-Gradient

Background-color가 아닌 background-image를 씀.  
background-image: linear-gradient(30deg, rgba(0,0,255,0.7), red, #FF88AA );

-Shadow 관련 : Text-shadow, box-shadow  
text-shadow: 3px 3px 2px orange;  
box-shadow: 1px 1px 5px black inset;

- 투명도 관련 : opacity, rgba 사용  
background-color: /\* #000000 \*/ rgba(0, 0, 0, 0.4);  
opacity: 0.4;