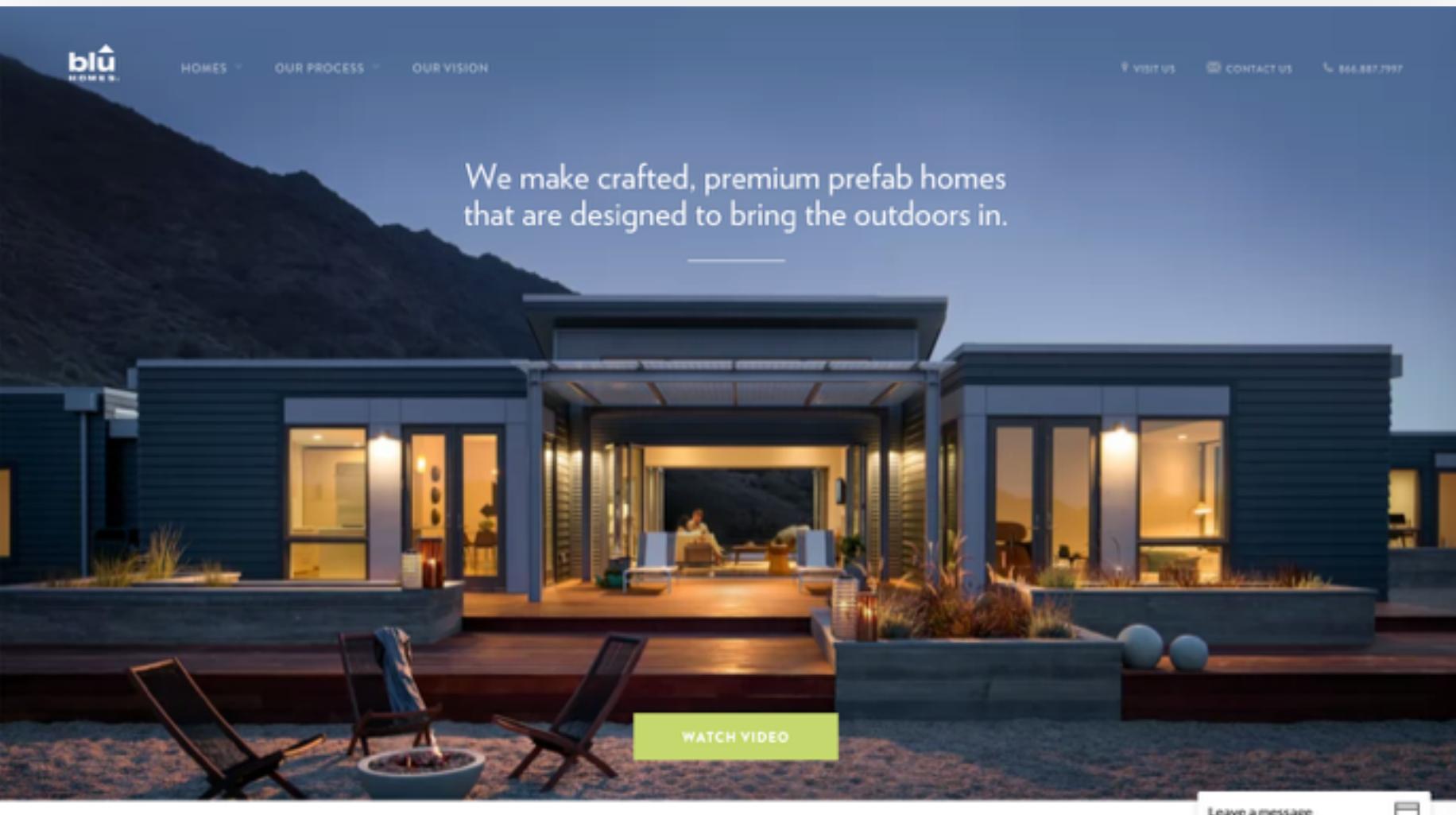
A digital login form interface. It consists of three horizontal input fields: "Username" with a user icon, "Password" with a lock icon, and a large green "Log in" button. The "Log in" button has white text and a white outline.



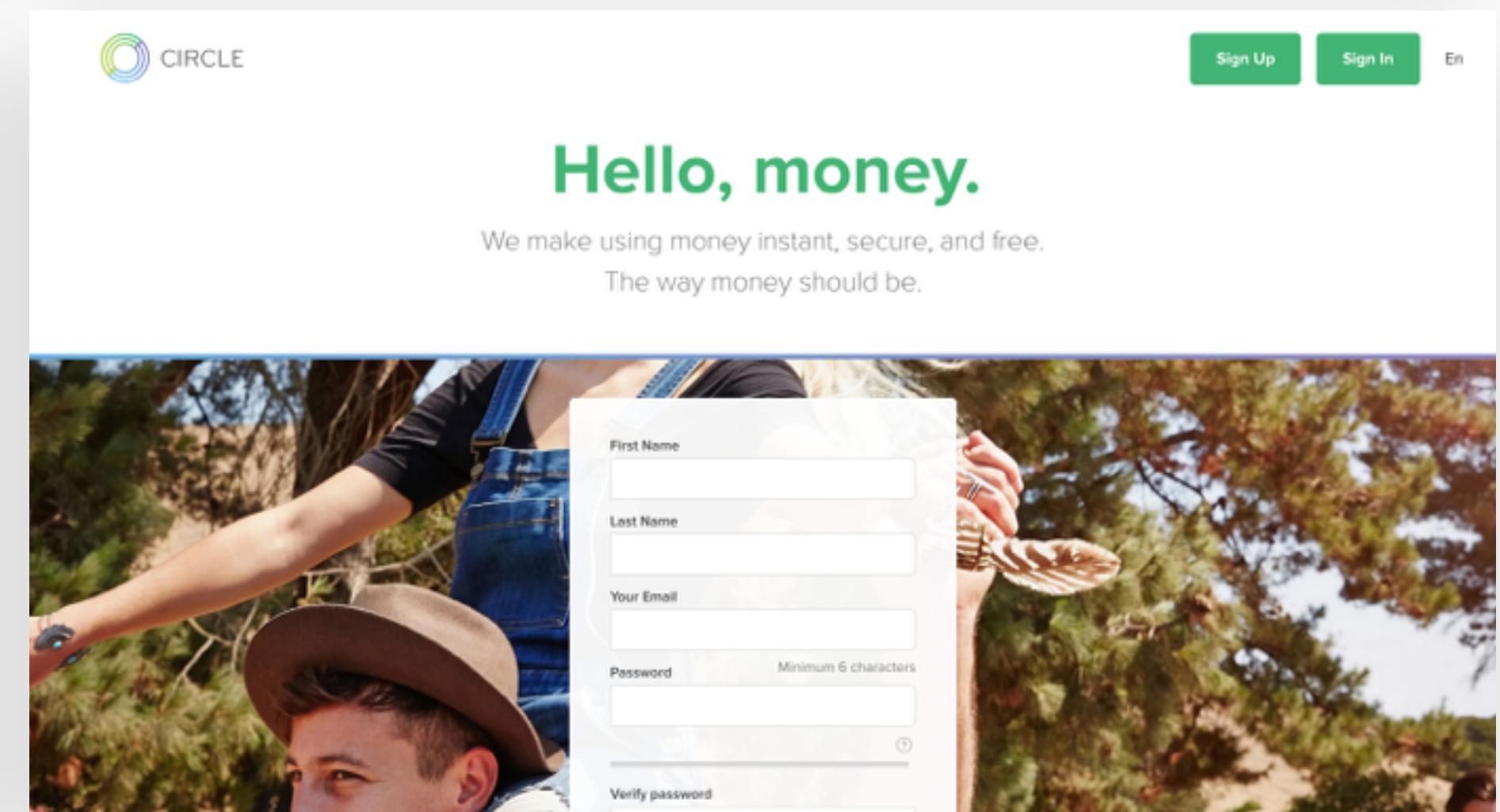
The Saavn homepage features a green gradient background with a portrait of a person wearing headphones. The top navigation bar includes links for 'BLOG' and 'HELP'. Below the header, the tagline 'Here's to the music.' is displayed, followed by the subtext 'Millions of songs, wherever you want, whenever you want.' Two buttons, 'GET THE APP' and 'WEB PLAYER', are present. The main content area features the text 'Music is who we are.' and a description of Saavn as a revolutionary streaming music service. It includes a screenshot of the mobile app interface showing a play button and song lists.



The Aquest website has a large, scenic background image of a vineyard at sunset. The top navigation bar includes a menu icon and the text 'AQ'. The main title 'CANTINE DI NEGRAR' is prominently displayed in large white letters. Below the title, it says 'AWWARDS SITE OF THE DAY' and 'PWA MOBILE OF THE DAY'. A section titled 'DIGITAL DREAMS BY AQEST' contains the text: 'It's not true that the best dreams happen when you are awake, they happen when you are online! Don't you believe? Check our works.' To the right, there is a bio for '7MML' with the tagline '#storytelling. #website'.



The blu homes website features a dark blue background with a large image of a modern, illuminated prefab house at night. The house has large glass windows and doors, and a fire pit is visible in the foreground. The text 'We make crafted, premium prefab homes that are designed to bring the outdoors in.' is centered above the image. A 'WATCH VIDEO' button is located at the bottom left. The top navigation bar includes links for 'HOMES', 'OUR PROCESS', and 'OUR VISION'. The footer includes links for 'VISIT US', 'CONTACT US', and a phone number '866.888.7997'.



The Circle website features a large, scenic background image of a person in a hat sitting outdoors. The top navigation bar includes 'CIRCLE' and buttons for 'Sign Up' and 'Sign In'. The main headline 'Hello, money.' is displayed in large green text. Below it, the tagline 'We make using money instant, secure, and free. The way money should be.' is shown. A registration form is overlaid on the background image, containing fields for 'First Name', 'Last Name', 'Your Email', 'Password' (with a note 'Minimum 6 characters'), and 'Verify password'.



Do you have any questions? Please ask them in the course forum, I will be glad to help!

BEAUTIFUL TYPOGRAPHY

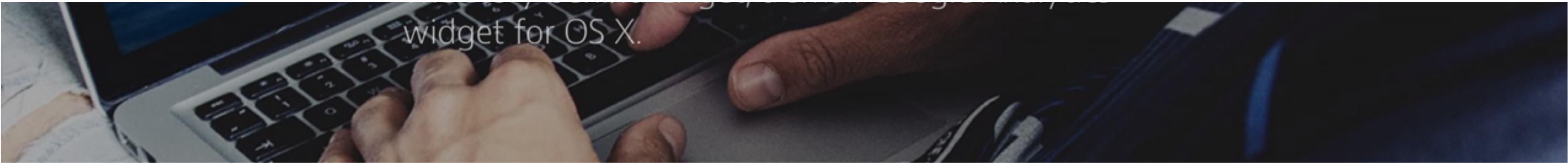


Jonas Schmedtmann

“Typography is the art and technique of arranging type to make written language readable and beautiful.



1. USE A FONT-SIZE BETWEEN 15 AND 25 PIXELS



Okay, I'll be honest with you right away. The title is a little misleading. I started learning Swift 4 months ago and I knew *some* coding before that. But I have never created a native app for any platform. Thinking about it now, I had no idea what I was up against...

GOOD

For you to understand the *how* I did it, first I must tell you the *why*.

Traveling back in time

I always loved computers. My father bought our first machine when I was around 8 years old, and I became hooked in a second. It had a blurry CRT screen and it was running DOS, but it did what *you* wanted it to do. That thing was pure magic for God's sake! Of course I mostly played games on it but I fell in love with the whole environment. I learned about how a PC worked, turned all the knobs and switches in the programs and became the guy others came to for tech-advice.

22px



Zoltán Hosszú on Mar 9 · 8 min

You, Josh Muccio, and 1,534 others recommended



NEXT STORY

1. USE A FONT-SIZE BETWEEN 15 AND 25 PIXELS



BAD

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14px

BAD

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30px



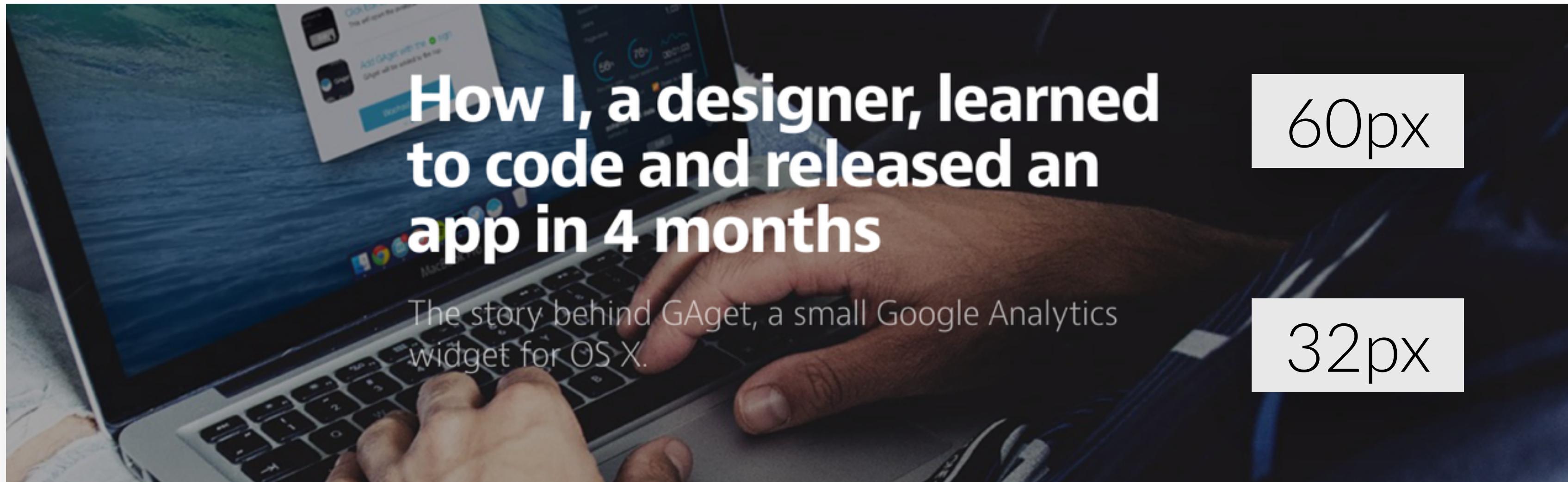
Zoltán Hosszú on Mar 9 · 8 min

You, Josh Muccio, and 1,535 others recommended



NEXT STORY

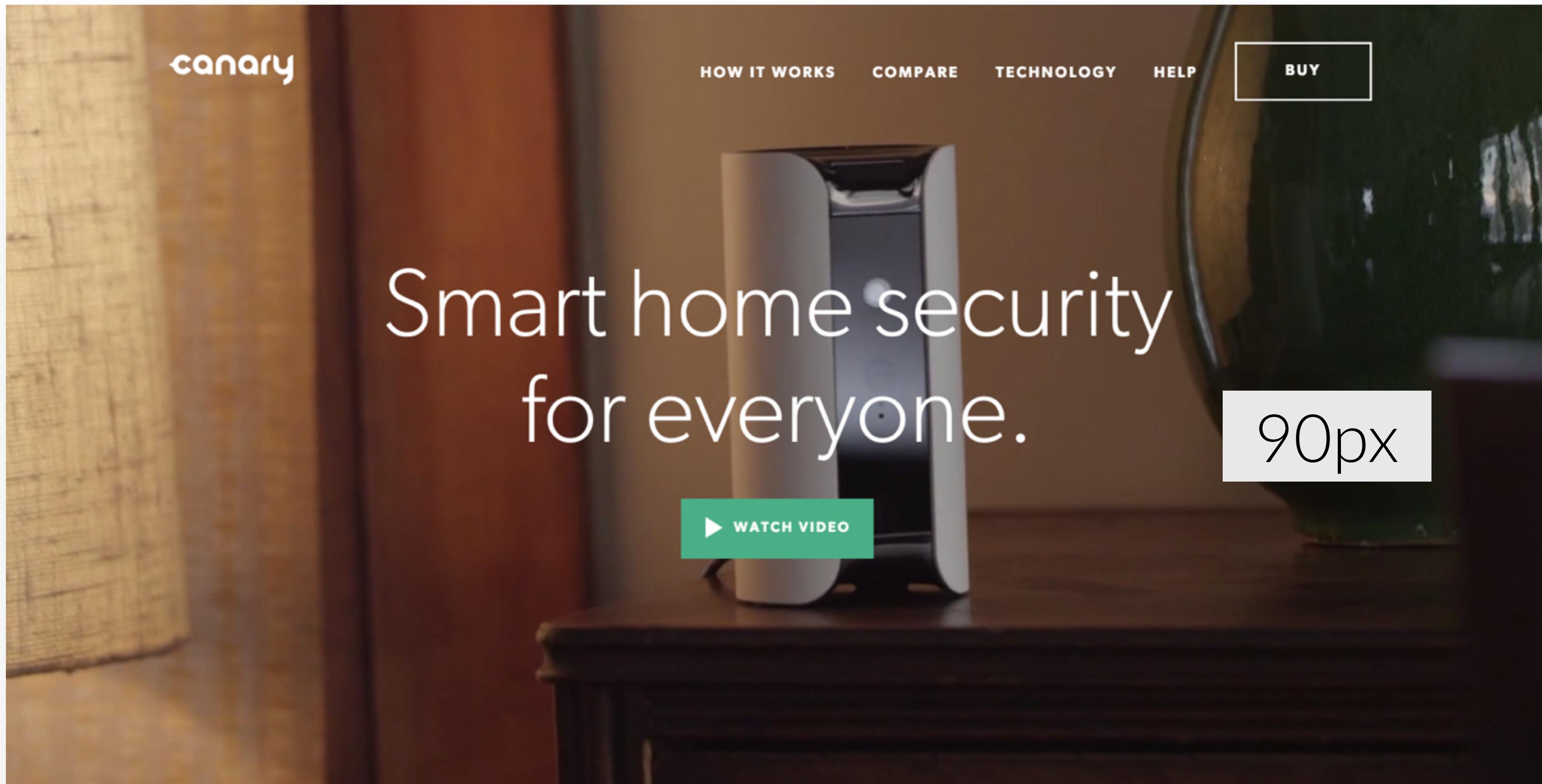
2. USE (REALLY) BIG FONT SIZES FOR HEADLINES



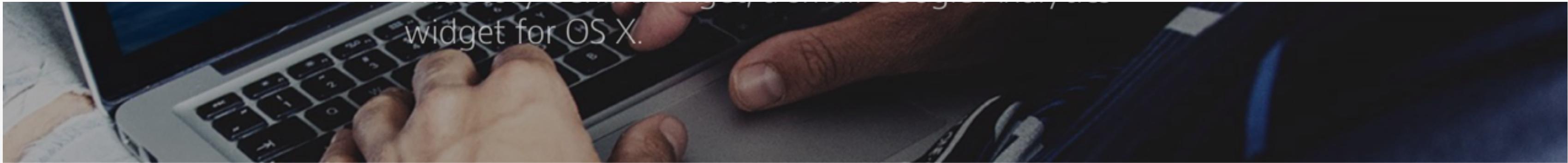
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2. USE (REALLY) BIG FONT SIZES FOR HEADLINES



3. USE LINE SPACING BETWEEN 120 AND 150%



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150%



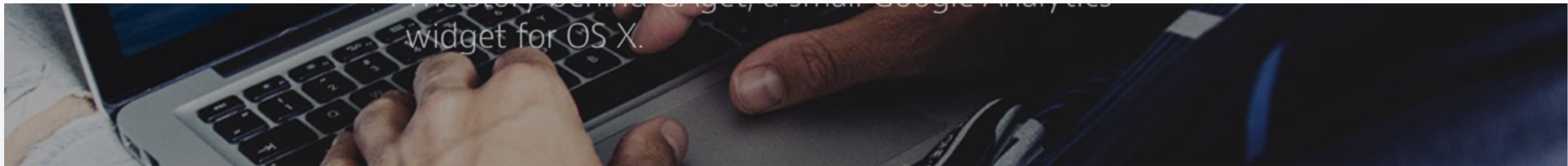
Zoltán Hosszú on Mar 9 · 8 min

You, Josh Muccio, and 1,534 others recommended



NEXT STORY

3. USE LINE SPACING BETWEEN 120 AND 150%



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100%

BAD

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200%



Zoltán Hosszú on Mar 9 · 8 min

You, Josh Muccio, and 1,535 others recommended



NEXT STORY

4. 45 TO 90 CHARACTERS PER LINE



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78 chars

GOOD

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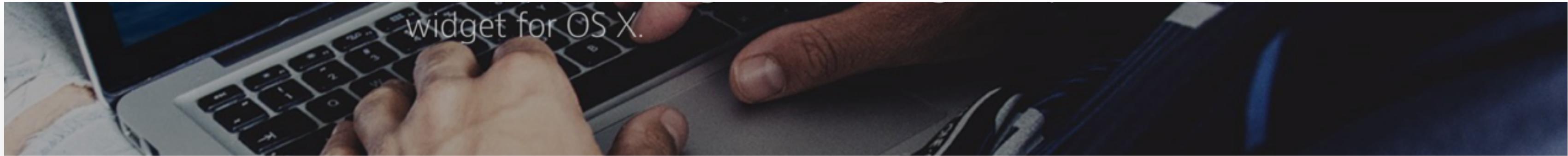
Zoltán Hosszú on Mar 9 · 8 min

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NEXT STORY

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36 chars

BAD

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141 chars

Fast forward to 1999. It was the time of 56k dial-up modems and ADSL lines. I was still into computers as the Internet started gaining popularity.



Zoltán Hosszú on Mar 9 · 8 min

You, Josh Muccio, and 1,535 others recommended



NEXT STORY

5. USE GOOD FONTS

F

Sans-serif

F

Serif
(red serifs)

- More neutral
- Clean
- Simple
- Modern websites
- Traditional purposes
- Storytelling
- Long reading

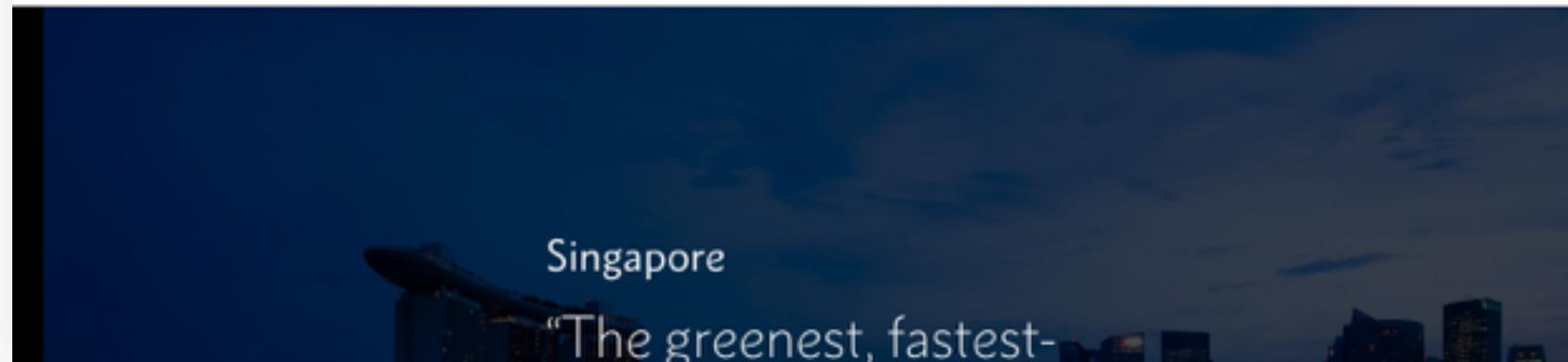
5. USE GOOD FONTS



How I came to write a book

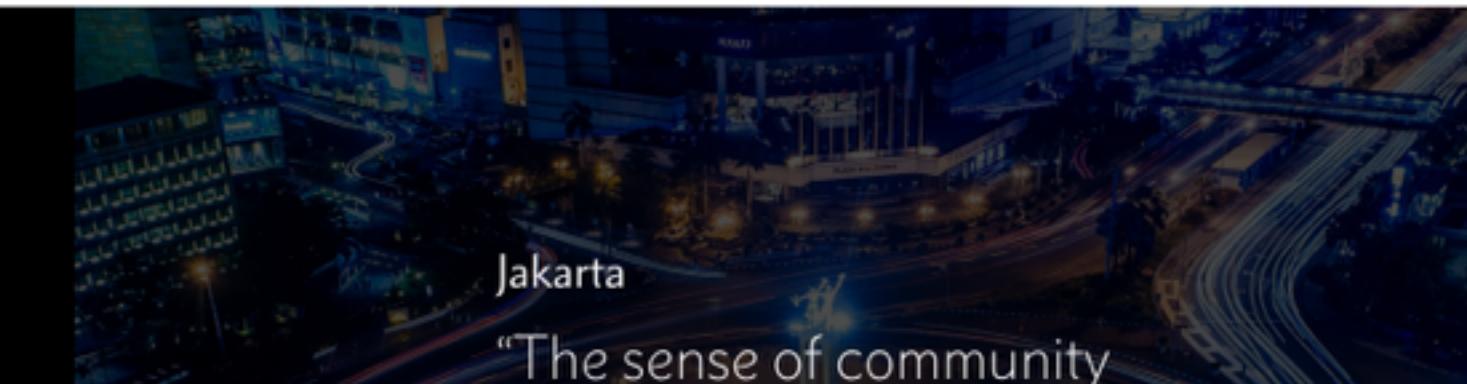
About a year ago, I had to leave the US because of a lack of a degree. For 3 years, I interviewed 4 times and when I finally got in on a J1, a temporary 1 year visa, I applied for a more permanent visa. I had contacted all my previous employers to beg for letters. Despite all that effort, my H1-B got declined. I was left with no other choice but to leave the country.

My dream was crushed. I worked so hard to be where I felt I belonged, with other designers who were passionate about solving problems. It was already a scary thing to work somewhere foreign. So, with nothing to lose, I packed my things and went [traveling](#) around the world.



Singapore

"The greenest, fastest-



Jakarta

"The sense of community

5. USE GOOD FONTS

F
Sans-serif

Google web fonts

Open Sans

Grumpy wizards make toxic brew for the evil Queen and Jack.

Lato

Grumpy wizards make toxic brew for the evil Queen and Jack.

Raleway

Grumpy wizards make toxic brew for the evil Queen and Jack.

Monsterrat

Grumpy wizards make toxic brew for the evil Queen and Jack.

PT Sans

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Zoltán Hosszú on Mar 9 · 8 min

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NEXT STORY

5. USE GOOD FONTS

F
Serif
(red serifs)

Google web fonts

Cardo

Grumpy wizards make toxic brew for the evil Queen and Jack.

Merriweather

Grumpy wizards make toxic brew for the evil Queen and Jack.

PT Serif

Grumpy wizards make toxic brew for the evil Queen and Jack.

5. USE GOOD FONTS

HOW TO CHOOSE A FONT?

- 1.** Choose a font which reflects the look and feel you want for your website
- 2.** Decide: sans-serif or serif typeface?
- 3.** Use a good font
- 4.** Use only that one typeface



Do you have any questions? Please ask them in the course forum, I will be glad to help!

USING COLORS LIKE A PRO



Jonas Schmedtmann



CAR LEASING
Want a cheap new lease car?
Start HERE!

My cheapest leasing deals!
Click to chat is closed

ABARTH CAR LEASING
500
500 Convertible
595
595 Convertible

ALFA ROMEO LEASE CARS
Giulietta
Mito

AUDI LEASING

Note: I live inside this website Monday to Friday 9am-6pm, to give you the very best service and make your experience a happy one! - I am Ling, accept no substitutes

LINGS CARS.com
UK CONTRACT HIRE CARS FROM LING VALENTINE

Version 237.1. You can trust me! ... In 2014 I'll rent over £75 million of cars (at RRP)!

CAR LEASING - CONTRACT HIRE - CHEAP LEASE CARS

Home Cars and Vans How It Works Price Lists About Ling Customers Fun Stuff Quote/ Order

Business Customer Pricing Personal Customer Pricing The Best FAQs in the World!

NEW SEXY christine full rep here **FFAD FREE LADS** Search Cars Here Go

@LINGsCARS Follow Me **LING'S LIVE TWITTER FEED**

NewCarMark: RT @UsedCarRicky: Dear @LINGsCARS - Will you marry me? I'll make you laugh! <http://t.co/GxQnYKBqb1>

UsedCarRicky: Dear @LINGsCARS - Will you marry me? I'll make you laugh! <http://t.co/GxQnYKBqb1>

AndyDavies: @derSchepp Lings Cars is a very successful business but pretty it's not [@estellevv](http://t.co/TMAEqibVk)

WEB CAM **NEW**

Intro Film News Blog Office TV Contact Moan Links Play Quiz Privacy Policy Google Visitors

"JUST CLICK!" **THE BEST... FREQUENTLY ASKED QUESTIONS ...IN THE WORLD!**

You can't find a car? **Apply for a CAR QUOTE** **AS SEEN ON TV** **DRAGONS DEN** Deborah Meaden "Harrumph! I'm out!"

Richard Farleigh - "I wanted to invest; I was amazed by Ling's complete lack of nerves, and also by her business acumen."

Duncan Bannatyne - "I wanted to invest... but ye turrn'd me dooon!"

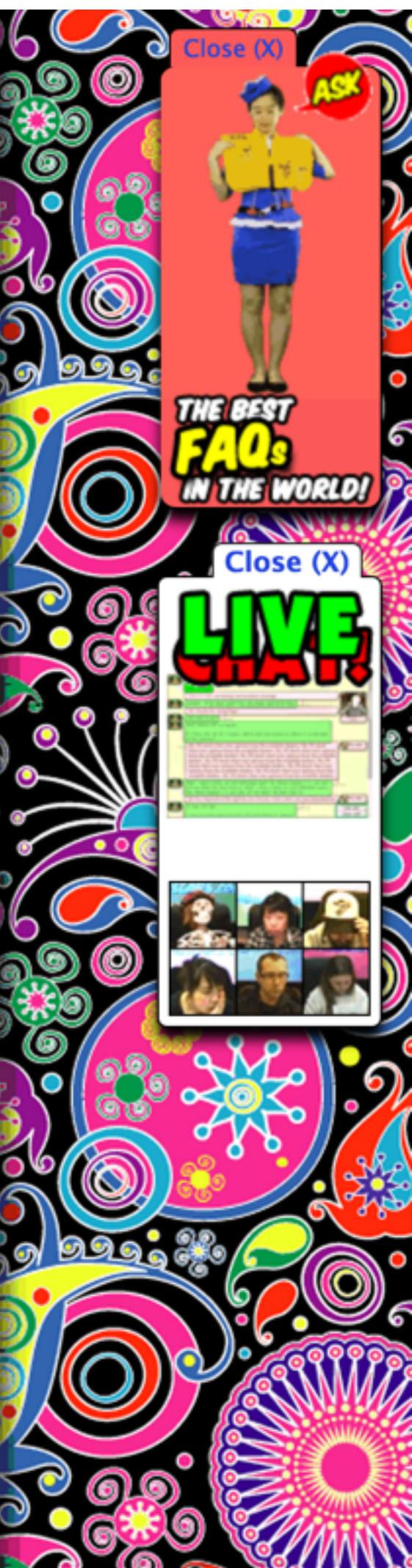
VIZ Ling is OFFICIAL VIZ ethnic business ambassador! **MEET MY STAFF** PLAY STUPID CRASH GAME! **CHEAP INSURANCE**

View LIVE visitors: 32 online

Hi! I am Ling WAH! from Dragons' Den. I lease cheap new cars!

UPDATE... The latest car I've added is a Mercedes SLK Roadster 2.1 CDi BlueEFFICIENCY 16v (201bhp) 250 AMG Sport Convertible 2dr 2143cc Diesel at £327.55 inc VAT at 16:55 yesterday - Ling

MEGA RALLY CHAMPIONSHIP



LIVE

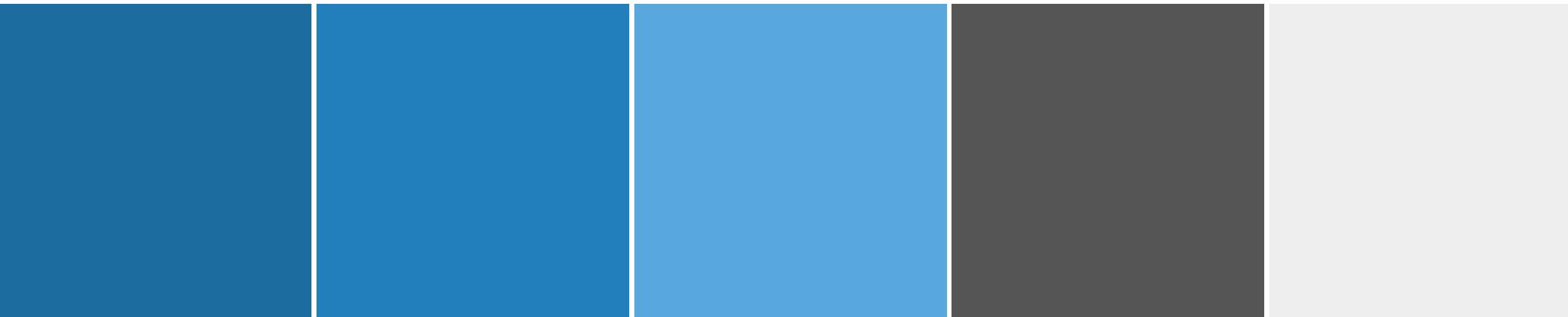


1. USE ONLY ONE BASE COLOR

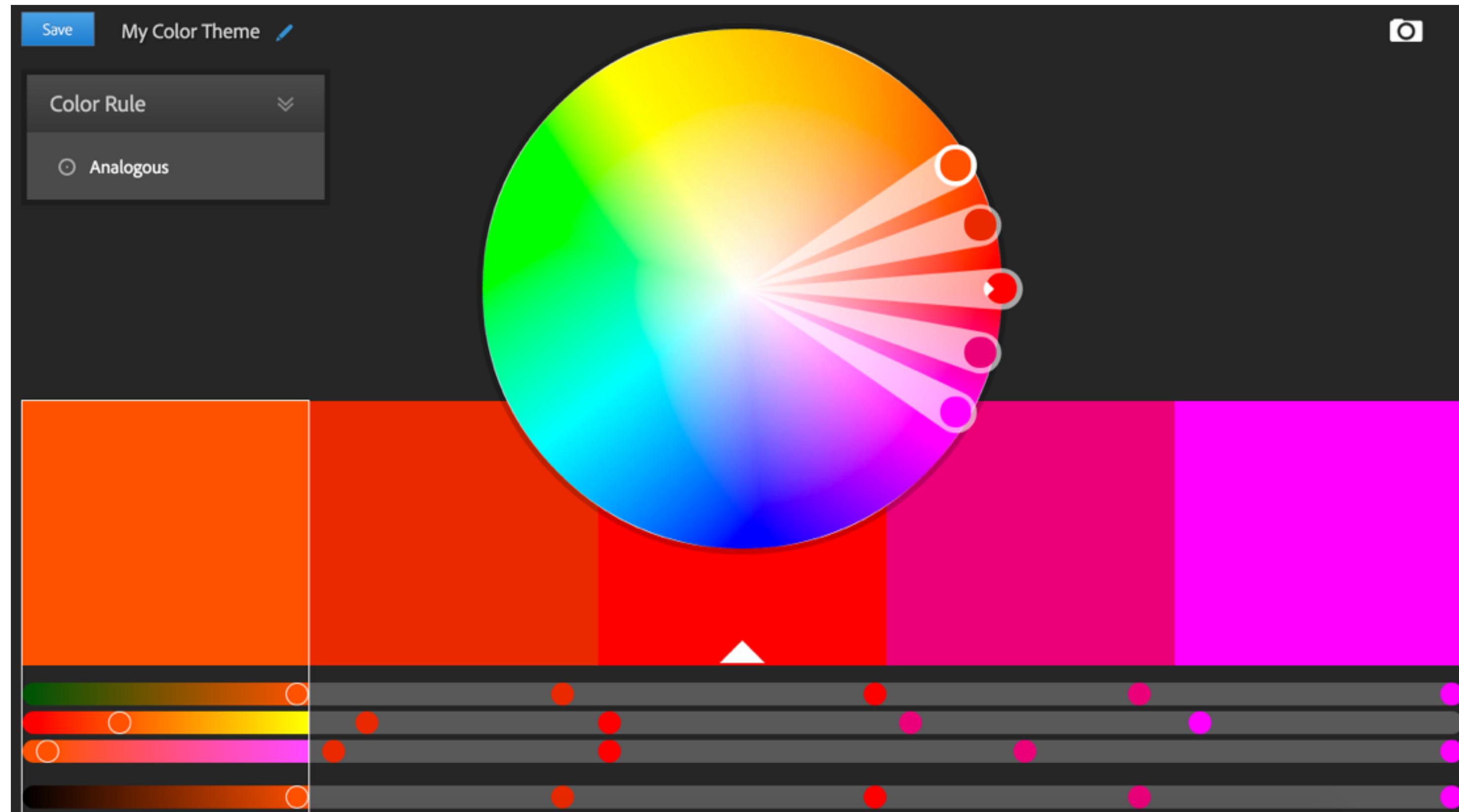
TURQUOISE	EMERALD	PETER RIVER	AMETHYST	WET ASPHALT
GREEN SEA	NEPHRITIS	BELIZE HOLE	WISTERIA	MIDNIGHT BLUE
SUN FLOWER	CARROT	ALIZARIN	CLOUDS	CONCRETE
ORANGE	PUMPKIN	POMEGRANATE	SILVER	ASBESTOS

1. USE ONLY ONE BASE COLOR

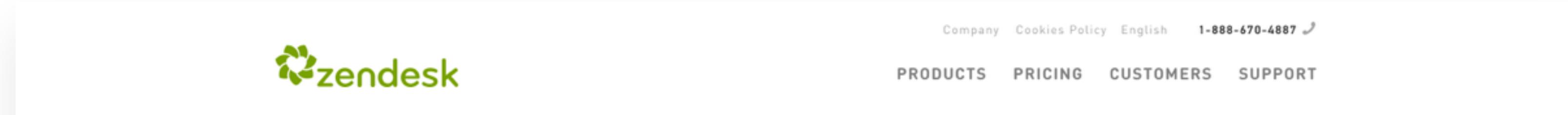
Base color



2. USE A TOOL IF YOU WANT TO USE MORE COLORS

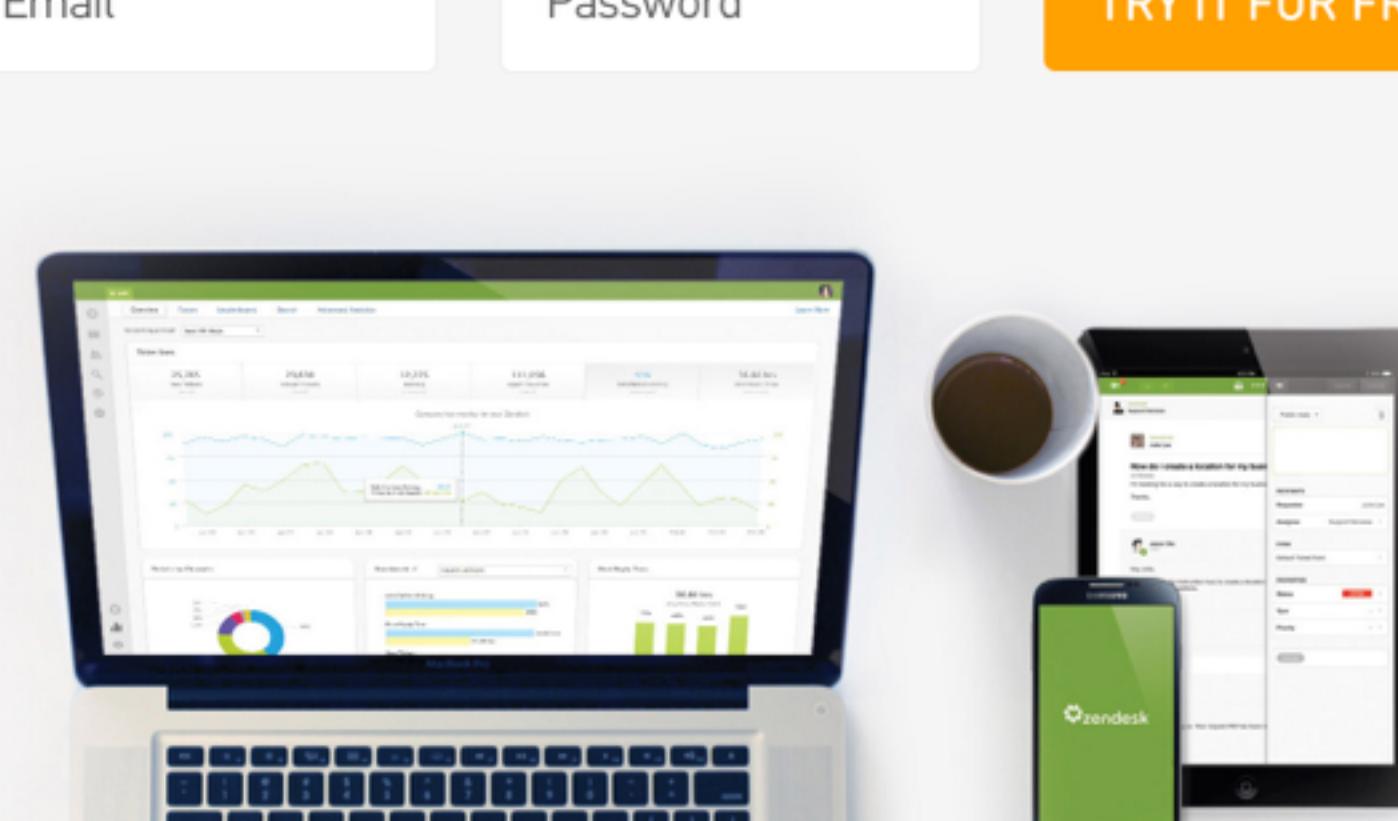


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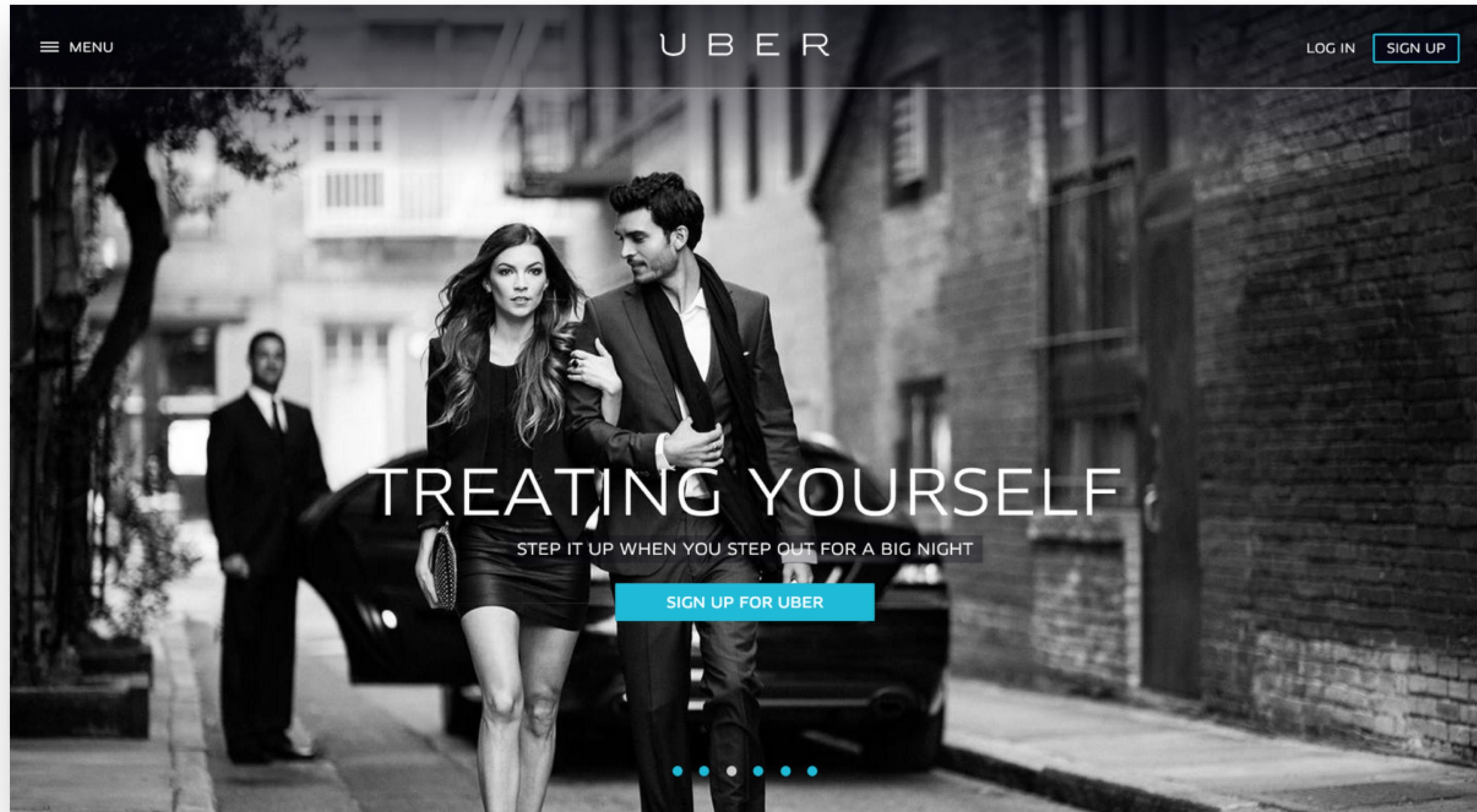


From now on, things will be better.

Zendesk is software for better customer service.
Get started today with a 30 day risk-free trial.

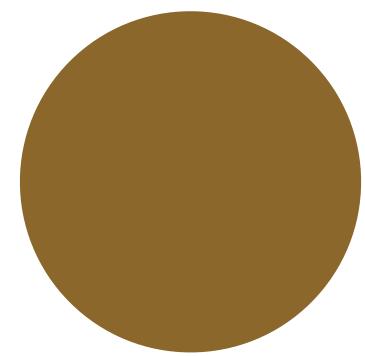
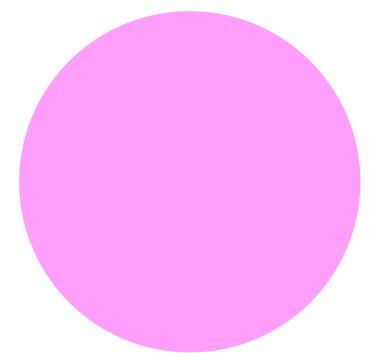
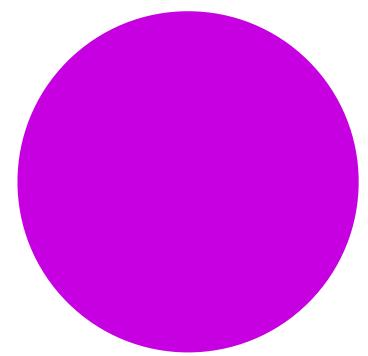
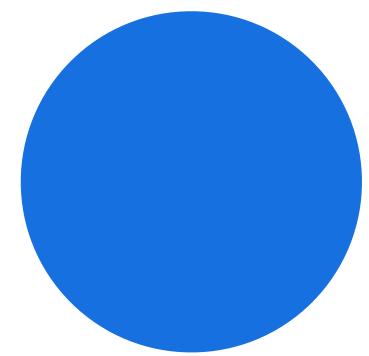
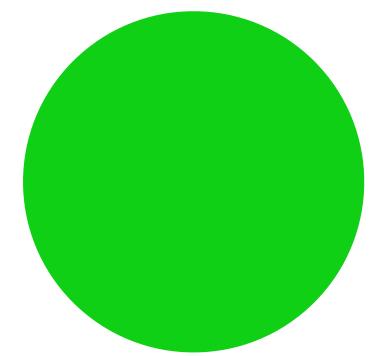
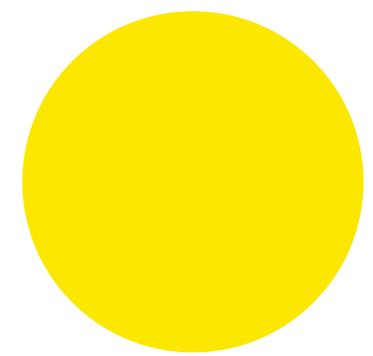
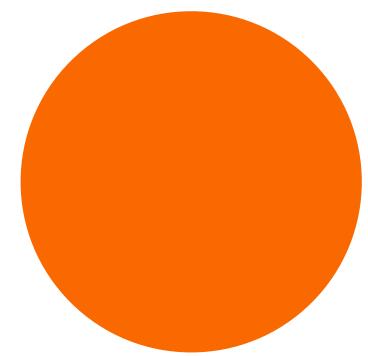
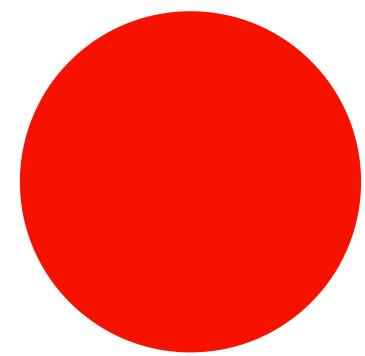
3. USE COLOR TO DRAW ATTENTION





4. NEVER USE BLACK IN YOUR DESIGN

5. CHOOSE COLORS WISELY





Do you have any questions? Please ask them in the course forum, I will be glad to help!

WORKING WITH IMAGES



Jonas Schmedtmann

1. PUT TEXT DIRECTLY ON THE IMAGE

OTTER

Home Workshops Products Journal About Press Contact Basket / 0

TREAT SOMEONE TO A WORKSHOP GIFT CERTIFICATE

SURFBOARDS

We make hollow, skin and frame wooden surfboards. They're the product of the shared twin passions of surfing and fine woodworking.

WORKSHOPS

You can build the surfboard of your choosing alongside a maximum of two other people, with us guiding you through each step of the process.

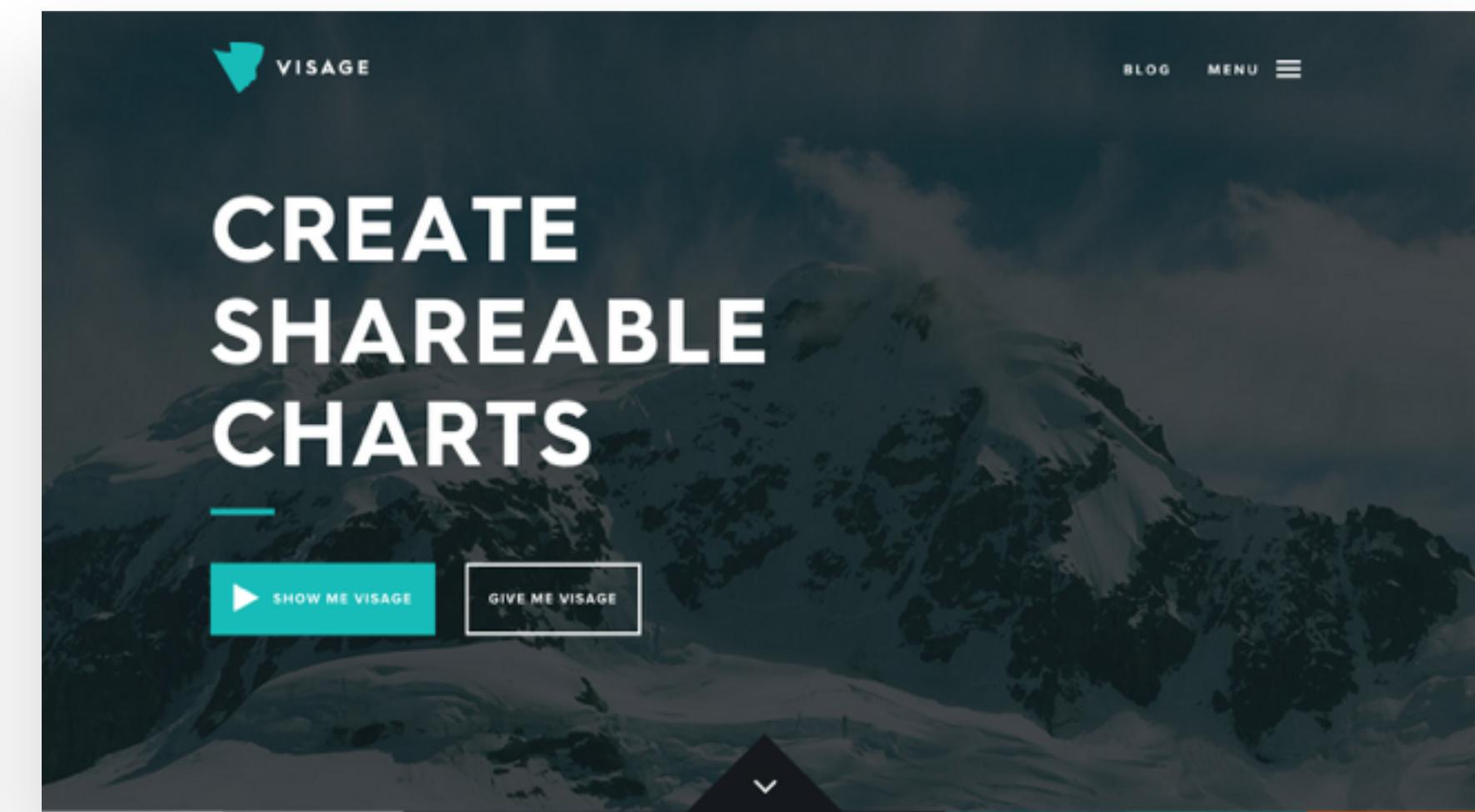
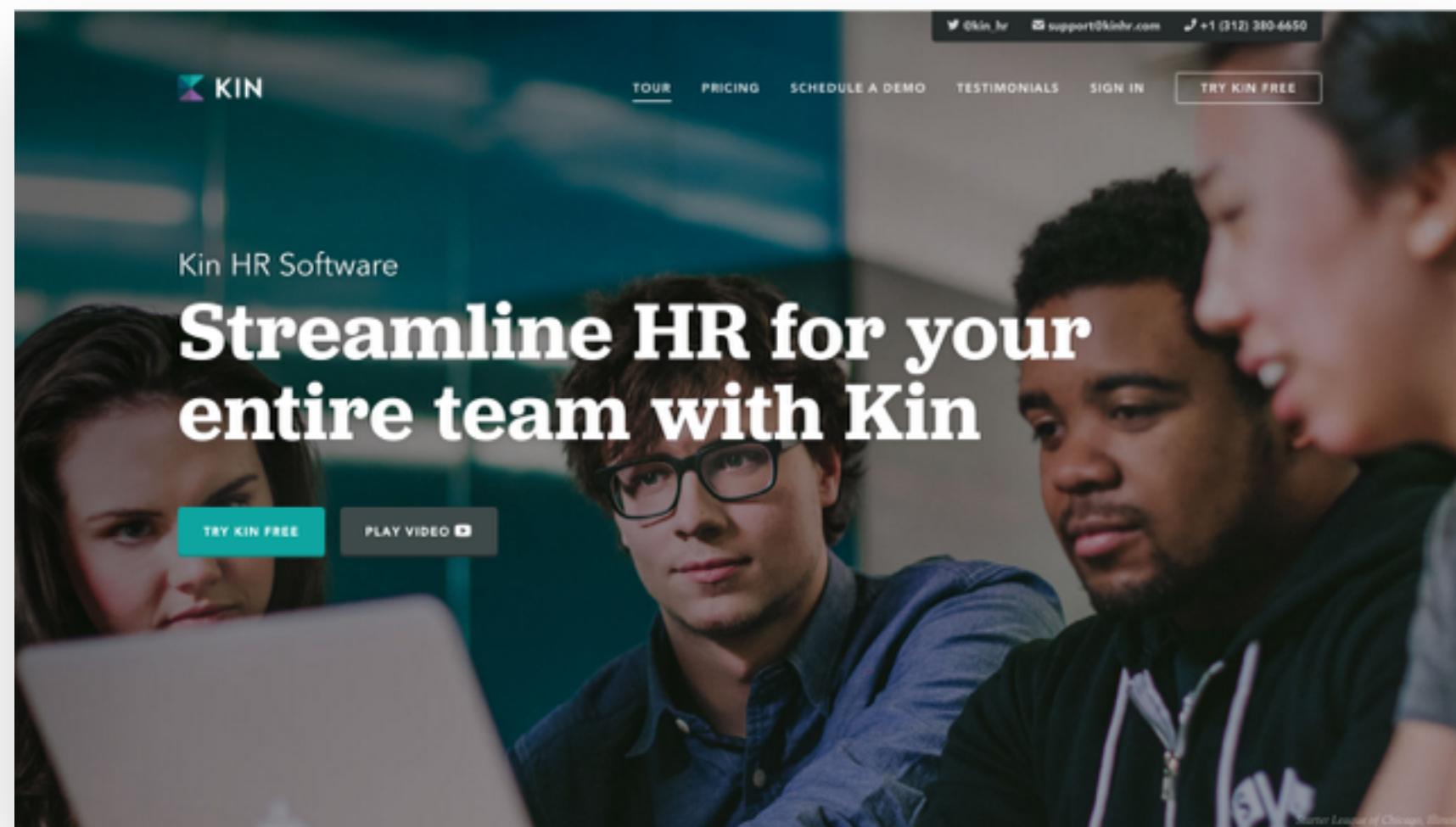
ABOUT

We're inspired by construction techniques pioneered by legendary waterman Tom Blake and look forwards towards a sustainable surf craft.

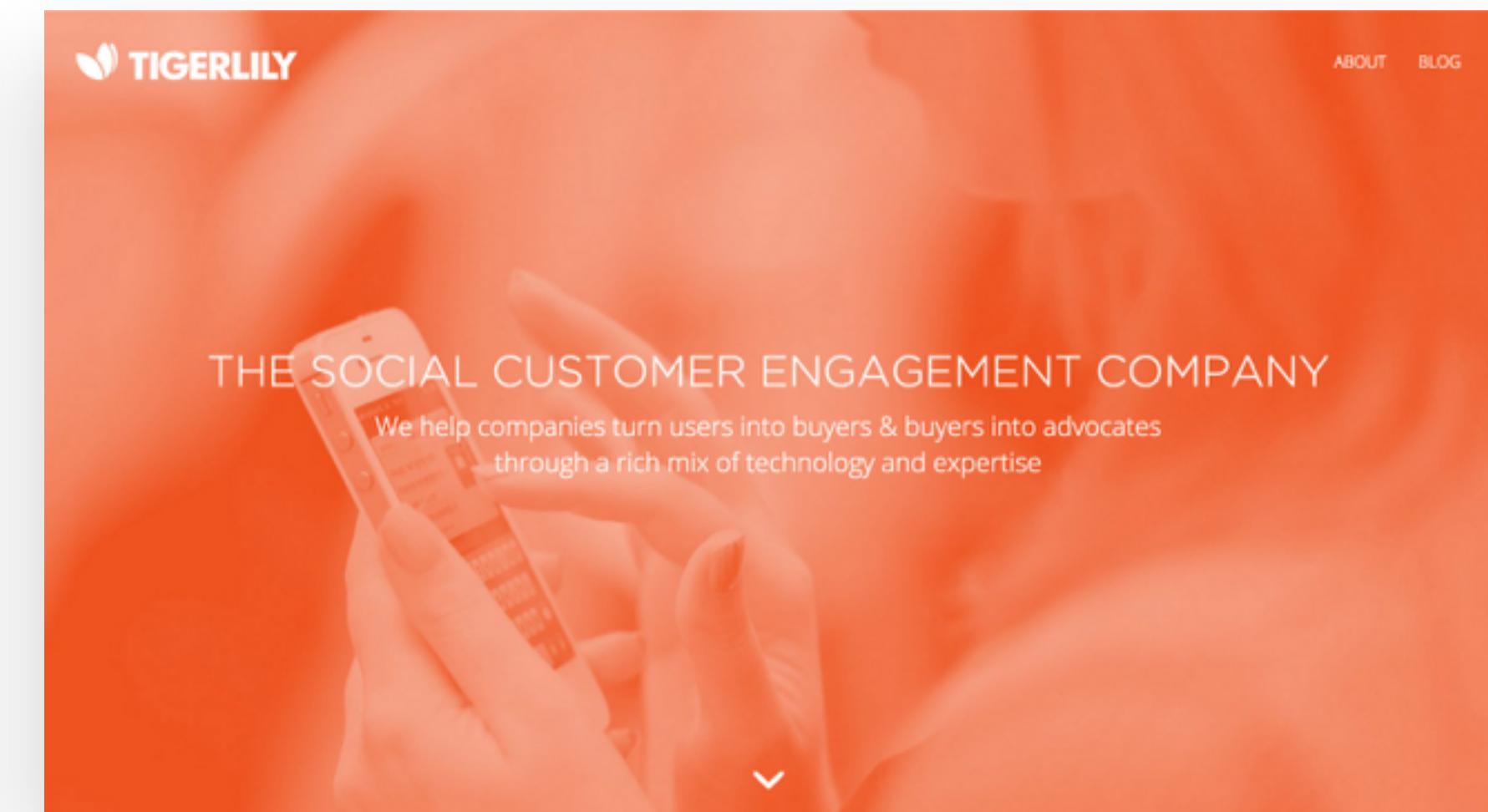
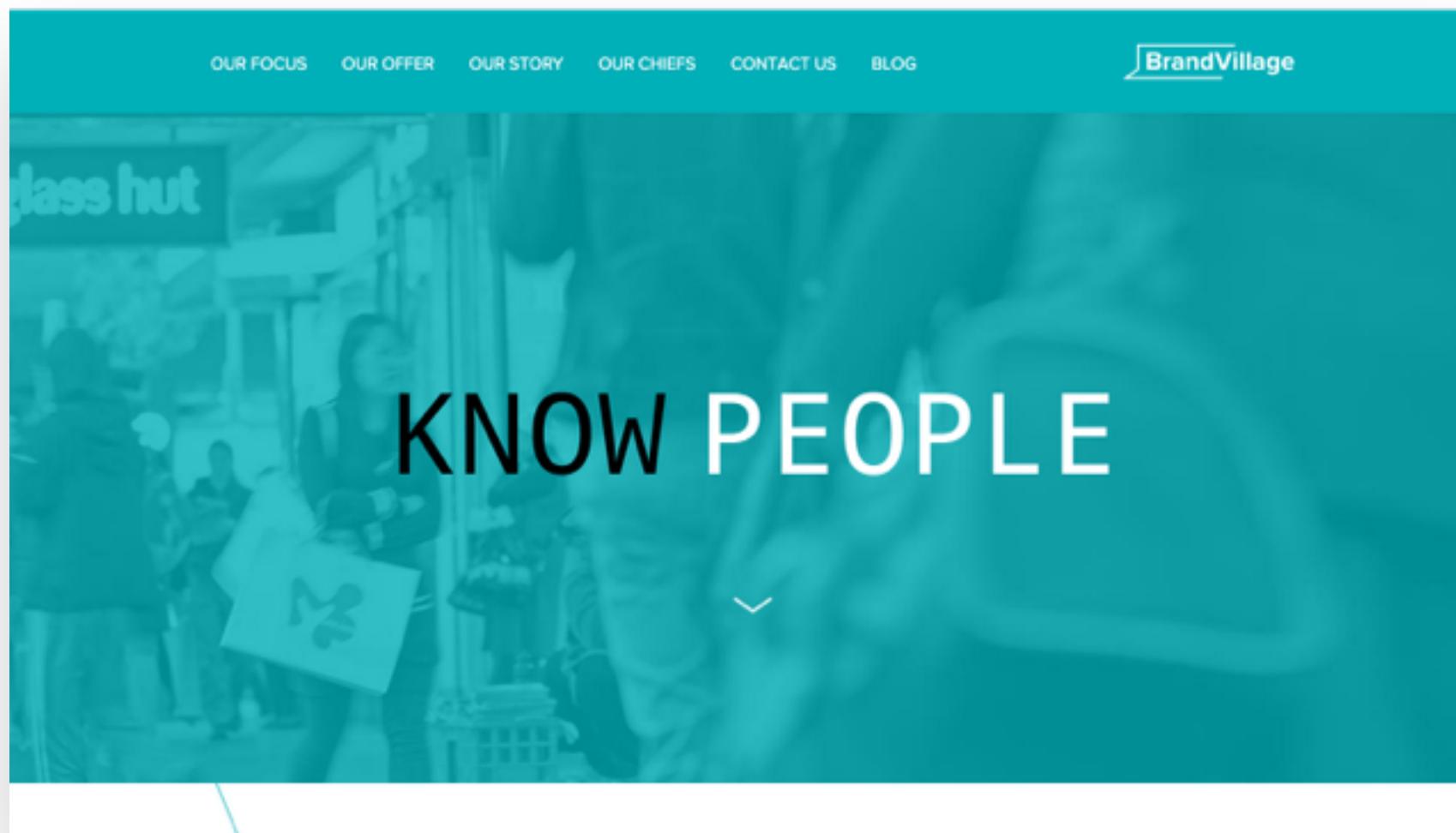
CONTACT

We're in the workshop most days and are happy to down tools to have a chat. You can also email us or send us a letter because everybody loves post.

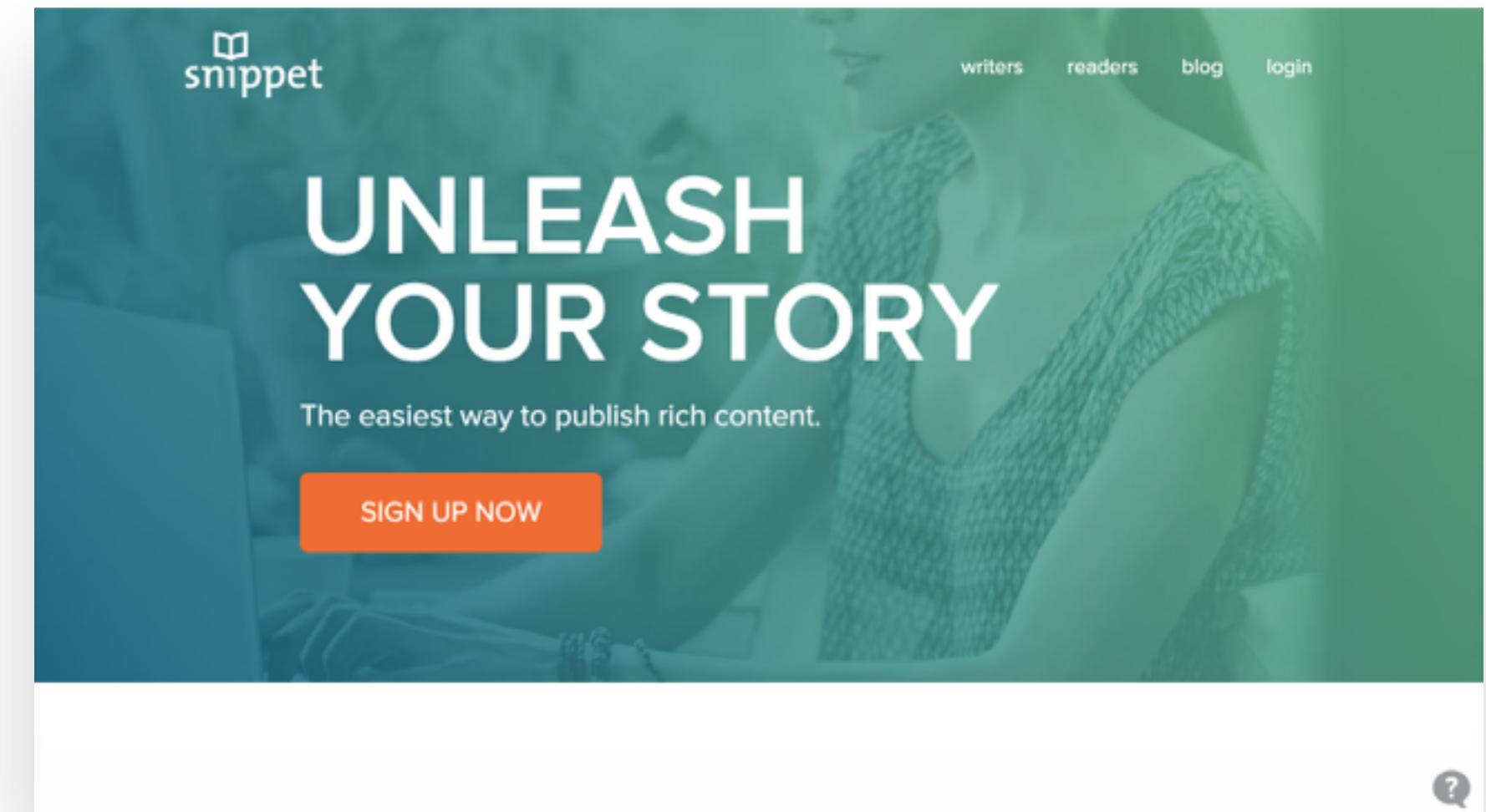
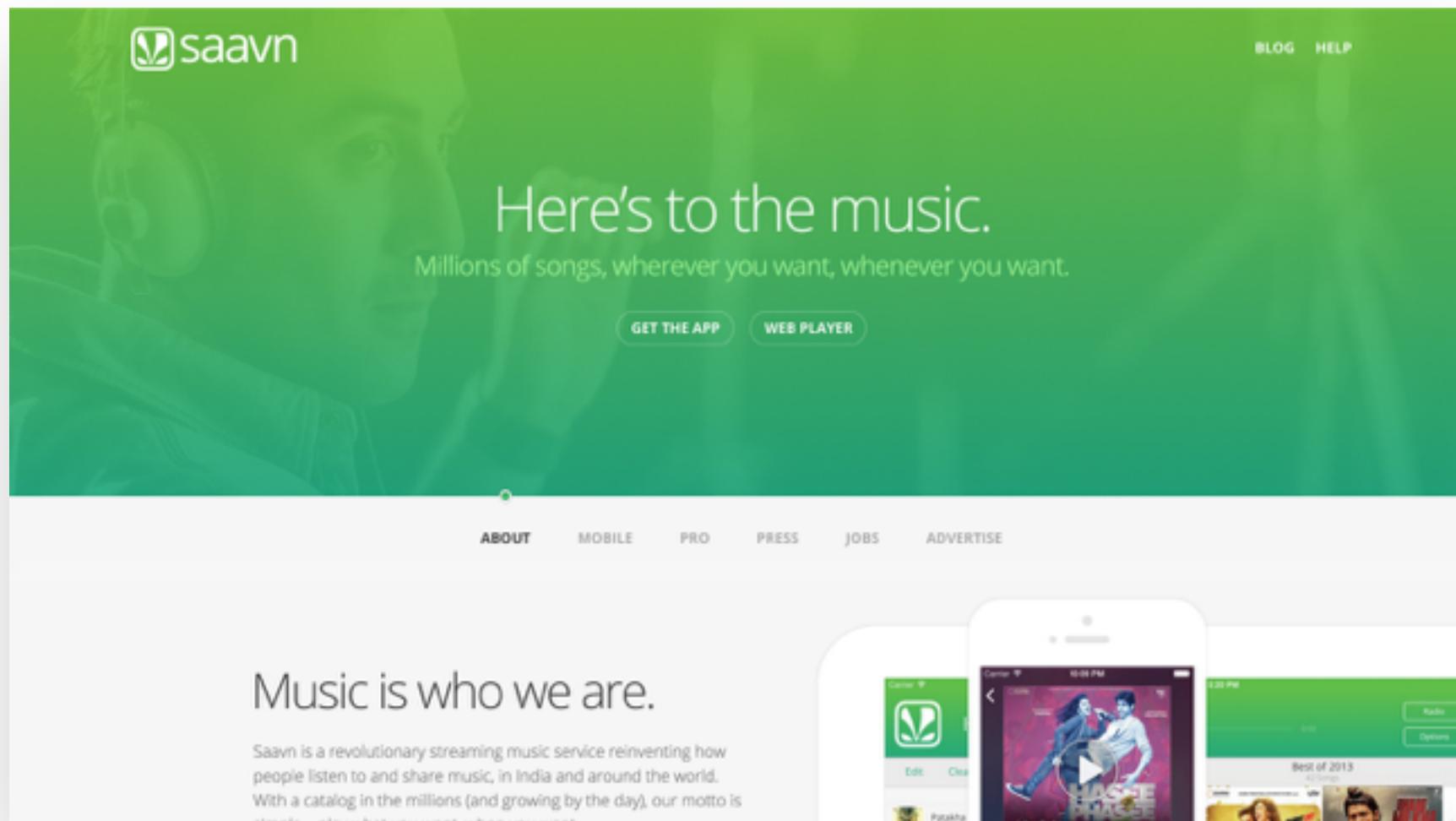
2. OVERLAY THE IMAGE



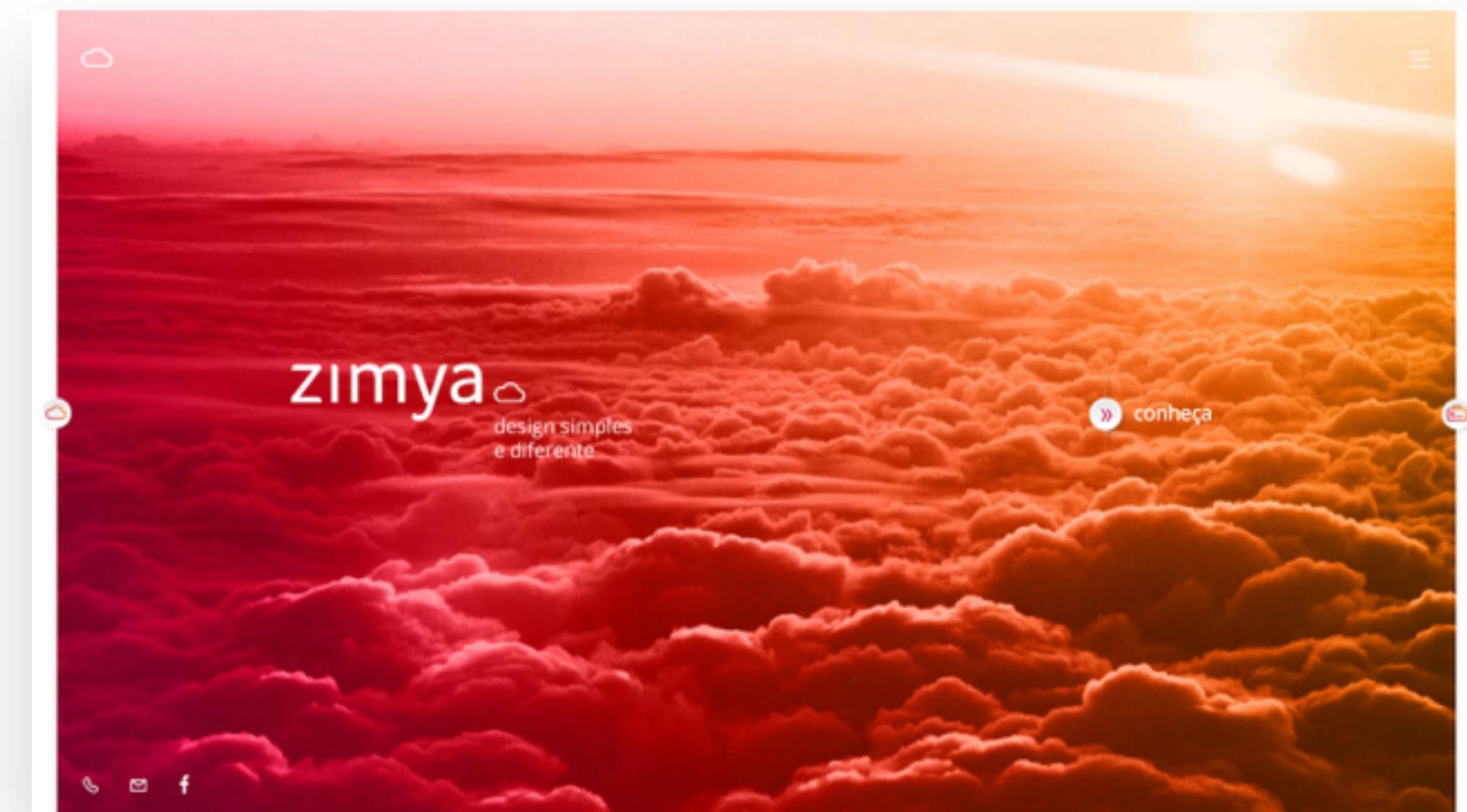
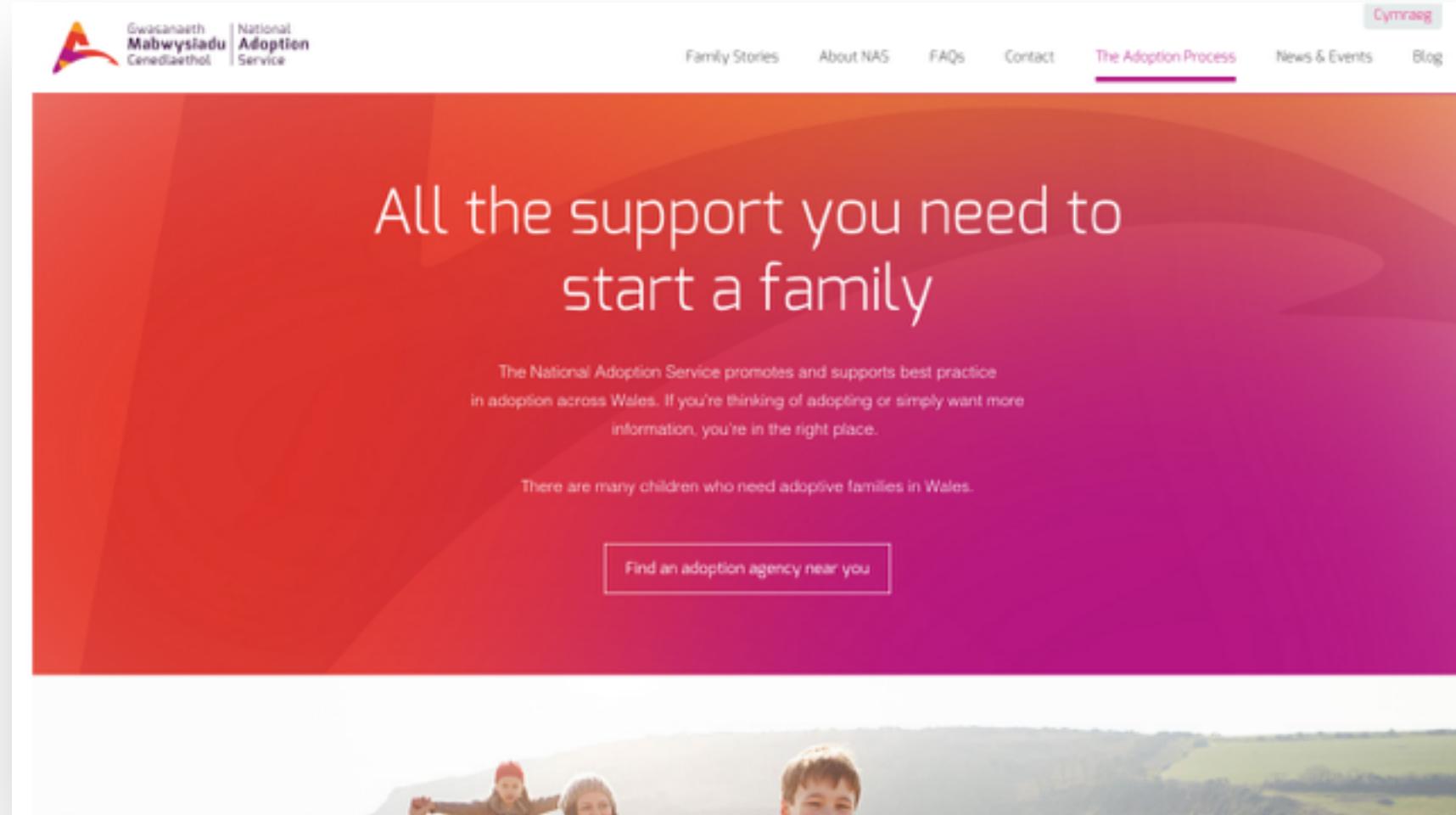
2. OVERLAY THE IMAGE



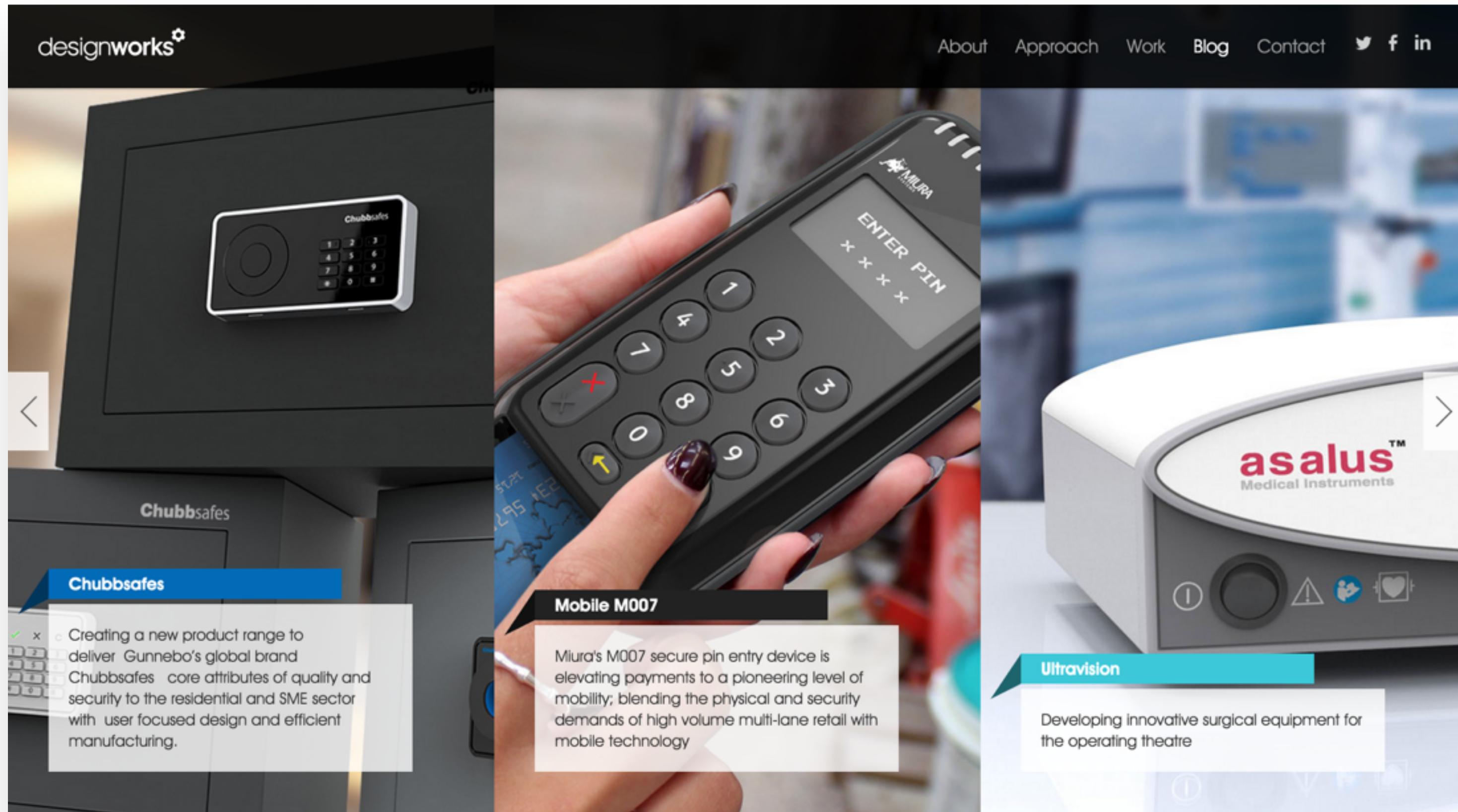
2. OVERLAY THE IMAGE



2. OVERLAY THE IMAGE



3. PUT YOUR TEXT IN A BOX

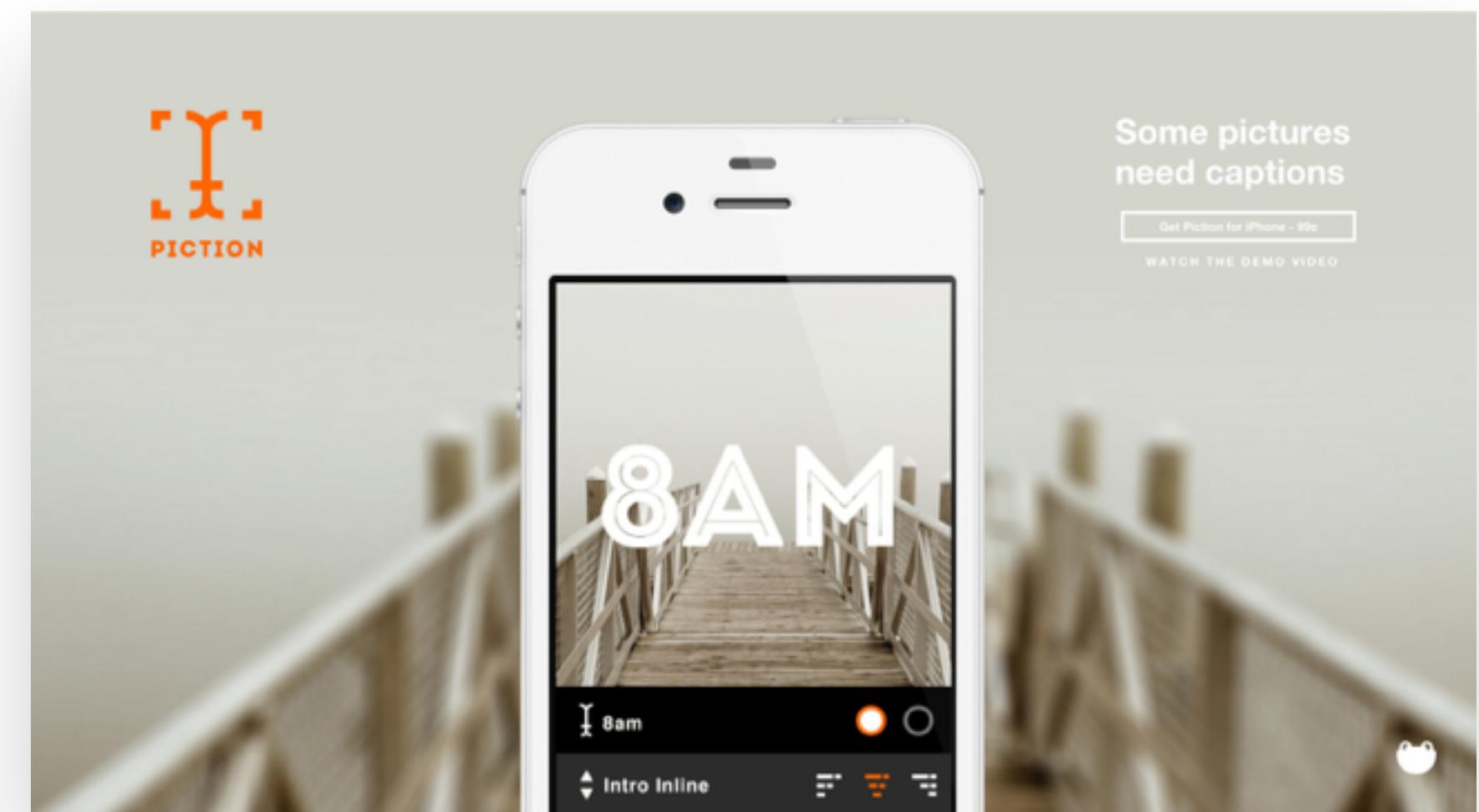
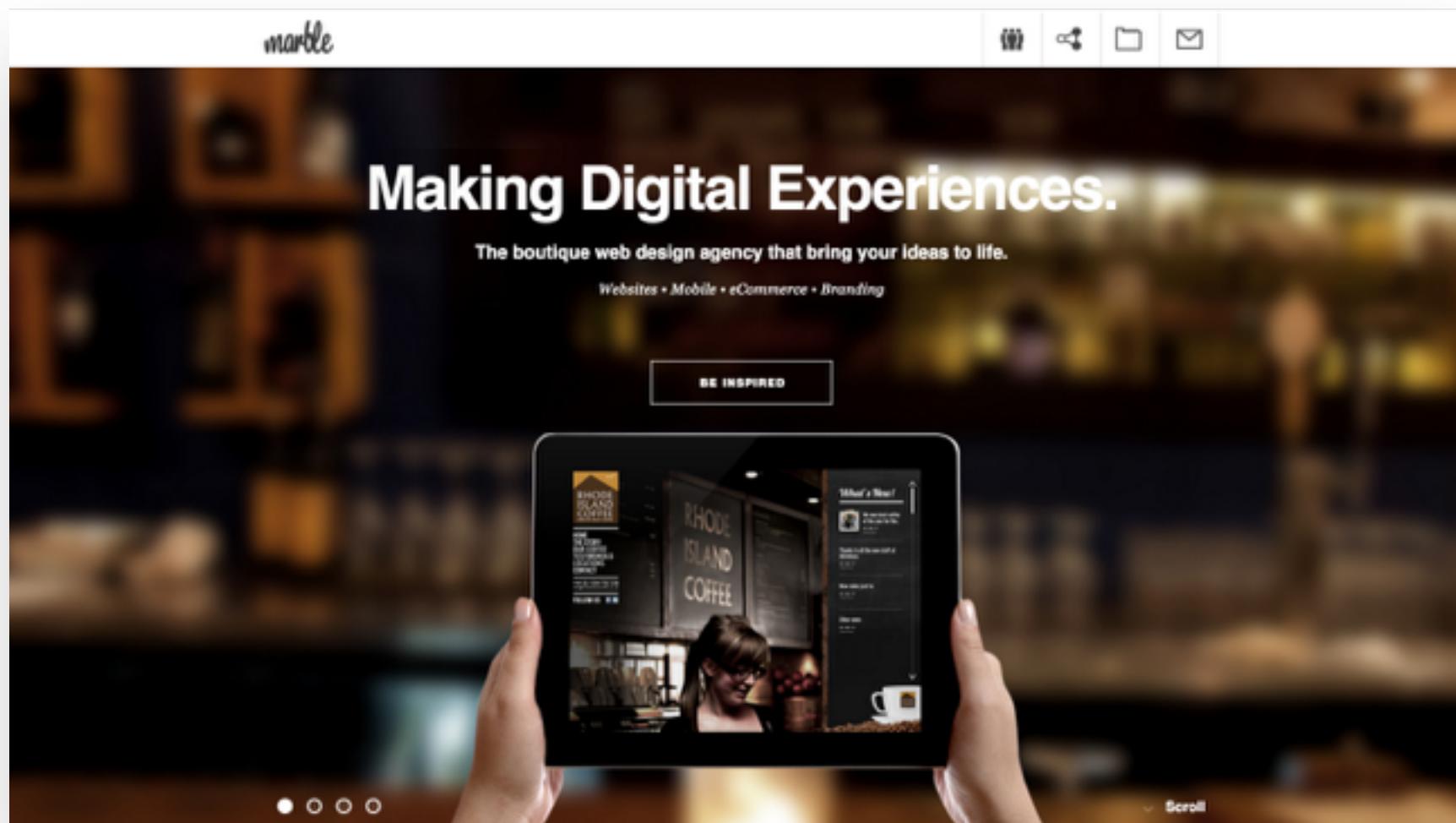


3. PUT YOUR TEXT IN A BOX

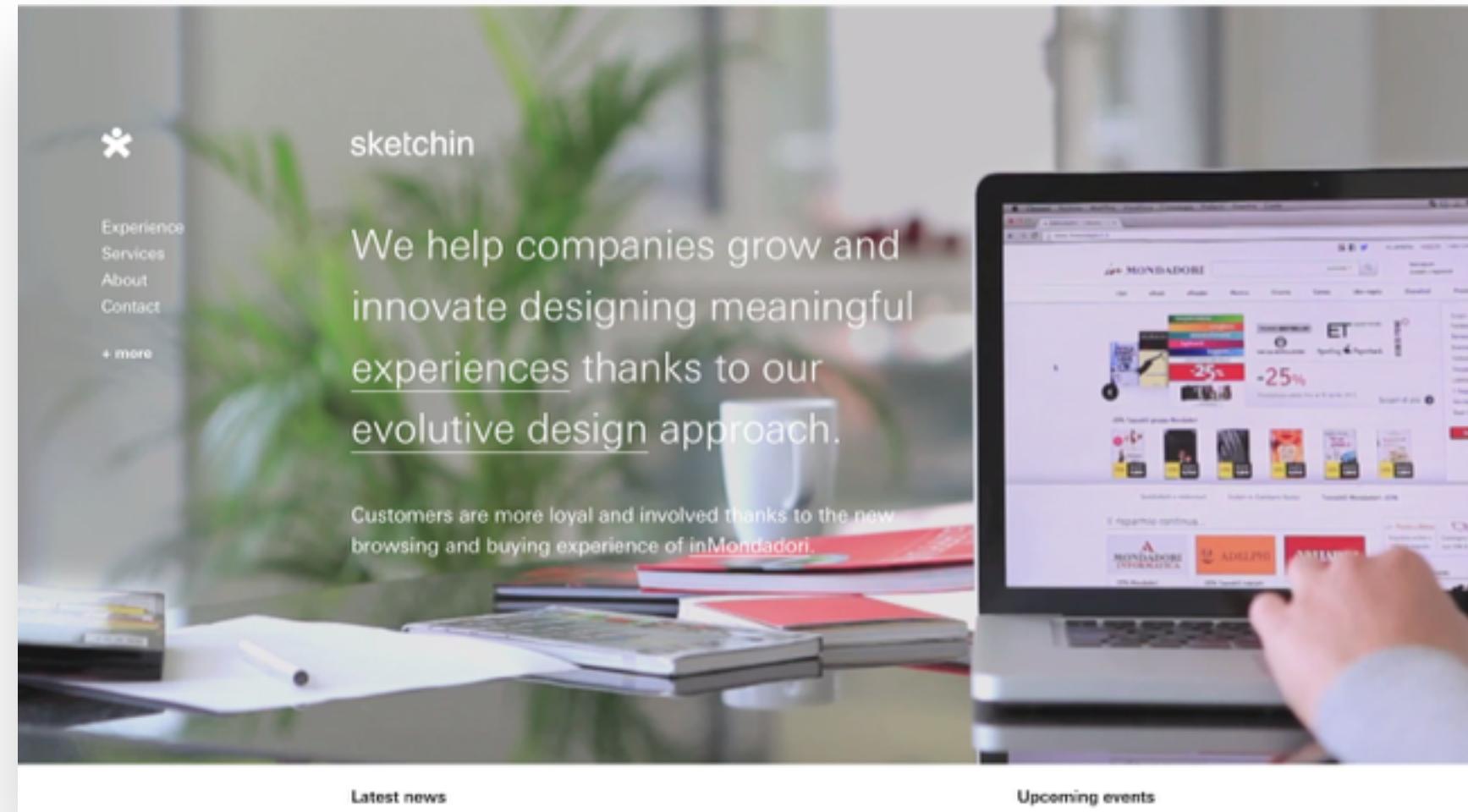
The FHOKE website features a prominent dark grey text box in the center of the main content area. The text inside reads: "We build brands for local and international clients one pixel at a time." Below this text are two red buttons: "LEARN MORE ABOUT US" and "KICK START YOUR PROJECT". The rest of the page includes a header with the FHOKE logo and navigation links, and a section titled "THE COMPLETE PACKAGE" with descriptive text.

The TRADESTONE CONFECTIONS website features a large, semi-transparent text box in the center of the main content area. The text inside reads: "OUR STORY". Below this text is a smaller button: "LEARN ABOUT THE CHEFS AND WHERE TO FIND US IN STORES". The rest of the page includes a header with the TRADESTONE CONFECTIONS logo and navigation links, and a section titled "OUR STORY" with descriptive text.

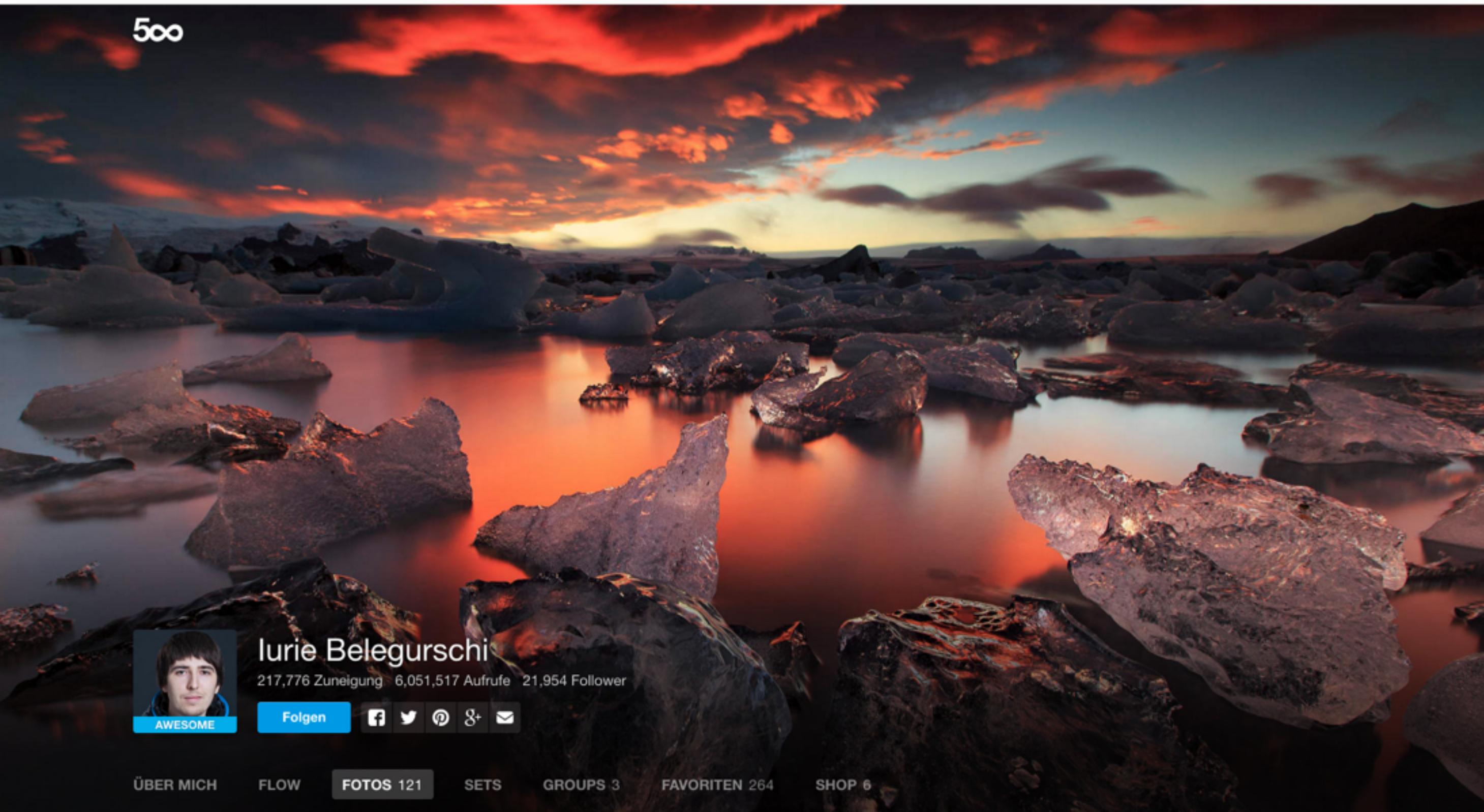
4. BLUR THE IMAGE



4. BLUR THE IMAGE

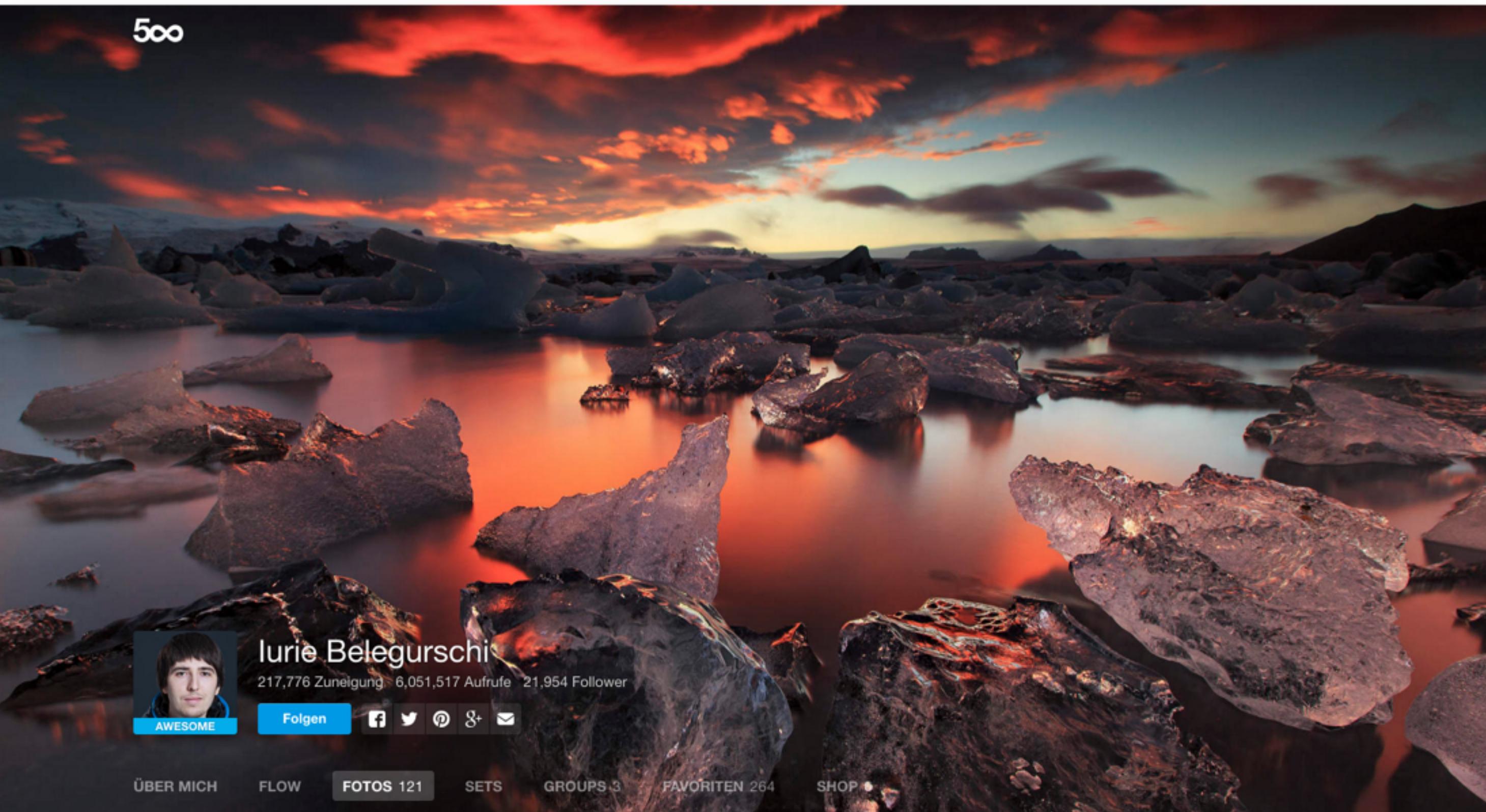


5. THE FLOOR FADE



WITH FLOOR FADE

5. THE FLOOR FADE



WITHOUT FLOOR FADE

BEST RESOURCES FOR WEB
DESIGN AND DEVELOPMENT
WITH HTML5 & CSS3

The free e-book for the Udemy course
Second Edition, April 2015



GET YOUR
IMAGES HERE



Do you have any questions? Please ask them in the course forum, I will be glad to help!

WORKING WITH ICONS

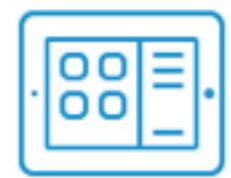


Jonas Schmedtmann



Download free

Square Register is the perfect point-of-sale system, available in the App Store and Google Play. It's designed to run on a smartphone or tablet, on your counter or on the go.



Grow your business

Square Register is the point of sale that takes care of digital receipts, inventory, and sales reports and provides valuable analytics and feedback—so you can focus on your customers.



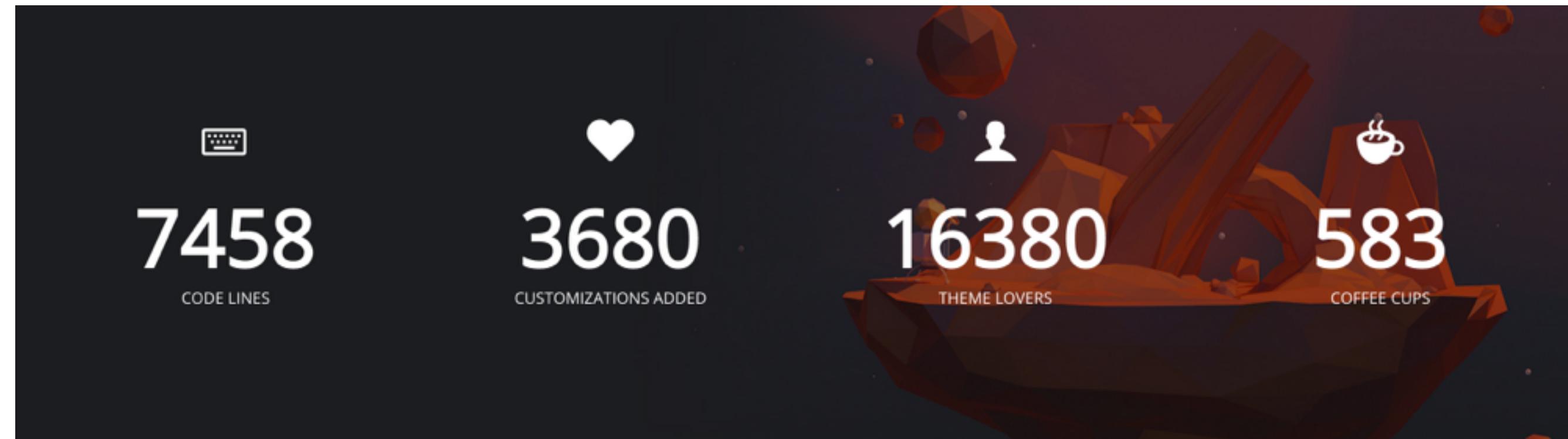
Powerful enough for anyone

Square Register serves businesses big and small, from corner bakeries to retailers around the world. It works with hardware and software accessories that make it easier to run your business.



Upgrades automatically

We're constantly improving with free updates that equip you with great new features to help you run your business more efficiently and effectively.



1. USE ICONS TO LIST FEATURES/STEPS



Portable WiFi

Connect all of your devices, and never hunt for reliable WiFi again. [Learn more >](#)



No-nonsense Pricing

Ditch subscriptions and contracts. Pay only for what you use. [Learn more >](#)



Nationwide coverage

Everywhere you go, the WiFi goes with you. Never miss a beat. [Learn more >](#)



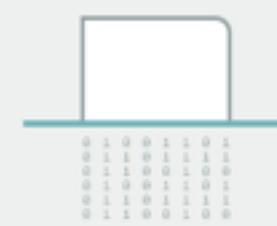
Step 1

Enjoy your new Mod notebook. Fill it in 2 days or 2 years. We'll digitize it when you're ready.



Step 2

Once you've filled your notebook, mail it back to us using the pre-paid shipping envelope hidden in the back cover (shipping included).



Step 3

We scan and digitize it for free within 5 days. Have the notebook recycled or returned to you. It's your choice.



Step 4

Enjoy your notes from anywhere in our beautiful Mod app. Start your next notebook, and let the love continue.

1. USE ICONS TO LIST FEATURES/STEPS



Flexible Taxonomies

Make no mistake. Statamic is anything but static. Relate your content with practically anything.



Full Version Control

Everything, from content to config, can be version controlled. Hello there, peace of mind. How've you been?



Easily Themable

Creating a theme is as easy as zipping up your assets. Design and build it your way, every time.



Powerful Search

Powerful and highly customizable search is made available by our 1st party add-on [Bloodhound](#).



Form Builder

Build forms how you've always imagined, complete with automatic validation & emails. [Check out Raven!](#)



Mapping Made Easy

Craft maps with markers, tooltips, and more with robust tools built right into the core.



Members and Groups

From simple site users to full admins, Statamic lets you set up permissions and control any way you like.



Runs Anywhere

With PHP 5.3 as the only requirement, Statamic can power websites on almost any web server, anywhere.



Endlessly Extendable

Statamic has a robust API and library of hooks available to developers. Make Statamic your own.



Infinite Builder

Infinite Builder will save you tons of time working on content. Now you'll be able to create complex layouts within minutes!



Unlimited Options

Expand the creative capabilities of your Cintiq with an array of compatible pens, grips and pen tips.



Smart And Modern Codes

Bootstrap is the most popular HTML, CSS, and JS framework for developing responsive, mobile first projects on the web.



Amazing Portfolio

Show your design best and easiest possible way with our incredible style portfolio and all their options.



Fully Responsive

Serve an optimised version of the theme to your visitors on tablet and mobile devices. Optimised for iPad and iPhone.



Lifetime Updates & Support

A team to help you in creating your site twenty-four hours a day, tutorials and automatic theme updates.



MANAGE

Automatic list management, custom fields and 100+ ready-to-use integrations make it easy to manage your subscribers.



SEND

Advanced segmentation and campaign automation features that are straightforward to use? It's almost too good to be true.



OPTIMIZE

Powerful features like flexible A/B testing, dynamic content, and built-in design scanning help you deliver top results.

2. USE ICONS FOR ACTIONS AND LINKS

The image displays three screenshots from a mobile application interface:

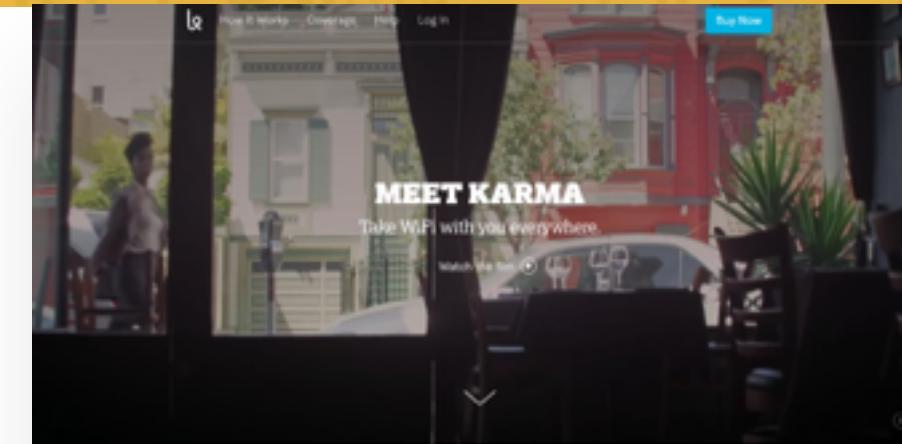
- Screenshot 1 (Left):** A sidebar menu with the following items:
 - News Feed
 - Messages (2)
 - Events (1)
 - Photos
 - Browse
 - Pages Feed (20+)
 - Saved (1)
- Screenshot 2 (Center):** A "What to Watch" section with a red header bar containing a house icon and the text "What to Watch". Below it is a list of items with icons:
 - My Channel (person icon)
 - My Subscriptions (play button icon)
 - History (hourglass icon)
 - Watch Later (clock icon)
- Screenshot 3 (Right):** A navigation bar with the following items:
 - Write a story
 - Search icon
 - Heartbeat icon
 - User profile picture

 - New story
 - Import story
 - Your drafts and stories
 - Stats
 - Publications

 - Your profile
 - Settings
 - Sign out

1. Icons should be recognizable
2. Label your icons

3. ICONS SHOULD NOT TAKE A CENTER STAGE



The New York Times Bloomberg  Forbes PSTM&PNY

Tiny box. Big internet.
In your pocket.

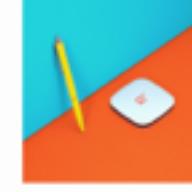
 Portable WiFi Connect all of your devices, and never hunt for reliable WiFi again. [Learn more >](#)

 No-nonsense Pricing Ditch subscriptions and contracts. Pay only for what you use. [Learn more >](#)

 Nationwide coverage Everywhere you go, WiFi goes with you. Never miss a beat. [Learn more >](#)

Meet Karma Go, built with you in mind. [Buy Now](#) [Learn More](#)

Blog: Behind the Scenes
Here's what we're working on and thinking about at Karma.

 Meet Karma Go At Karma we listen to what our customers want. We've heard you loud and clear: you wanted more coverage. You need... [Read Post](#)

Keep up with Karma Secure, spam-free [Get Started](#)

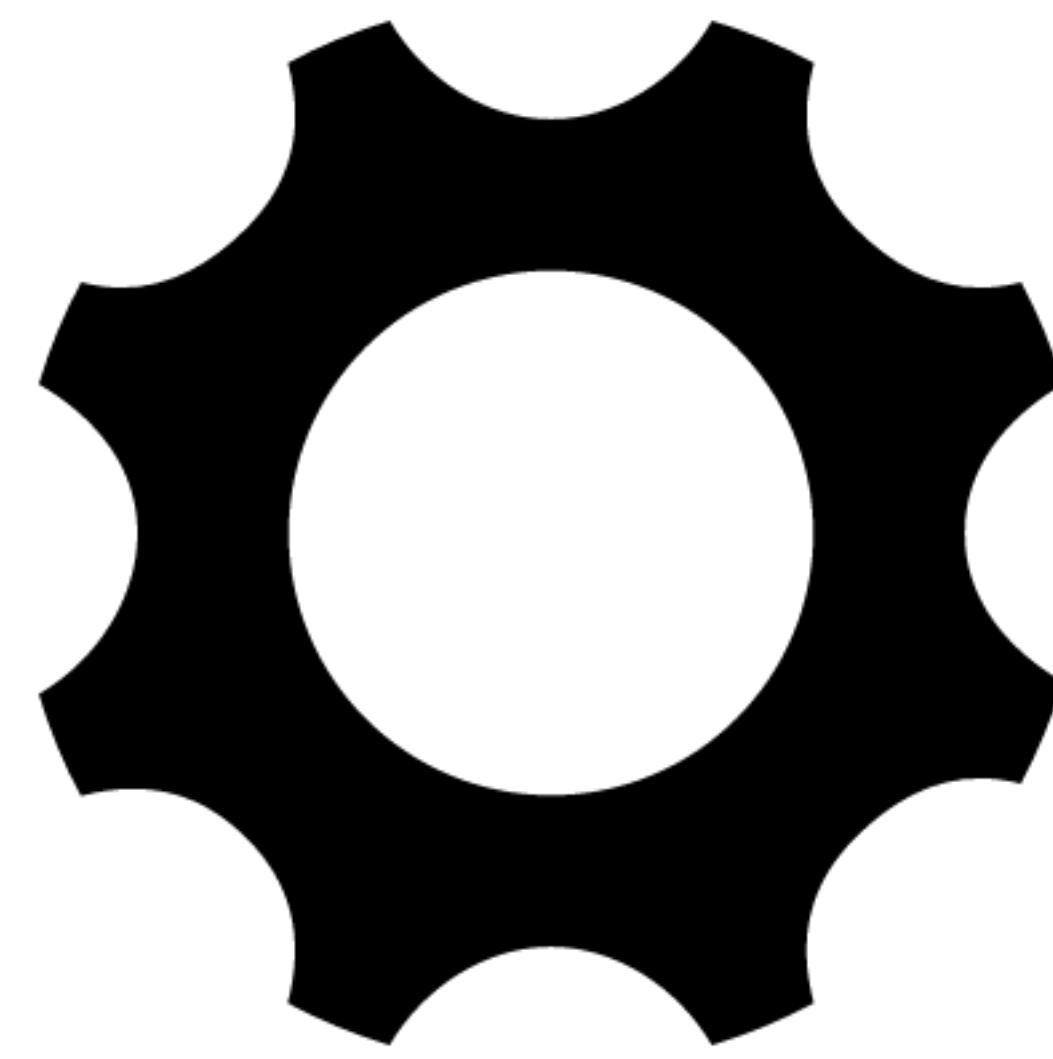
Companies About us Careers Help Privacy Terms Shop Home Returns Support Log In Help Contact Us Get Started



4. USE ICON FONTS WHENEVER POSSIBLE



Static image 300%



Vector icon font 300%

BEST RESOURCES FOR WEB
DESIGN AND DEVELOPMENT
WITH HTML5 & CSS3

The free e-book for the Udemy course
Second Edition, April 2015



GET YOUR
ICONS HERE



Do you have any questions? Please ask them in the course forum, I will be glad to help!

SPACING AND LAYOUT



Jonas Schmedtmann

**Download free**

Square Register is the perfect point-of-sale system, available in the App Store and Google Play. It's designed to run on a smartphone or tablet, on your counter or on the go.

Grow your business

Square Register is the point of sale that takes care of digital receipts, inventory, and sales reports and provides valuable analytics and feedback—so you can focus on your customers.

Powerful enough for anyone

Square Register serves businesses big and small, from corner bakeries to retailers around the world. It works with hardware and software accessories that make it easier to run your business.

Upgrades automatically

We're constantly improving with free updates that equip you with great new features to help you run your business more efficiently and effectively.

FEATURES

Track your sales in real time.

By recording cash, cards, or any other kinds of payments through Square Register, you can monitor sales trends and create sales reports for the day, month, or year. You can also track and issue refunds.

Tax preparation made easy

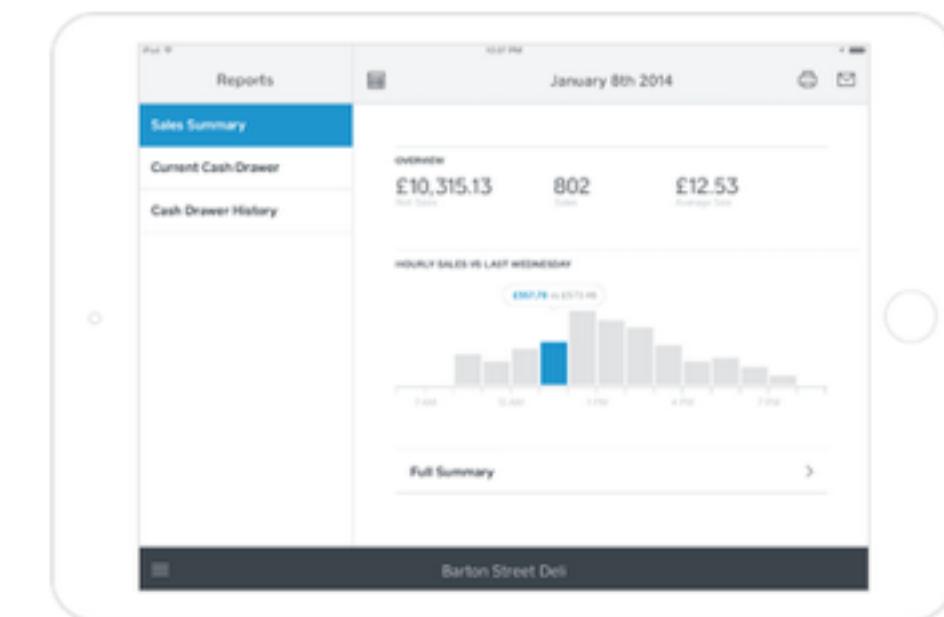
Square Register allows you to instantly populate a spreadsheet with your sales history for tax purposes—which means you don't have to spend nearly as much time preparing for taxes.

Control what information employees see.

With a manager PIN, you can control what your employees can see and do in Square Register on the iPad while logged into the administrative account.

Works offline

Square lets you record transactions even when the internet is down. They'll be stored locally, then automatically sync to your Square account when you're connected again.

[LEARN MORE](#)

With whitespace

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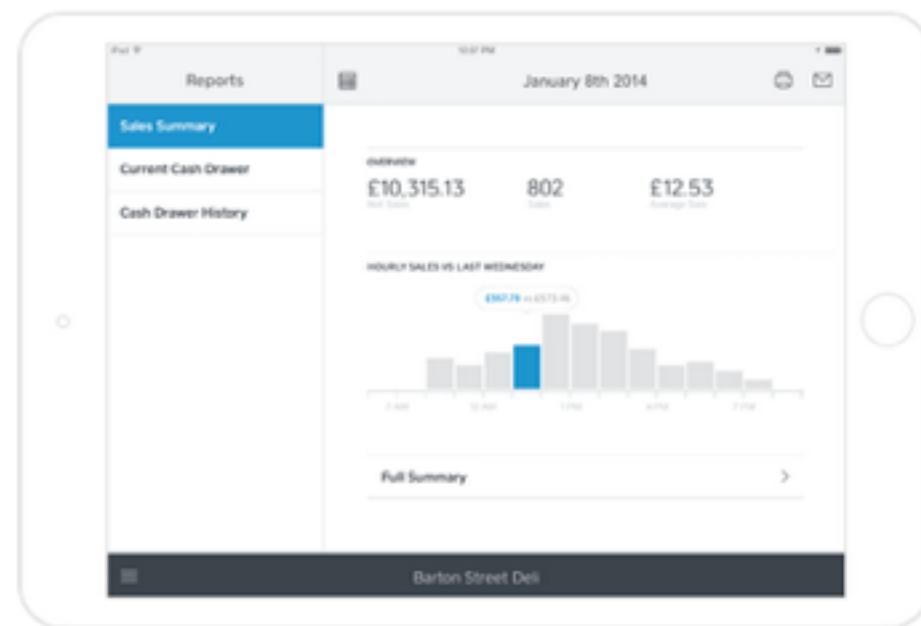
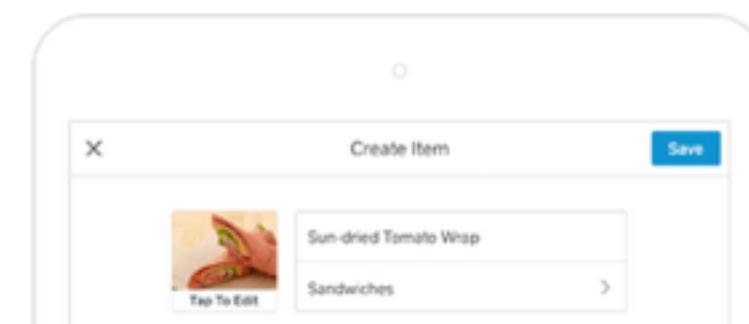
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[LEARN MORE](#)

Manage your inventory effortlessly.

Now you can manage your inventory free from anywhere. Square Inventory is fast to set up and can send you alerts when items are almost out of stock. You can also export your stock levels as a printable spreadsheet at any time.

Edit items with ease

Manage details like names, quantities, or prices quickly and easily.

Without whitespace

1. USE WHITESPACE

- Put whitespace between your elements
- Put whitespace between your groups of elements
- Put whitespace between you website's sections
- But don't exaggerate

2. DEFINE HIERARCHY

Whitespace describes invisible relationships between the elements of your website

The screenshot shows the homepage of the Square Register website. At the top, there's a banner with a tablet displaying a POS interface. Below the banner are tabs for 'OVERVIEW', 'FEATURES', and 'TESTIMONIALS'. A large red arrow points from the text 'Whitespace describes invisible relationships between the elements of your website' to the 'FEATURES' section. Another red arrow points from the 'FEATURES' section to the 'Set up your counter' section, which features images of a receipt printer, a cash drawer, and a barcode scanner. A third red arrow points from the 'Set up your counter' section to the 'Square works well with others' section at the bottom, which lists partner apps like Stitch Labs, SumAll, and IFTTT.

SQUARE REGISTER
The POS software that's simple, powerful, and free.
Compatible with Apple and Android devices

GET STARTED
WATCH THE VIDEO

OVERVIEW FEATURES TESTIMONIALS DOWNLOAD THE APP

Download free Square Register is the perfect point-of-sale system, available in the App Store and Google Play. It's designed to run on a smartphone or tablet, on your computer or on the go.

Show your business Square Register takes care of digital receipts, inventory, and sales reports and provides valuable analytics and feedback so you can focus on your customers.

Powerful enough for anyone Square Register serves businesses big and small, from corner bakers to retailers around the world. It works with hardware and software resources that make it easier to run your business.

Upgrades automatically We're constantly improving with free updates that equip you with great new features to help you run your business more efficiently and effectively.

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Works offline

Square lets you record transactions even when the internet is down. They'll be stored locally, then automatically sync to your Square account when you're connected again.

Learn more

Works on iPhone, iPad, and Android phones and tablets of all sizes and resolutions.

Supports 130 different currencies.

Record full or partial refunds.

Print sales reports on any device.

Square Reader is available in U.S., Canada, and Japan.

Get updates and messages from Square right through your dashboard.

Add tips, tipping, and discounts.

Print kitchen tickets.

Connect a cash-drawer, receipt printer, or bar code scanner.

Payments processing through Square is available in U.S., Canada, and Japan for now.

Set up your counter.

Many accessories work well with Square Register on your phone or tablet.

VIEW COMPATIBLE ACCESSORIES

Square works well with others.

All our partner apps sync with Register in just a few simple steps. Current apps can help track all your inventory or your social channels, and can send emails automatically when major events happen. More partner apps are being added regularly.

Learn more

Stitch Labs
Stitch Labs is an inventory management solution that allows you to easily track stock quantities across Square and the other channels you sell through.

SumAll
SumAll is a business intelligence tool for small and medium sized businesses that connects all the services you use and brings them into one place.

IFTTT
IFTTT lets you create powerful connections with one simple statement... if this then that. Connect Square to over 100 other products and services via IFTTT.

2. DEFINE HIERARCHY

- Define where you want your audience to look first
- Establish a flow that corresponds to your content's message
- Use whitespace to build that flow



Do you have any questions? Please ask them in the course forum, I will be glad to help!

INTRODUCTION TO USER EXPERIENCE



Jonas Schmedtmann

USER INTERFACE IS THE
PRESENTATION OF A PRODUCT,
HOW IT LOOKS AND FEELS



USER EXPERIENCE IS THE OVERALL
EXPERIENCE THE USER HAS WITH A
PRODUCT



“It’s not just what it looks like and feels like. Design is how it works.

— Steve Jobs

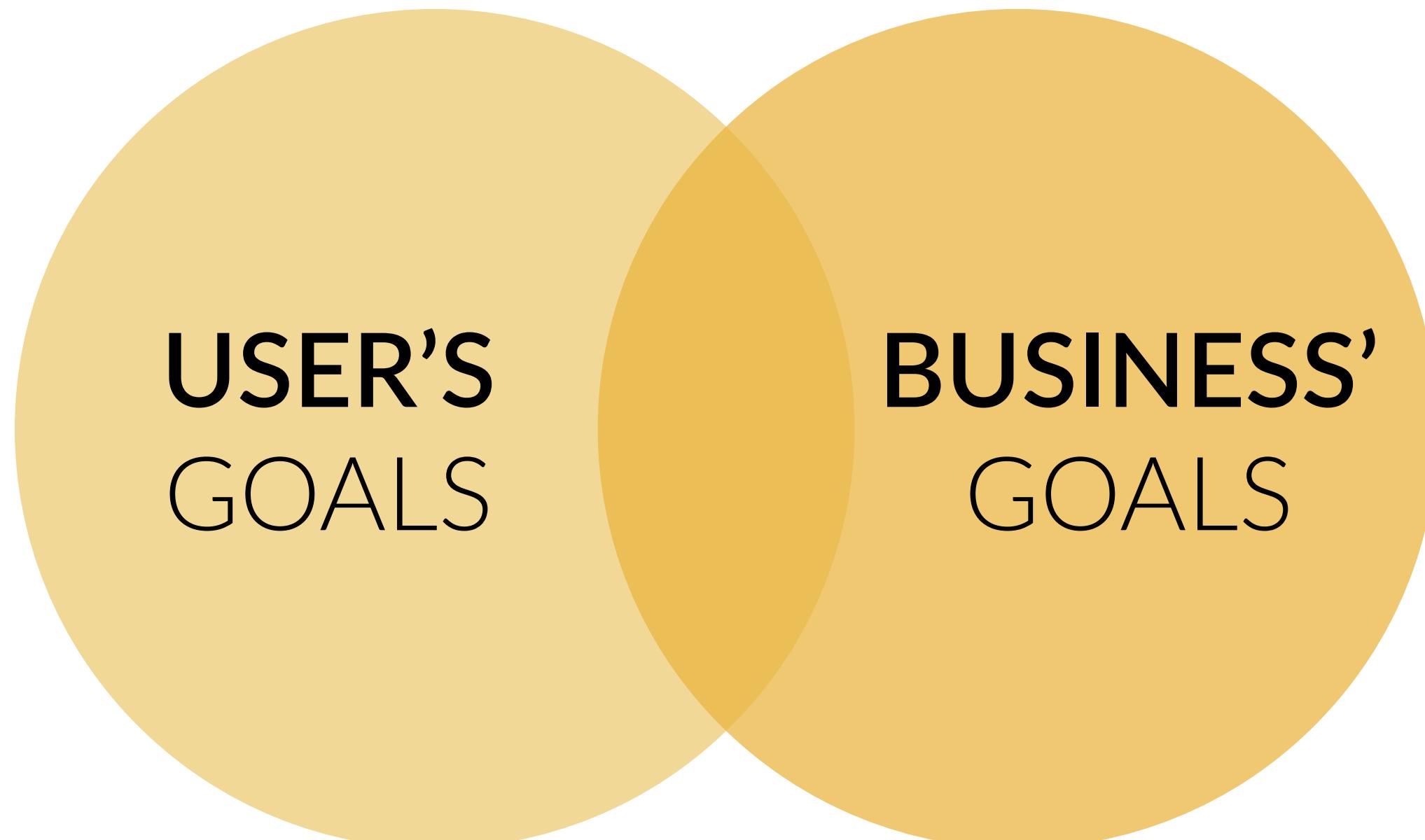




DESIGNING THE **PRODUCT**

VS

DESIGNING THE **EXPERIENCE**



A Venn diagram consisting of two overlapping circles. The left circle is labeled "USER'S GOALS" and the right circle is labeled "BUSINESS' GOALS". The overlapping area between the two circles represents the common ground or intersection of the two sets of goals.

**USER'S
GOALS**

**BUSINESS'
GOALS**



Do you have any questions? Please ask them in the course forum, I will be glad to help!

GETTING INSPIRED: THE SECRET INGREDIENT FOR STUNNING WEB DESIGN!



USE OTHER WEBSITES AS INSPIRATION
TO SEE WHAT OTHER LEADING
DESIGNERS ARE **DOING RIGHT**



- Collect designs that you like
- Try to understand everything about them
- Why do they look good?
- What do these sites have in common?
- How were they built in HTML and CSS?

STEAL LIKE AN ARTIST



BEST RESOURCES FOR WEB
DESIGN AND DEVELOPMENT
WITH HTML5 & CSS3

The free e-book for the Udemy course
Second Edition, April 2015



GET YOURSELF
INSPIRED HERE



Do you have any questions? Please ask them in the course forum, I will be glad to help!

SUPER EFFECTIVE WAYS TO IMPROVE YOUR WEBSITE'S CONVERSION

1. BUILD TRUST WITH YOUR FUTURE CUSTOMER



Are you ready to live a Rich Life?

— Ramit Sethi, *New York Times* Best-selling Author

Get the best of my *New York Times* bestseller

Where should I send your free download?

This is a test. I've never put all this content online before. I don't want to cut into book sales, so get it now before I come to my senses and take this down.

Name Email

Get The Best Of My Book Free

100% privacy. No games, no B.S., no spam.

The image shows a man in a dark suit and purple checkered shirt standing next to a book cover for "I Will Teach You To Be Rich Blueprints". The book cover features a small photo of the man and the title in large, bold, blue and yellow letters. The background of the entire image is a yellow patterned wall.

2. REPEAT YOUR PRIMARY ACTION

The screenshot shows the homepage of the Invision website. The background features a dark, slightly blurred image of two people working together on a laptop. The top navigation bar includes links for TOUR, CUSTOMERS, NEW FEATURES, ENTERPRISE, BLOG, and LOGIN. A prominent red rectangular button labeled "SIGN UP FREE" is located in the top right corner of the header. Below the header, the main headline reads "DESIGN BETTER. FASTER. TOGETHER." followed by the tagline "The world's leading prototyping, collaboration & workflow platform". A large red-bordered button labeled "GET STARTED – FREE FOREVER!" is centered in the middle of the page. At the bottom, there is a footer section featuring logos for Adobe, Shopify, Salesforce, Twitter, Evernote, adidas, and Huge.

inVISION

TOUR CUSTOMERS NEW FEATURES ENTERPRISE BLOG LOGIN

SIGN UP FREE

DESIGN BETTER. FASTER. TOGETHER.

The world's leading prototyping, collaboration & workflow platform

GET STARTED – FREE FOREVER!

Adobe Shopify Salesforce EVERNOTE adidas HUGE

3. GRAB YOUR USER'S ATTENTION

Use these deceptively simple tactics to generate viral traffic and first page rankings
by Brian Dean, founder, BACKLINKO

Follow

612

Like

527

g+1

Make no mistake:

Get 90k Visitors Per Month

Audience Overview

All Sessions 100.00% + Add Segment

Sessions vs. select a metric

Sessions

10,000

5,000

Jan 1 Jan 8 Jan 15

143,702 Sessions | 93,277 Users | 237,878 Pageviews | 1.66 Pages / Session

Hop on the Backlinko newsletter today and get the exact strategies I used to grow Backlinko to 90k visitors per month.

Your Email

I'M IN!

But you may be thinking: "OK Brian, I get all that. But HOW do I actually do it?".
Let's dig in.

How to Find Keywords Your Competition Doesn't Know About

The content in that ebook was as good — if not better — than anything I've

4. TELL YOUR USER THE BENEFIT

The screenshot shows the Zendesk website's header. It features the Zendesk logo on the left, followed by links for 'Company', 'Cookies Policy', 'English', and a phone number '1-888-670-4887'. Below the header are four main navigation categories: 'PRODUCTS', 'PRICING', 'CUSTOMERS', and 'SUPPORT'.

From now on, things will be better.

Zendesk is software for better customer service.
Get started today with a 30 day risk-free trial.

A login form with two input fields: 'Email' and 'Password', and a large orange 'TRY IT FOR FREE' button.



5. DON'T ASK FOR TOO MUCH INFORMATION

It's nice to meet you! I'd love to send you exclusive content that you can't find anywhere else on the blog, and I'll send you a free copy of my book, eBooks the Smart Way too!

Enter your name and email below, and I'll see you on the inside!

SIGN UP!

6. USE SOCIAL PROOF

*"Sketch app is a **sine qua non** tool for nowadays UI and UX designers.*



– Everaldo Coelho.

"Sketch continues to grow and mature fast. The new export options put larger competitors to shame, and make SVG export for my icon work as easy as it should be.



– Jon Hicks.

"There is no other tool out there that is so intrinsically connected to the way designers work today.



– Meng To.

The New York Times

Bloomberg



Forbes

FAST COMPANY

7. USE URGENCY

C\$19 for One Year of Online Guitar Lessons from Center Stage
Guitar Academy (C\$108 Value)

 **93%** of 2,807 customers recommend



C\$19

BUY!

VALUE	DISCOUNT	YOU SAVE
C\$108	82%	C\$89

 GIVE AS A GIFT

 Limited time remaining!

LIMITED QUANTITY AVAILABLE

 Over 320 bought

8. USE SCARCITY



Apple iPhone 6 Plus, Gold, 128 GB (Unlocked)

by Apple

★★★★★ 5 customer reviews | 47 answered questions

List Price: \$1,399.99

Sale: \$1,069.75 & FREE Shipping

You Save: \$330.24 (24%)

Only 1 left in stock.

Ships from and sold by BREED.

Color: Gold



Size: 128 GB

128 GB

16 GB

64 GB

- 2G: GSM 850 / 900 / 1800 / 1900, 3G: HSDPA 850 / 900 / 1700 / 1900 / 2100, 4G: LTE 1700 / 1800 / 1900 / 2100 / 2600
- 5.5" LED-backlit IPS LCD Multi-Touchscreen Shatter proof glass, oleophobic coating
- iOS 8, Dual-Core 1.4 GHz Cyclone (ARM v8-based) Processor, Chipset: Apple A8, Power graphics) Graphics
- 8 Megapixel Camera (3264 x 2448 pixels) w/ Autofocus, Dual-LED (Dual tone) Flash + Camera, 720p, burst, HDR
- Internal Memory: 128GB, 1GB RAM

28 new from \$960.00 2 used from \$859.99 1 refurbished from \$860.00

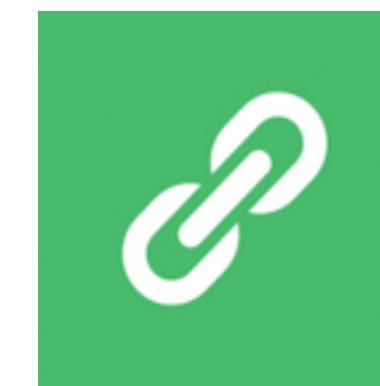
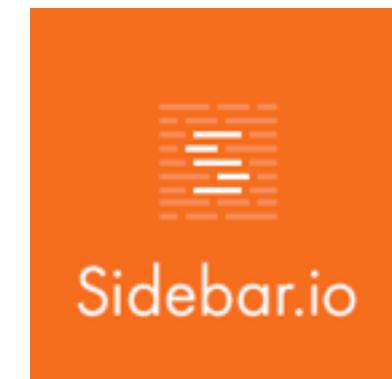


Do you have any questions? Please ask them in the course forum, I will be glad to help!

WHERE TO GO FROM HERE?



Jonas Schmedtmann



Hey, designer!



PRACTICE, PRACTICE, PRACTICE



NEVER. STOP. LEARNING.



☰ Browse Courses  **udem**y Become an Instructor | My Courses  

Amazing Web Design in 1 Hour: 25+ Guidelines for Web ...  **Jonas Schmedtmann**     

1924 students

Lecture 2:
How to get the best out of this course
00:47 minutes remaining

You have not started any of **16** published items 

Section 1 - Course Introduction

-  **Lecture 1: Welcome to this course**
02:09
-  **Lecture 2: How to get the best out of this course**
02:05

Section 2 - The 25+ Guidelines of Amazing Web Design

-  **Lecture 3: Introduction to web design**
03:50
-  **Lecture 4: Beautiful typography**

Discussions  **Announcements**  **1924 students**

or 

 **Leonidas Yopan** posted a discussion · 2 days ago
Where Can I Download the eBook?
Sorry if I missed something, but where can I download the ebook?
[Show 2 replies](#) ·  Like (1 like) · Following (2 followers)

 **Muhammadjavohir Suratov** posted a discussion · 2 days ago
Video download
Hello Mr. Jonas,
May I download the videos via IDM to learn them offline on my computer?
[Show 3 replies](#) ·  Like · Following (3 followers)



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