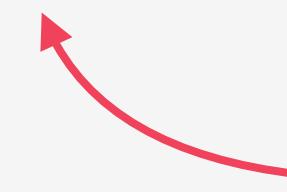




JONAS.IO
SCHMEDTMANN



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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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- 1 A High-Level Overview of Web Development
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- 34 Responsive Design Principles
- 35 How Media Queries Work
- 36 How to Select Breakpoints

SECTION 01 – WELCOME AND FIRST STEPS



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

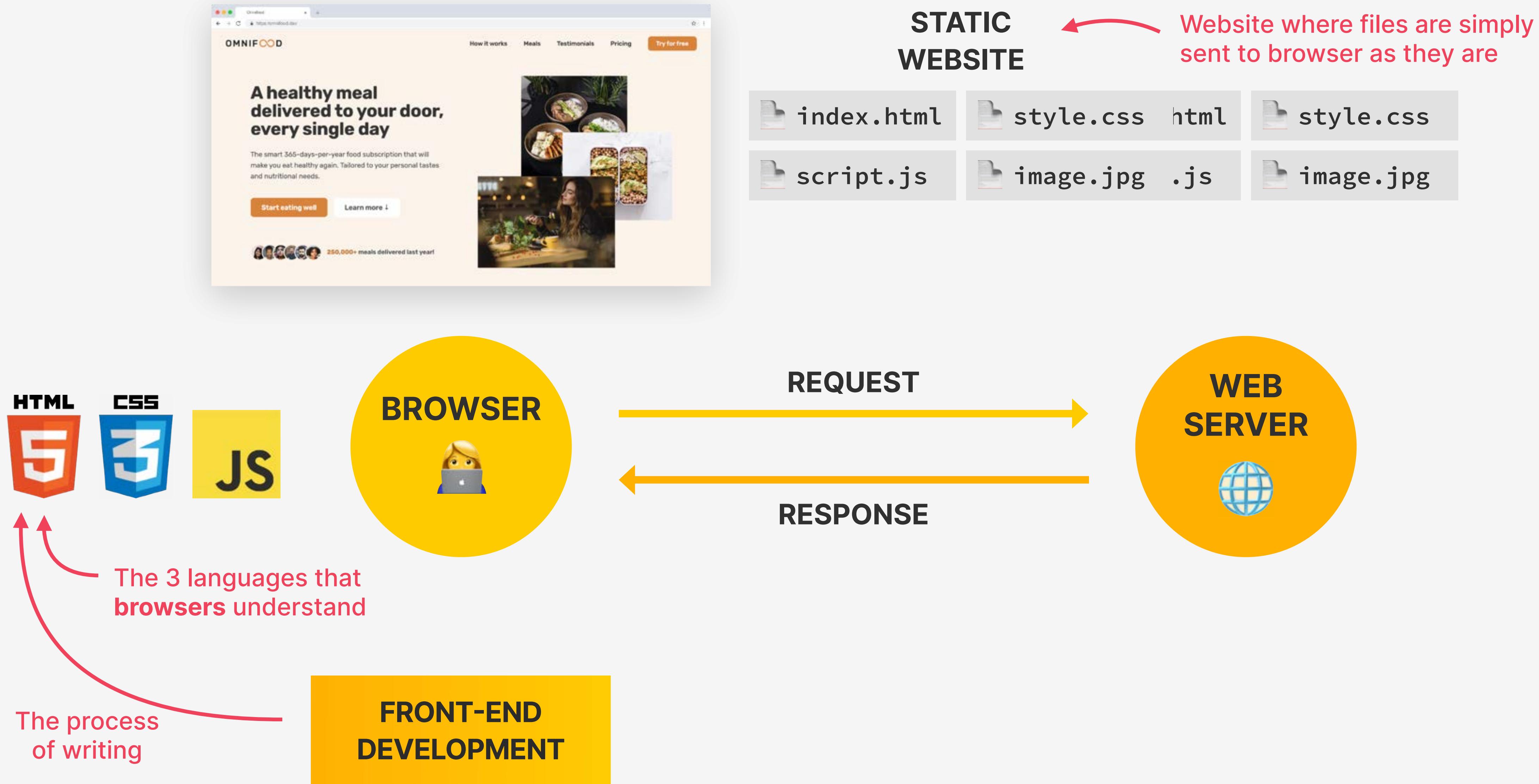
SECTION

WELCOME AND FIRST STEPS

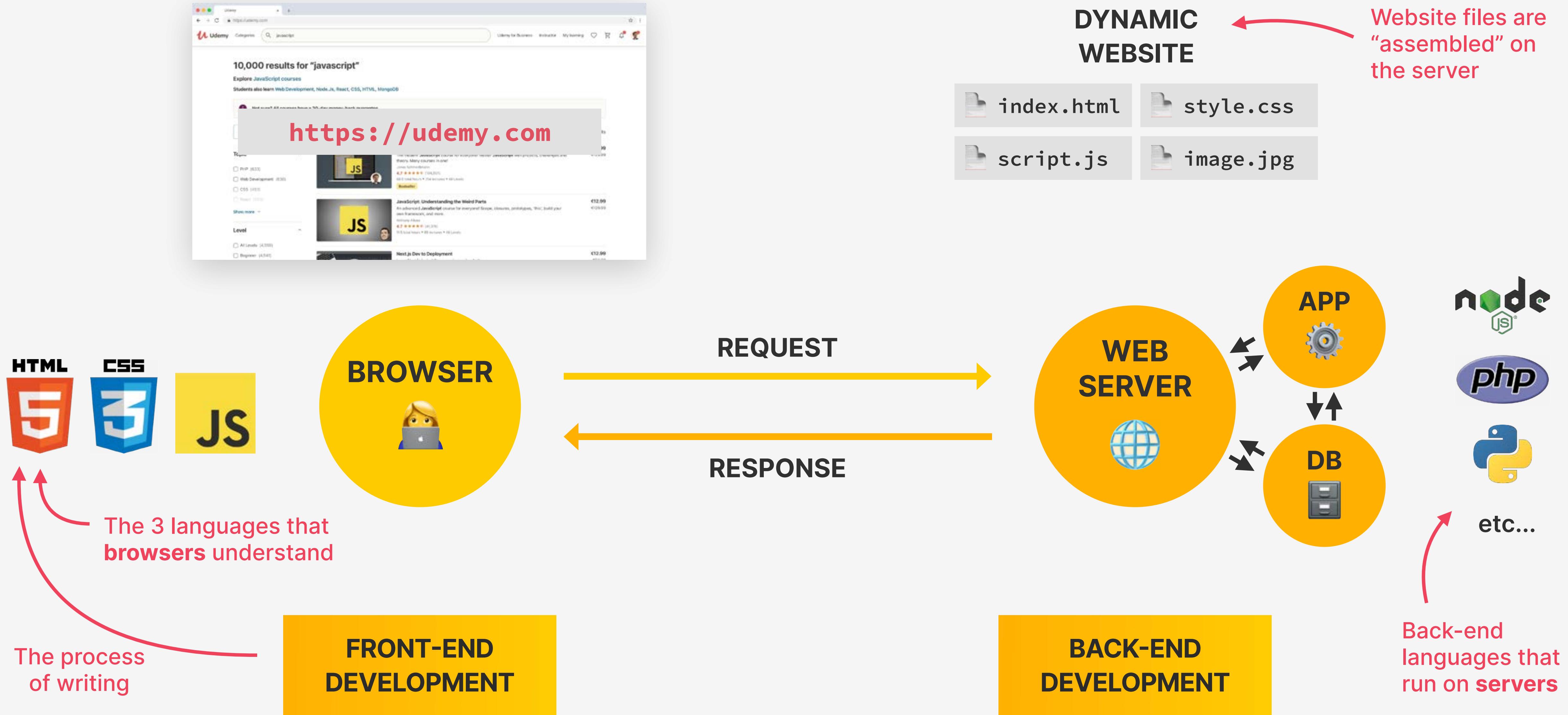
LECTURE

A HIGH-LEVEL OVERVIEW OF WEB
DEVELOPMENT

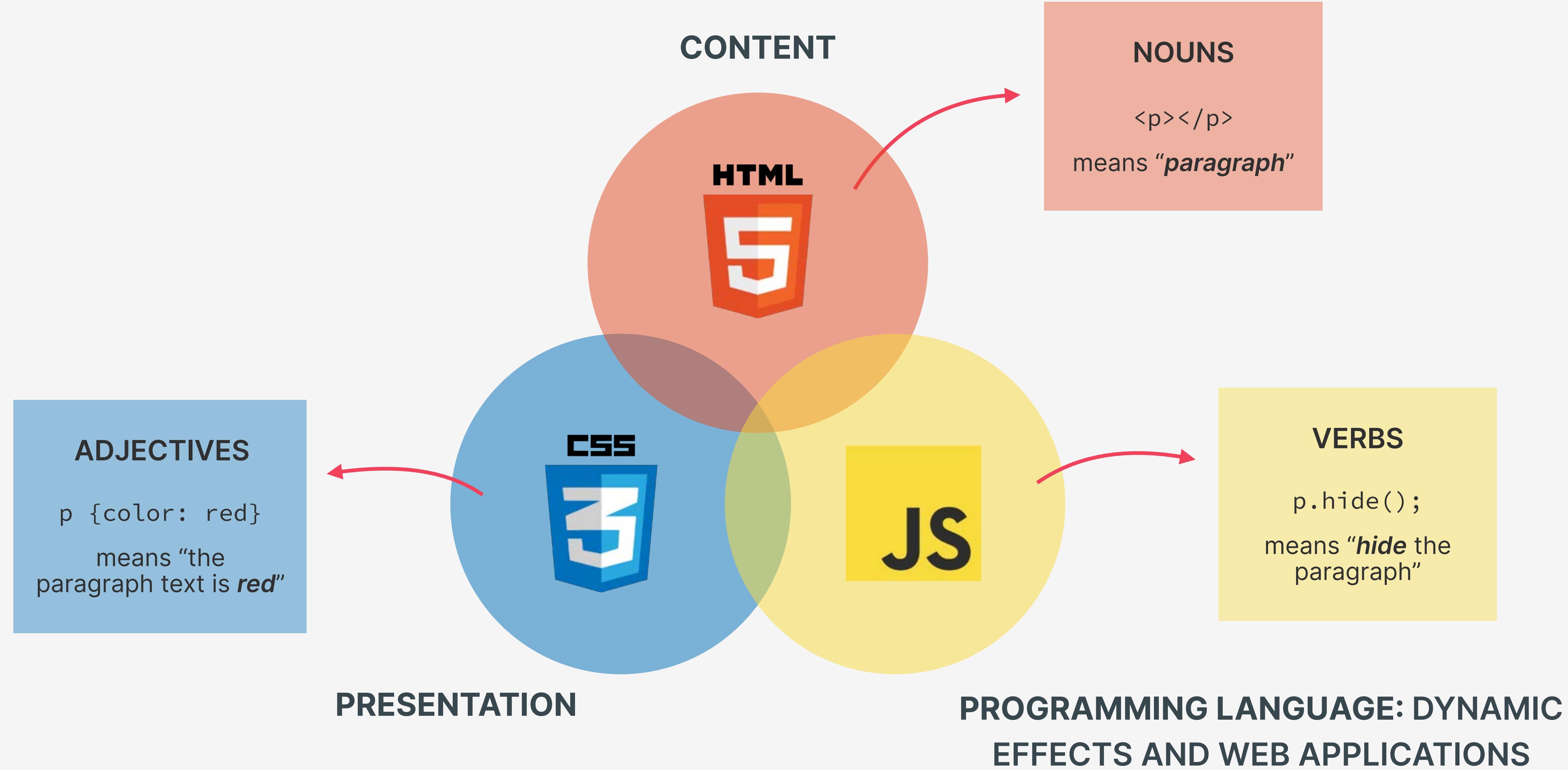
FRONT-END VS. BACK-END DEVELOPMENT



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

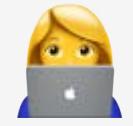
WATCH BEFORE YOU START!

SOME QUICK CONSIDERATIONS BEFORE WE START...

 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...



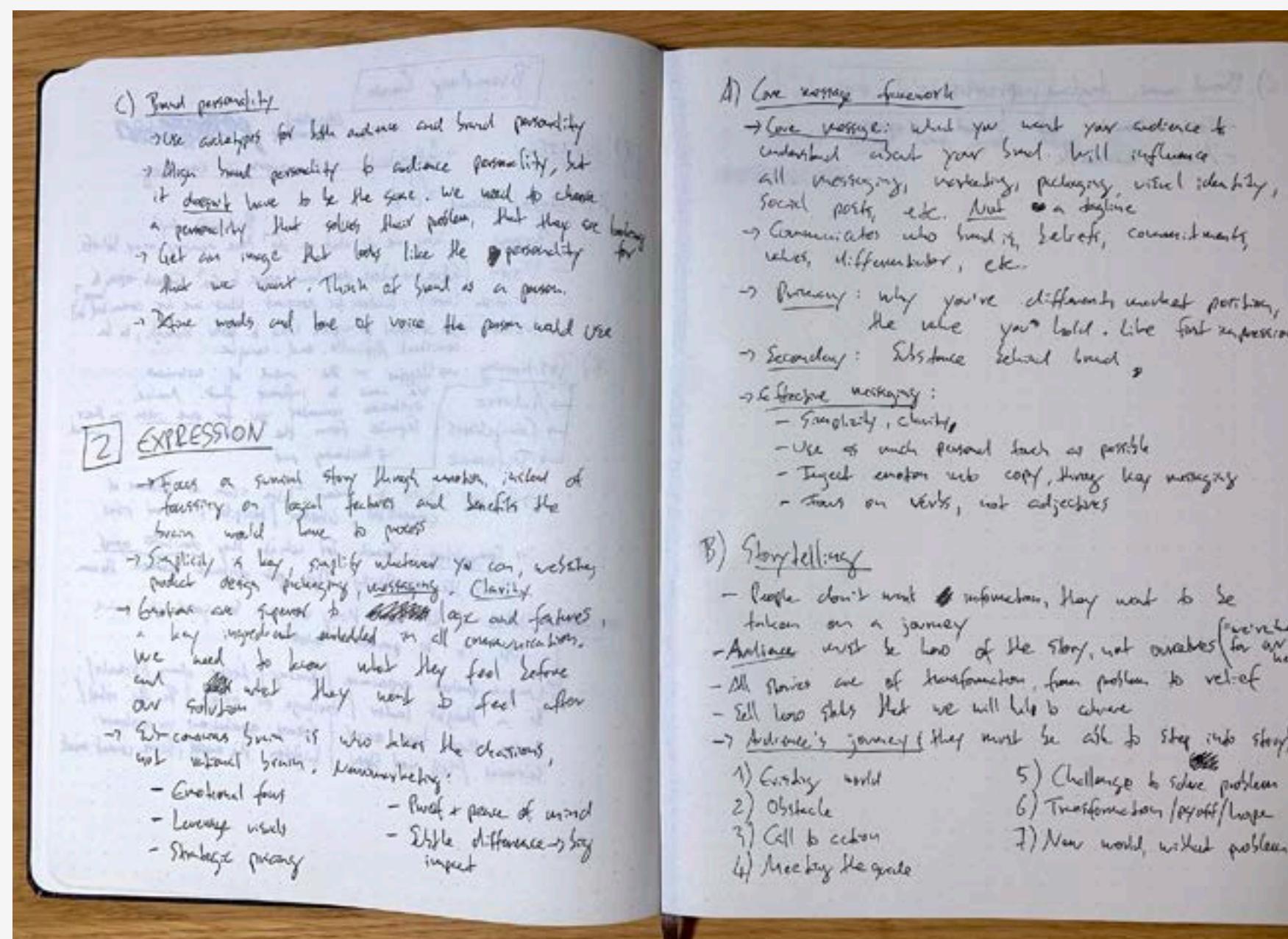
You need to code along with me! You will learn **ZERO** HTML and CSS skills by just sitting and watching me code. You really have to write code **YOURSELF!**



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.



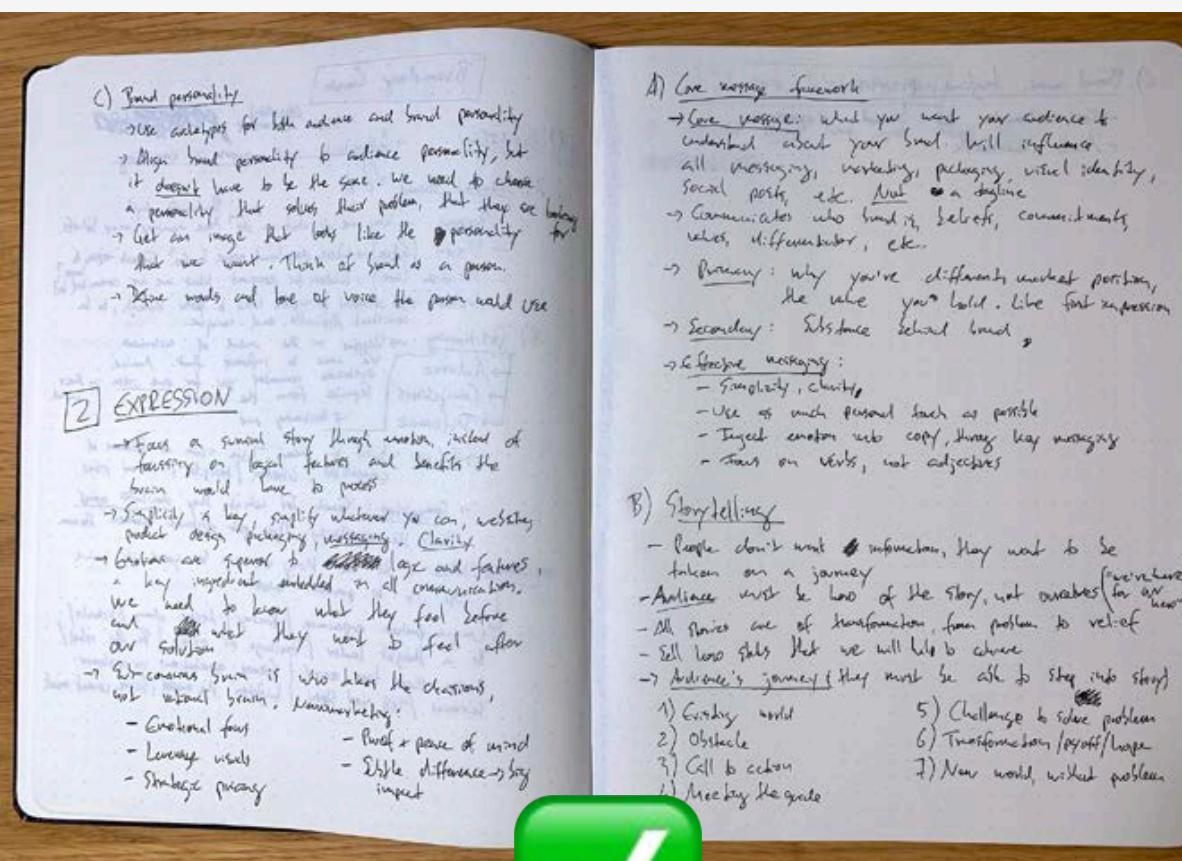
Watch for this sign!

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:not(:last-child) {  
209   /* margin-bottom: 24px; */  
210   margin-bottom: 16px;  
211 }  
212  
213 .chair-icon {  
214   width: 24px;  
215   height: 24px;  
216   stroke: #087f5b;  
217 }  
218  
219 .chair-price {  
220   display: flex;  
221   justify-content: space-between;  
222 }  
223  
224 align-items: center;  
225 font-size: 20px;  
226 }  
227 footer {
```



We couldn't live without these chairs anymore!

Mary and Sarah Johnson

Our bestselling chairs

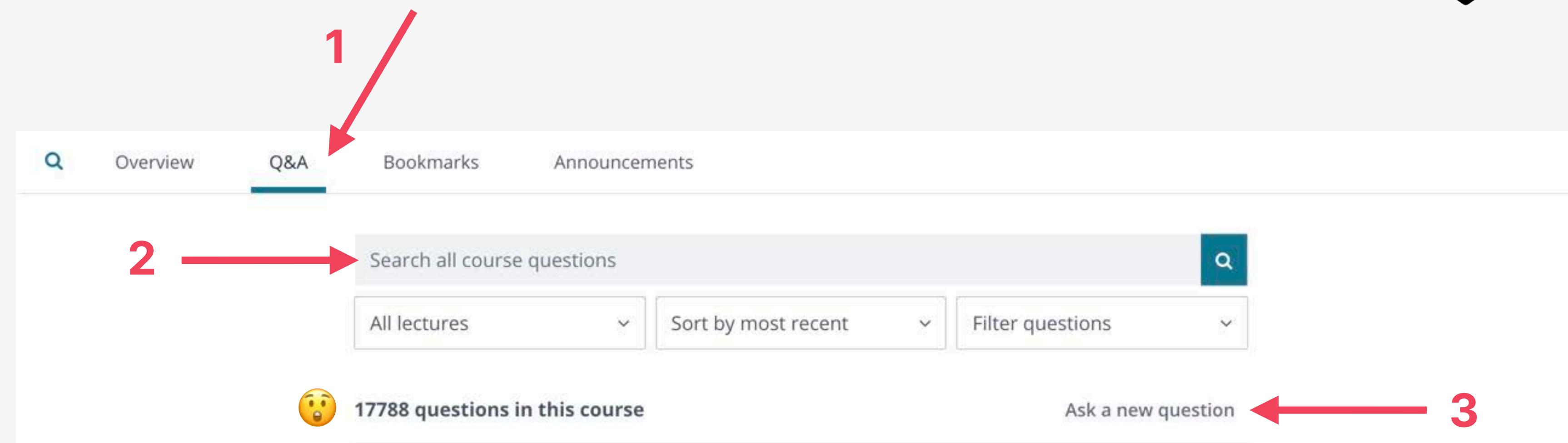
Chair Model	Description	Price	Action
The Laid Back	Leisure and relaxing. Comfortable for all. Vegan leather. Weight 16 kg.	250€	ADD TO CART
The Worker Bee	Work. Comfortable for 8h. Vegan leather. Weight 22 kg.	525€	ADD TO CART
The Chair 4/2	Leisure and relaxing. Comfortable all day. Organic cotton. Weight 80 kg.	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.

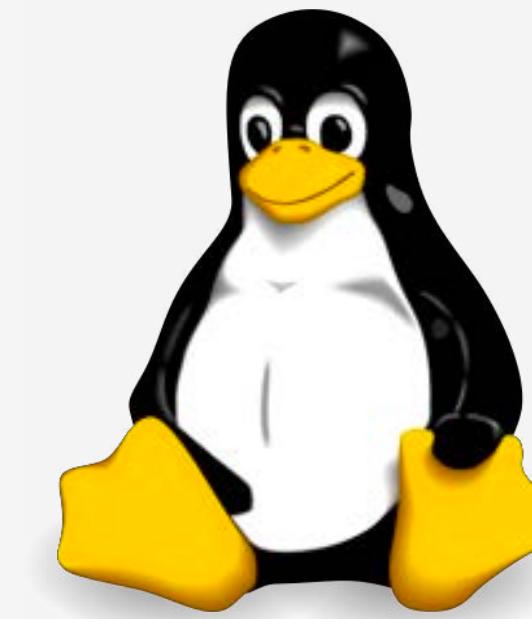
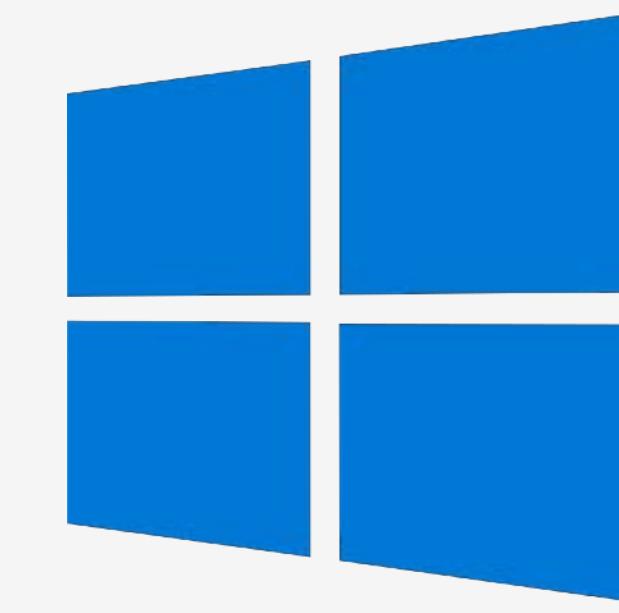
CODEPEN



SOME QUICK CONSIDERATIONS BEFORE WE START...

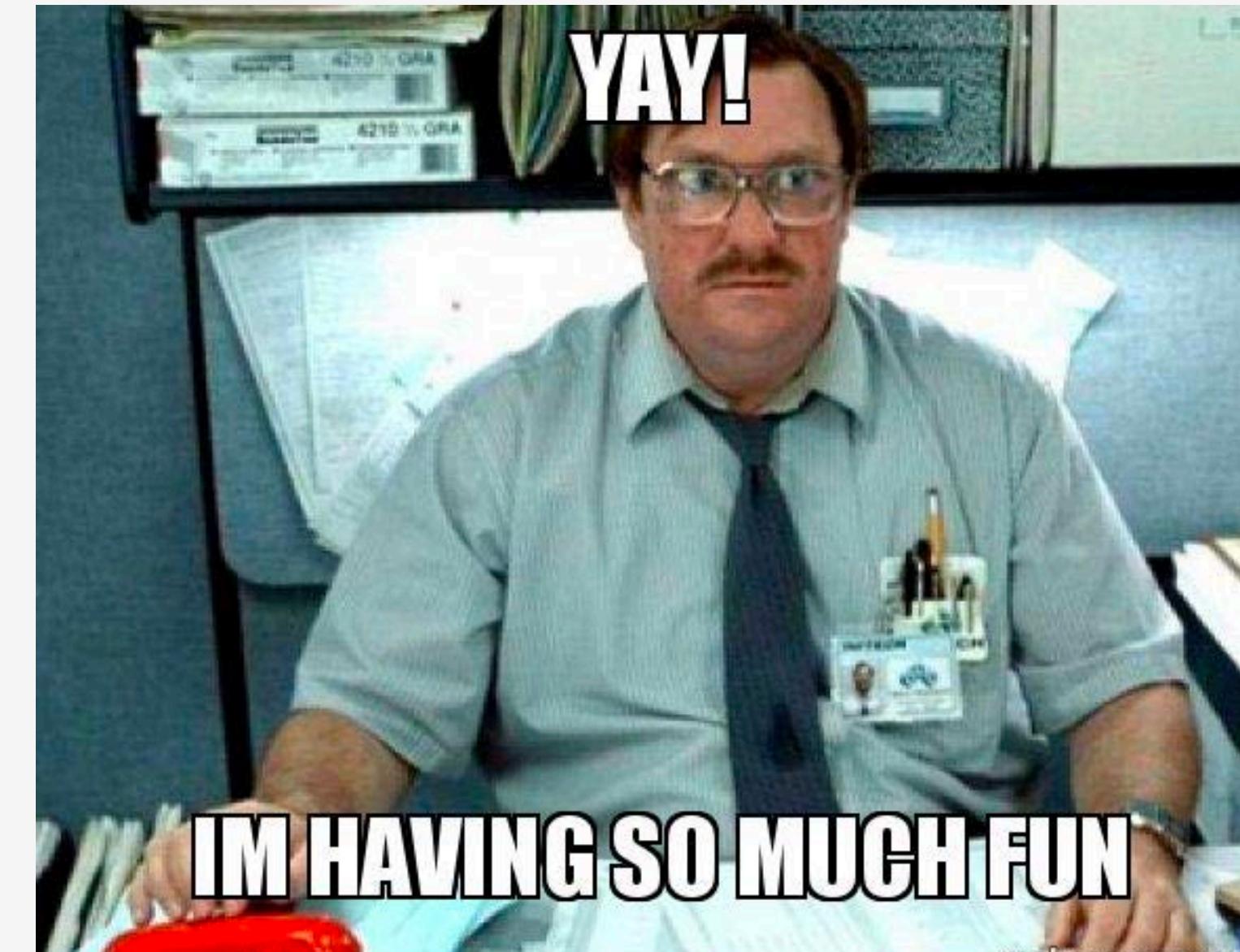


I recorded this course on a Mac, but everything works the exact same way on Windows or Linux. If something doesn't work on your computer, it's **NOT** because you're using a different OS.



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

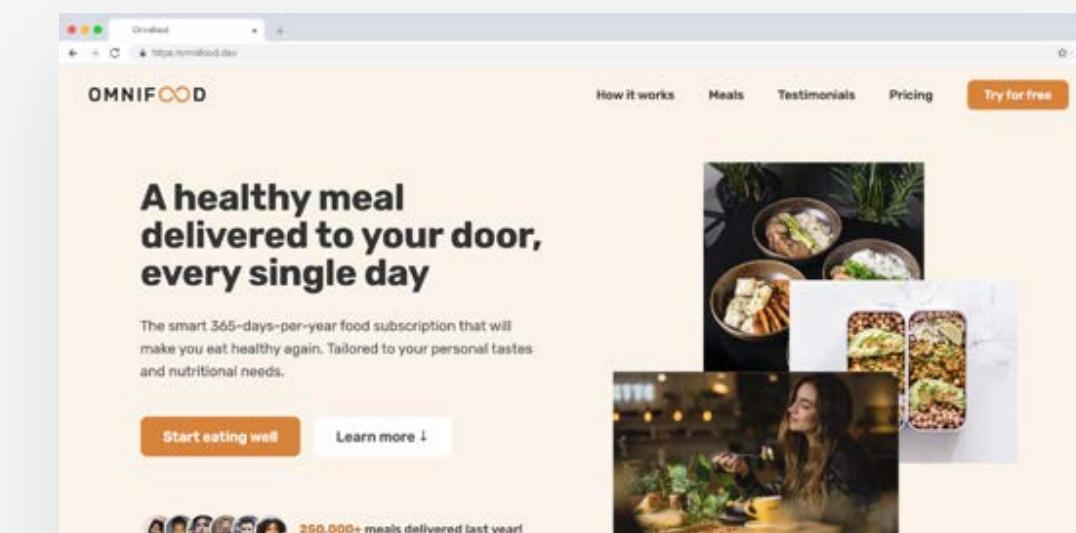
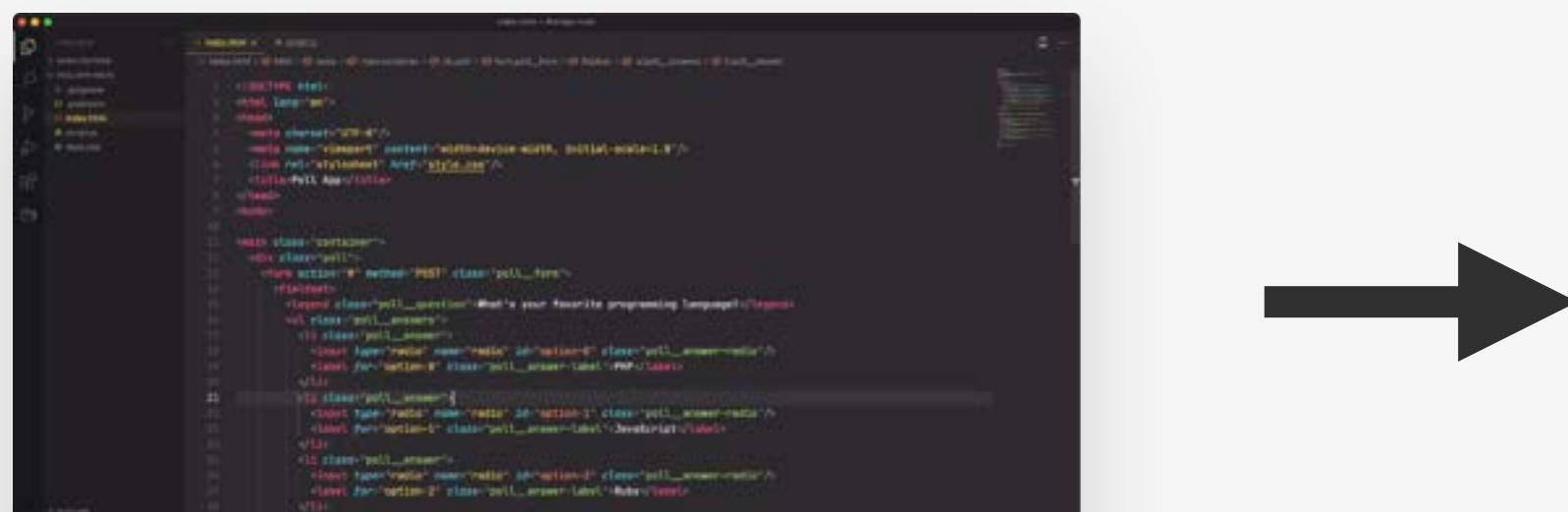
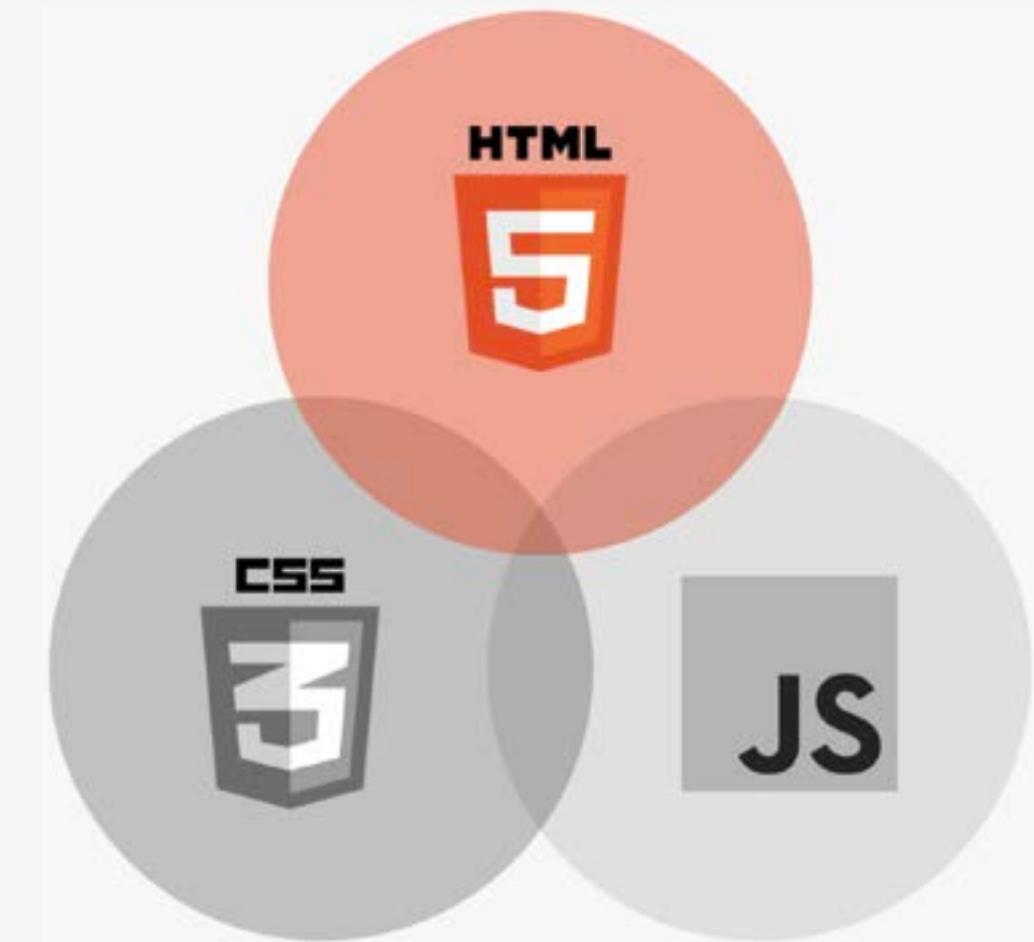
LECTURE

INTRODUCTION TO HTML

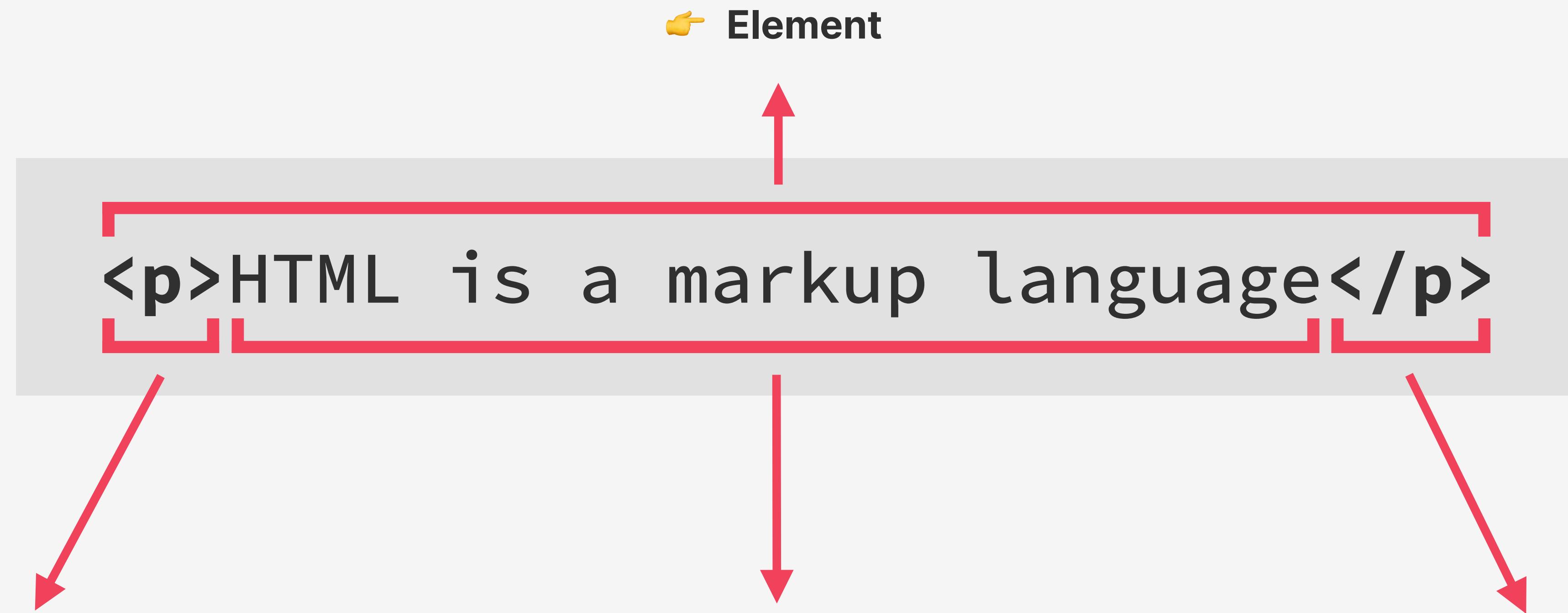
WHAT IS HTML?

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**



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

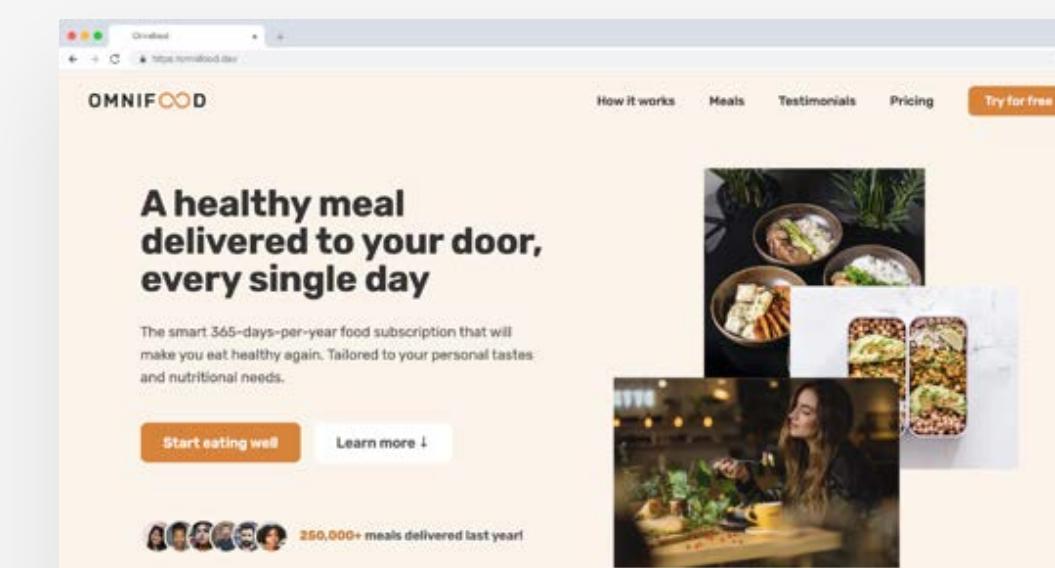
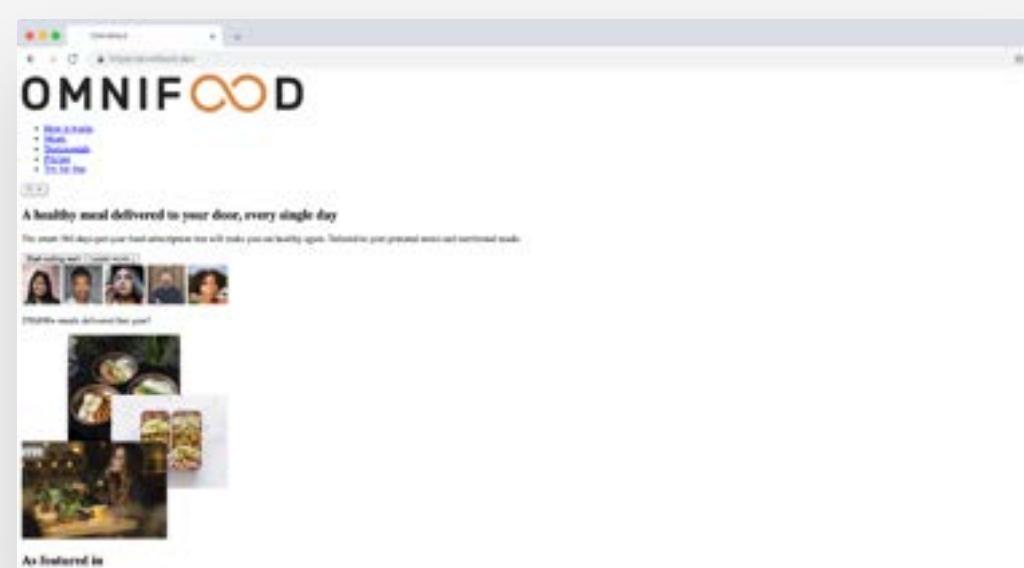
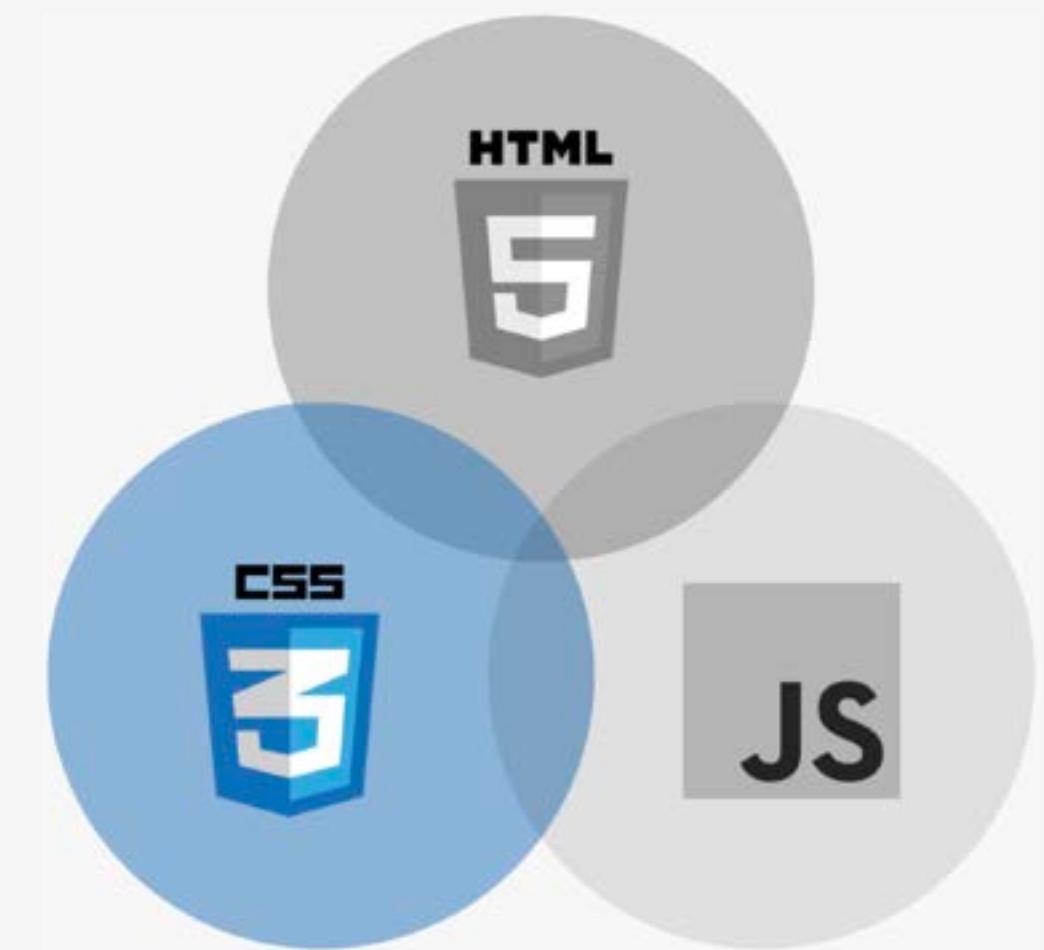
SECTION
CSS FUNDAMENTALS

LECTURE
INTRODUCTION TO CSS

WHAT IS CSS?

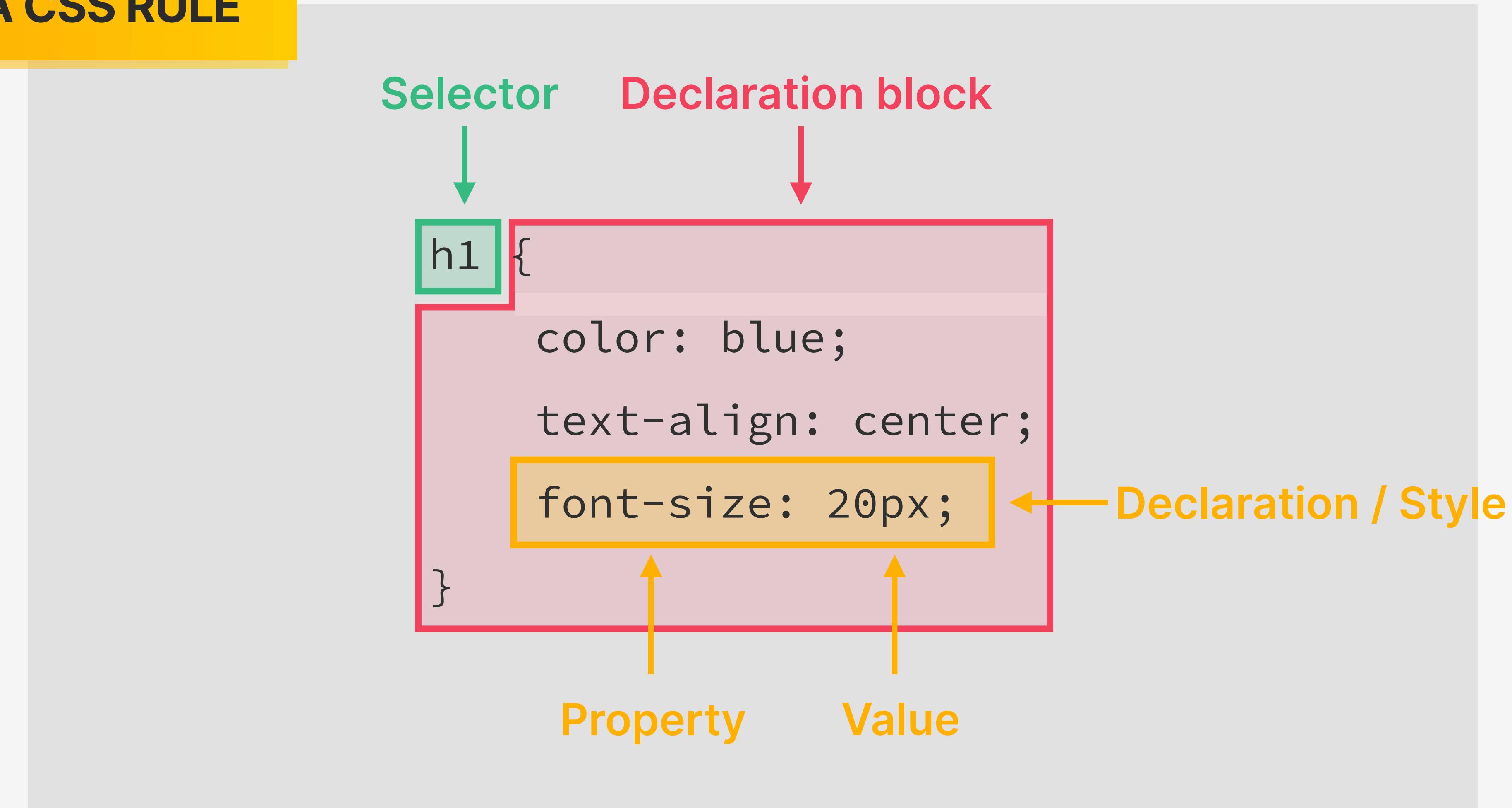
CSS

- 👉 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

A CSS RULE





BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

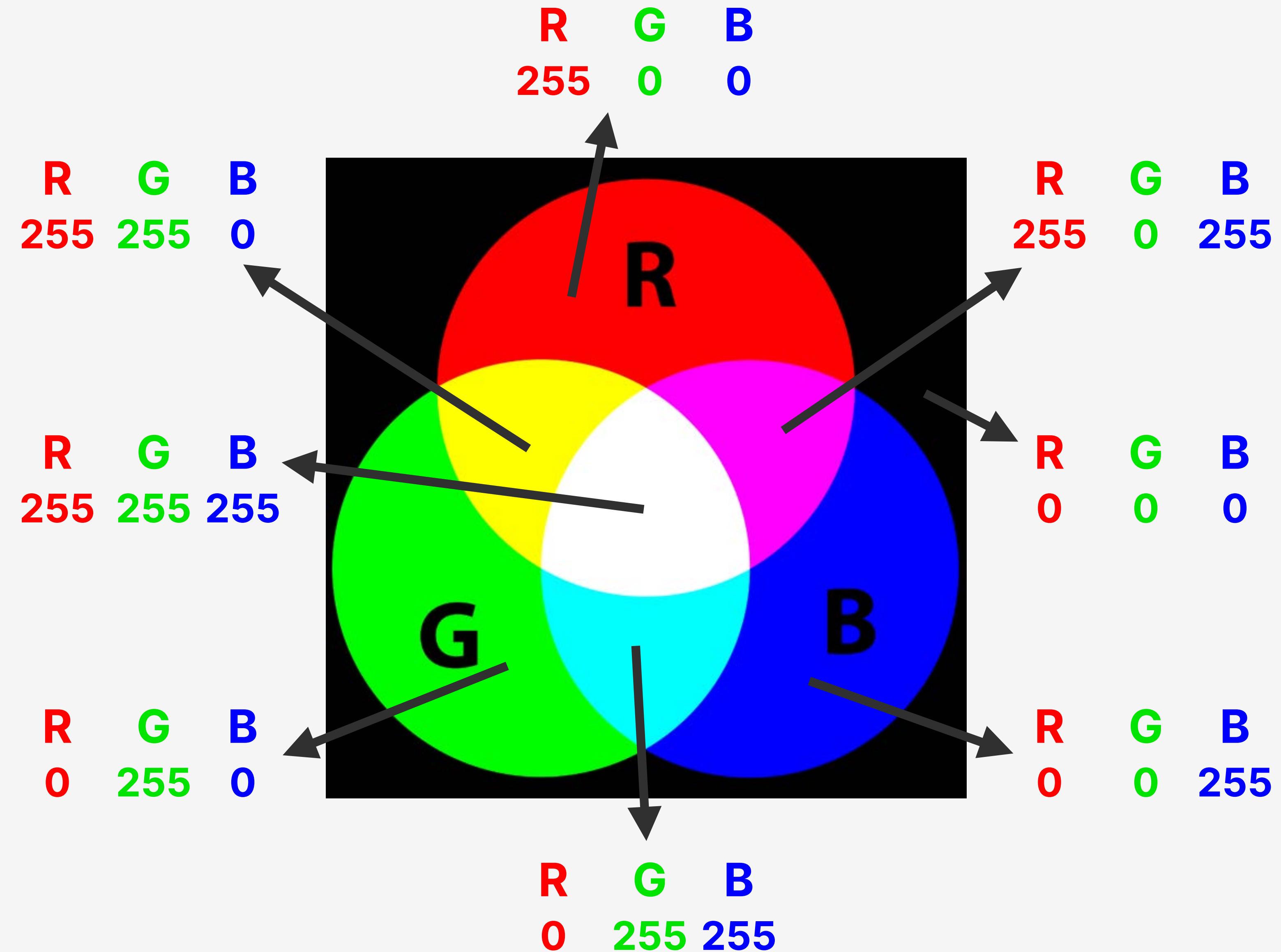
SECTION
CSS FUNDAMENTALS

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



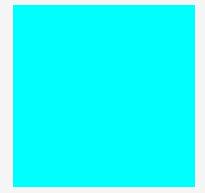
DEFINING COLORS IN CSS

1

RGB / RGBA NOTATION

- 👉 Regular RGB model

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



- 👉 RGB with transparency ("alpha")

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

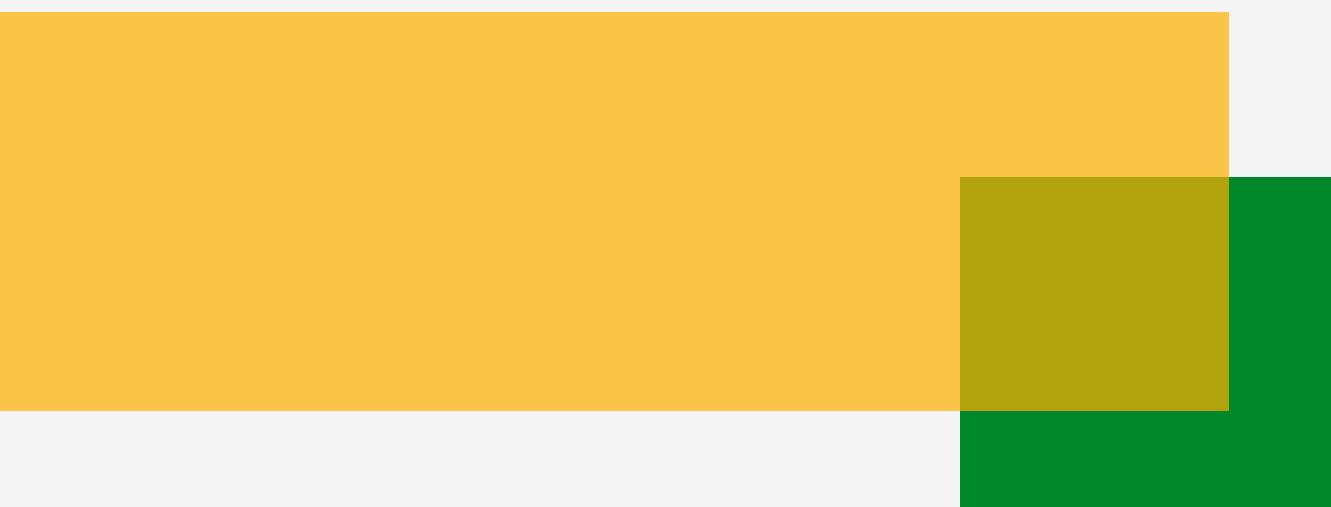


```
#f4b33f
```

```
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
```

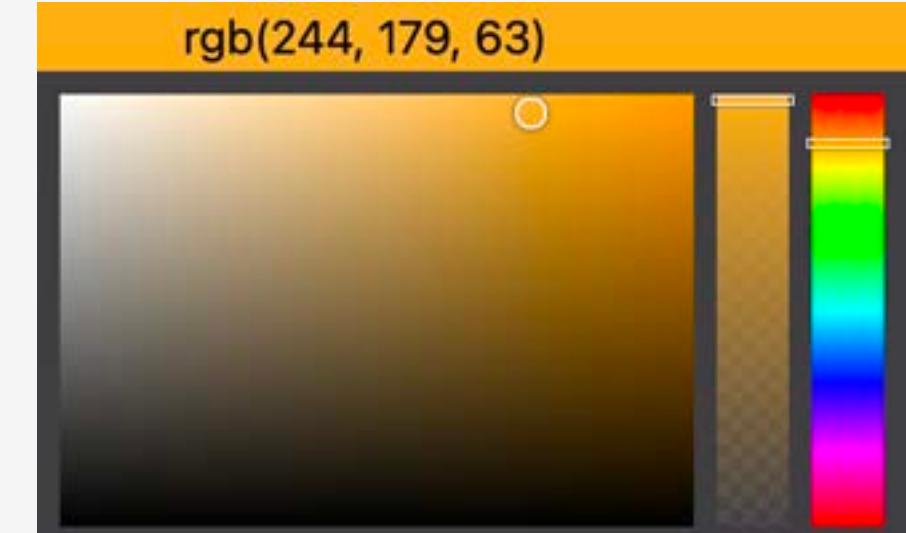


- 👉 Shorthand, when all colors are identical pairs

```
#0ff
```



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

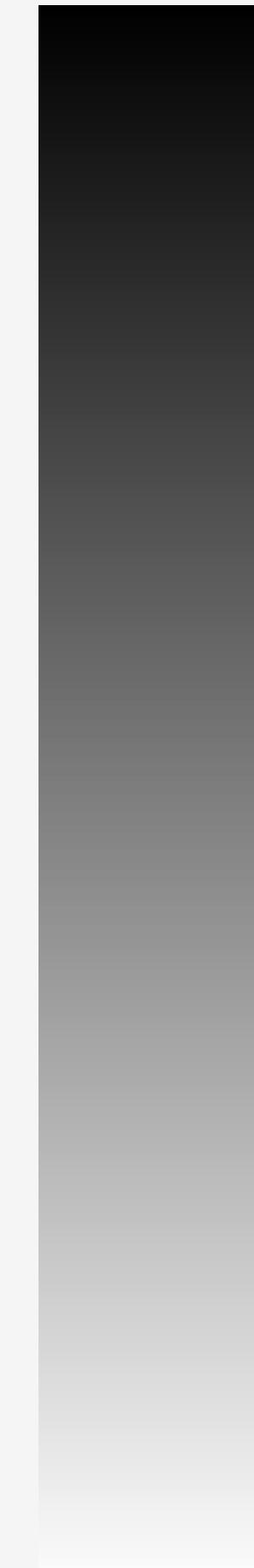


👉 Color picker in VS Code

SHADES OF GREY

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

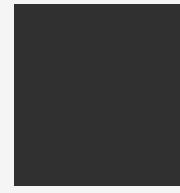
👉 There are 256 pure grays to choose from



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



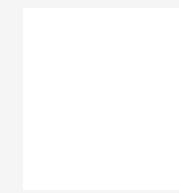
`rgb(69, 69, 69) / #444444 / #444`



`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

```
<p id="author-text" class="author">  
  Posted by Laura Jones on Monday, June 21st 2027  
</p>
```

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

🤔 There are **multiple selectors** selecting the same element. **Which one of them applies?**

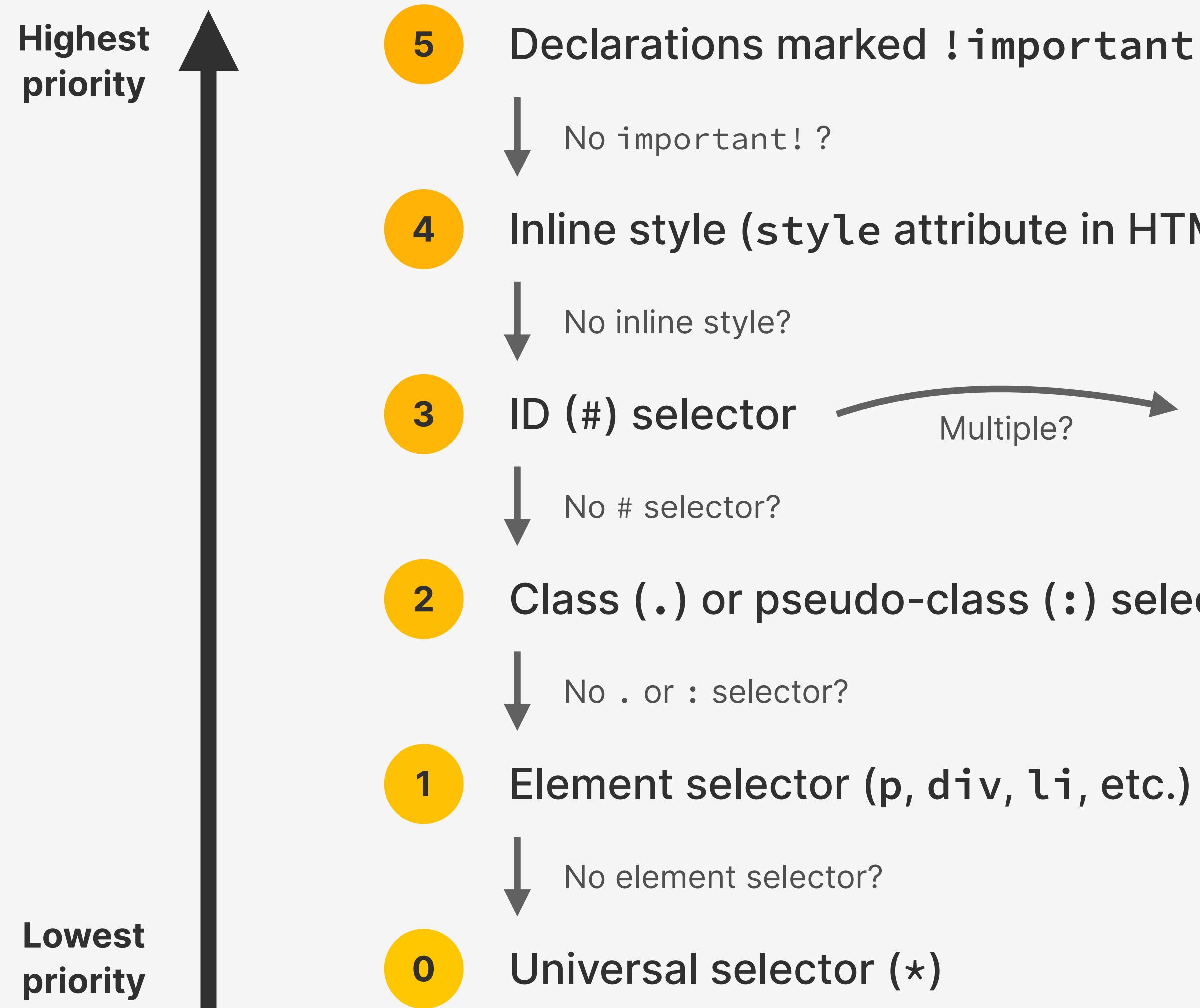
🤓 **All of them. All rules and properties are applied!**



🤔 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

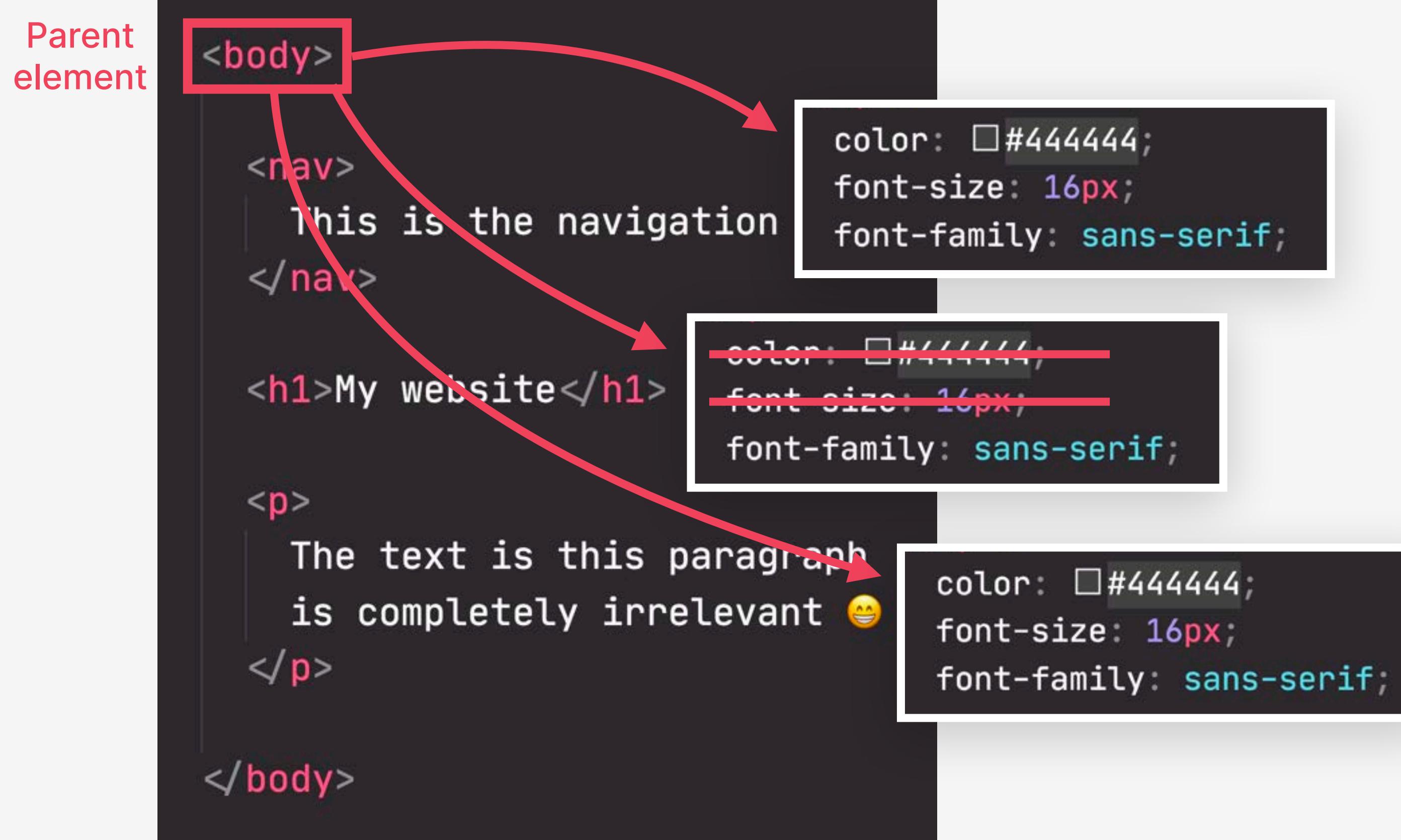


BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

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;
  font-size: 32px;
  text-transform: uppercase;
}
```

**OVERRIDING
INHERITED STYLES**

- 👉 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



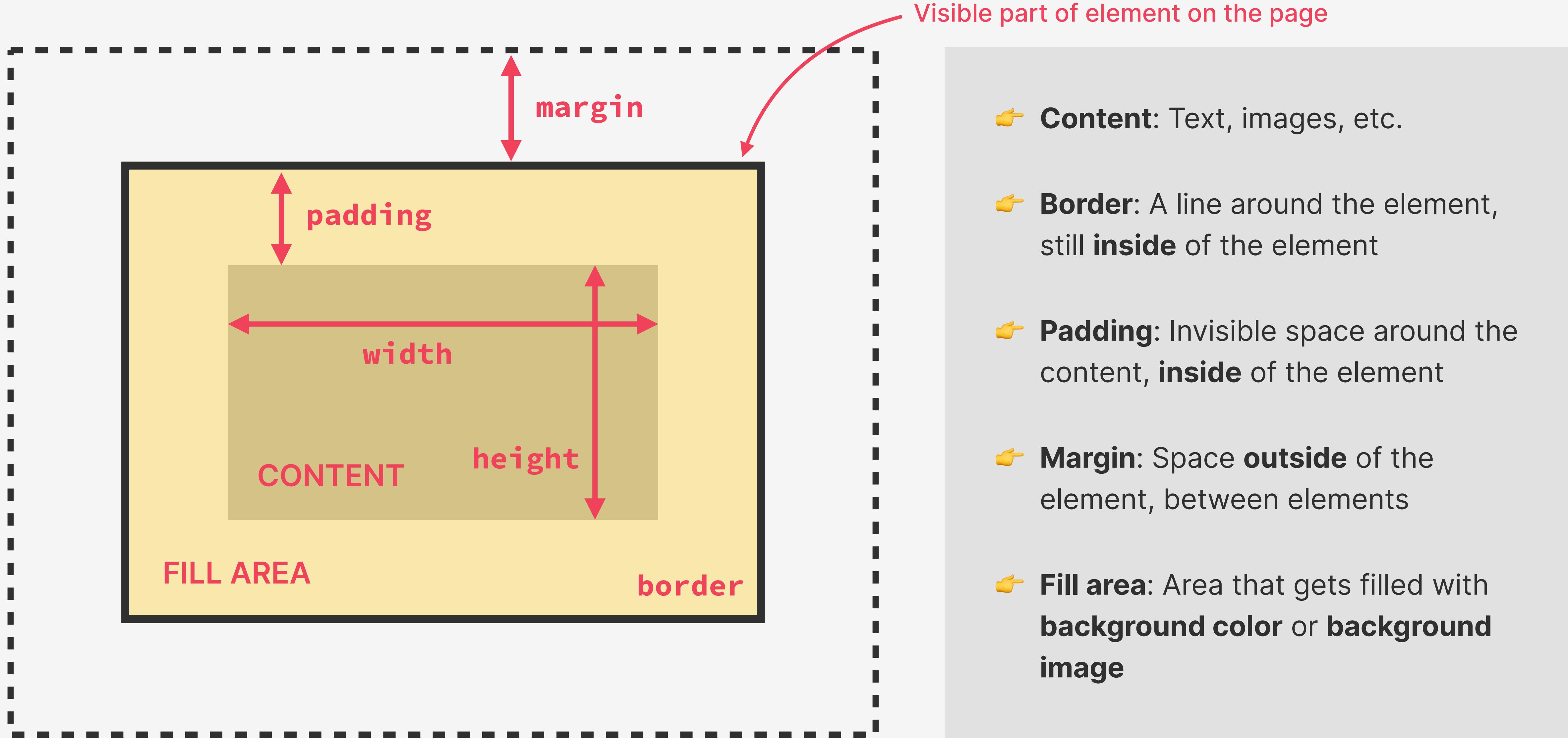
SECTION

CSS FUNDAMENTALS

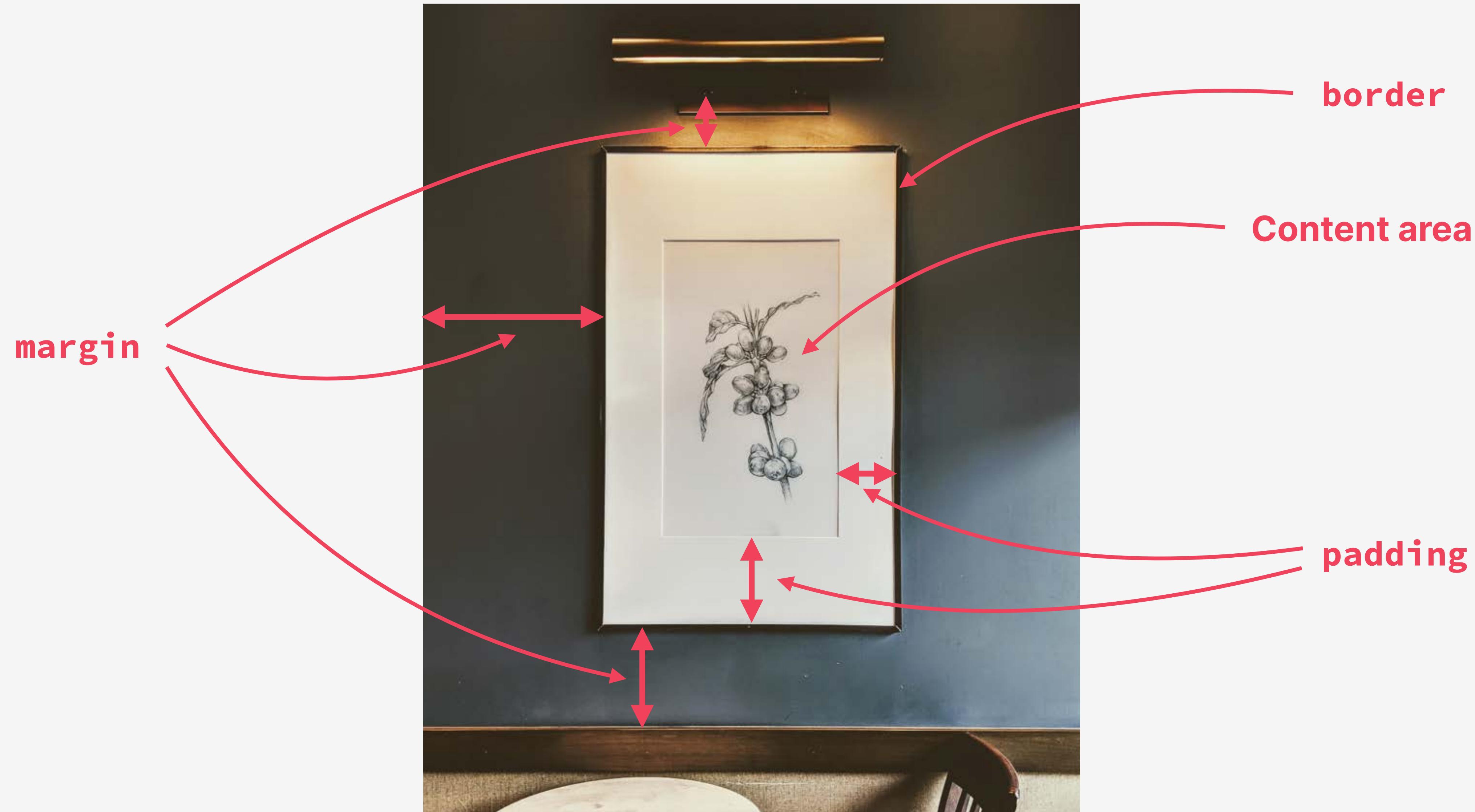
LECTURE

CSS THEORY #3: THE CSS BOX
MODEL

THE CSS BOX MODEL



ANALOGY FOR THE CSS BOX MODEL

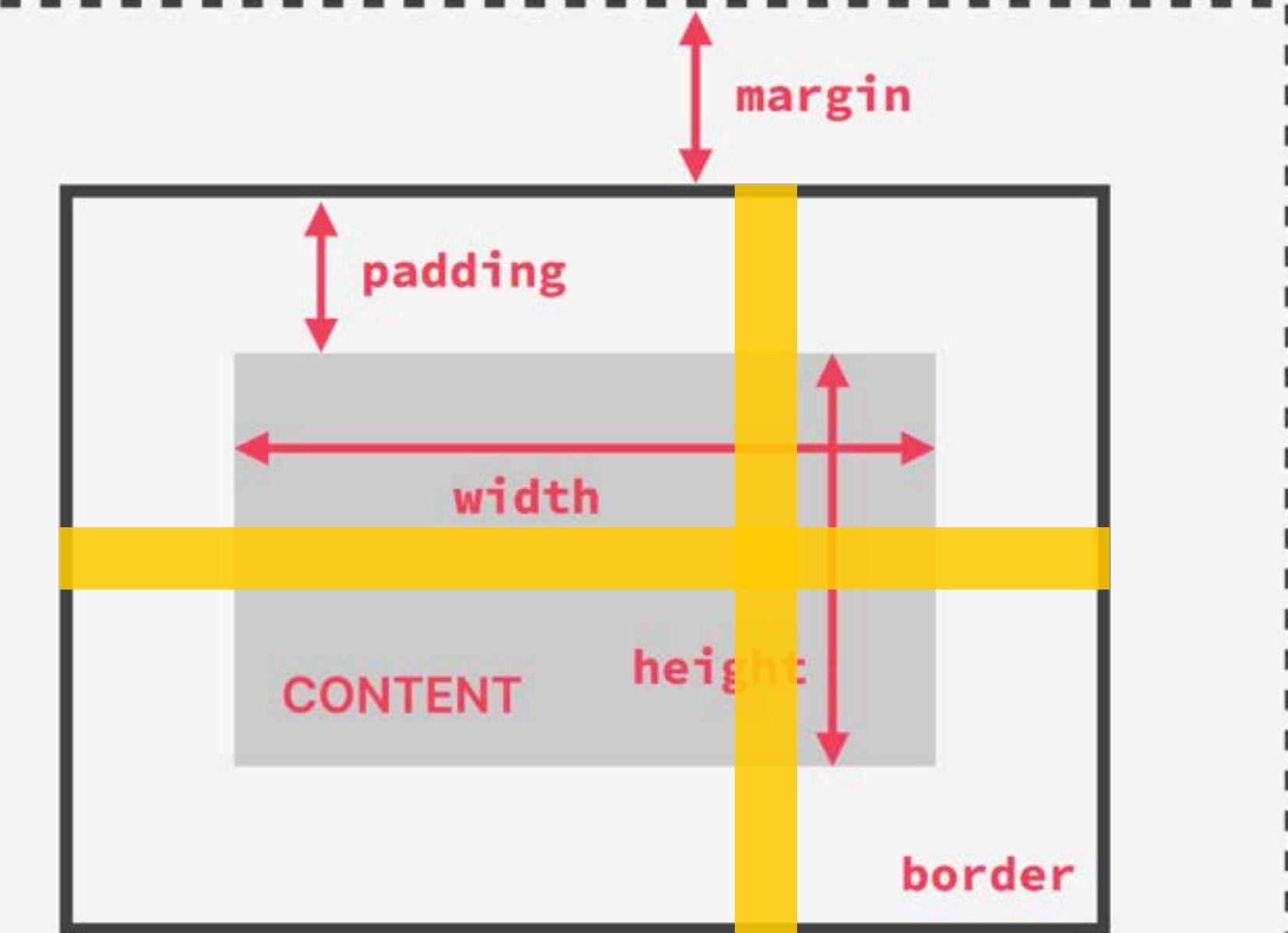


ELEMENT HEIGHT AND WIDTH CALCULATION

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

```
> http://www.google.com/chrome<br/><!--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"><br/>
<!--FEATURES 7 HALF IMG-->
▼ <div class="page-section bg-gray-light clearfor">
  ::before
  ▶ <div class="fes7-img-cont col-ed-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 PC ONLY-->
▶ <header id="nav" class="header header-1 header-black"><!--TRANSPARENT HEADER ON MOBILE-->
  <!--FEATURES 7 HALF IMG-->
    <div class="page-section bg-gray-light clear">
      ::before
      <div class="fes7-img-cont col-md-5">
        <div class="fes7-img" style="background-image: url(/img/fes7-header.jpg); height: 100%; width: 100%; background-size: cover; background-position: center; position: relative; z-index: 1; ">
          </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 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 'Platform', 'For', 'Projects', 'Book a demo', 'Sign up', and 'Log in'. 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 room featuring a brown leather chair, a small round table, and a shelf unit.

This part of the screenshot shows a grid of small images of various furniture pieces like chairs and tables. To the right, there's a section titled 'Find furniture for every type of project' with two columns of features: '650+ brands' (with a note about millions of products from leading brands) and 'Trade pricing' (with a note about seeing trade pricing and lead times). Below that are 'Source from anywhere' (with a note about adding items from any website) and 'Free samples' (with a note about getting free fabric, wood, marble, and rug samples).

This section shows a photograph of a modern interior space, identified as 'The Silo Restaurant, London by Nina+Co'. A text box overlaid on the image says '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

650+ brands

Trade pricing

Source from anywhere

Free samples

We work with... Interior designers

Hospitality
The Sito Restaurant, London by Nina+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

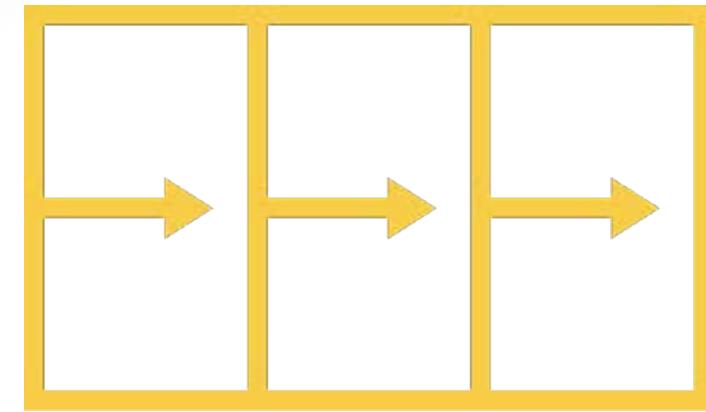
Can't find it on Clippings? Add items from any website with the Clip Tool.

Free samples

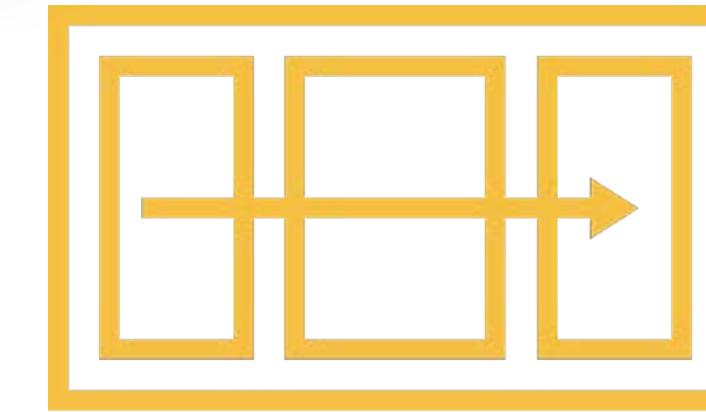
Get free fabric, wood, marble and rug samples.

THE 3 WAYS OF BUILDING LAYOUTS WITH CSS

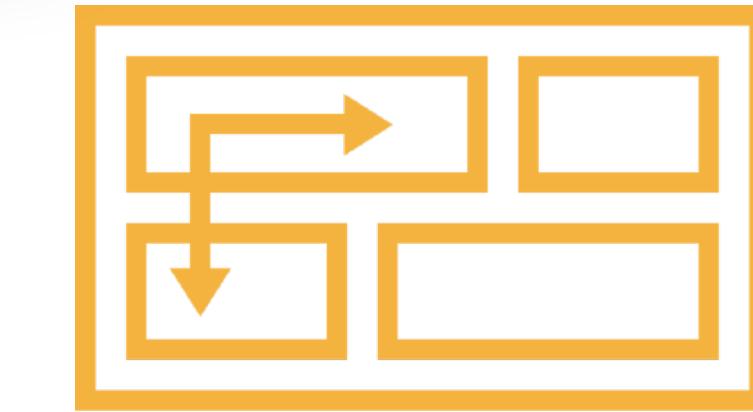
1



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

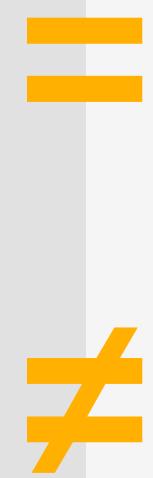
- 👉 Default positioning
- 👉 Element is “**in flow**”
- 👉 Elements are simply laid out according to their order in the HTML code

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



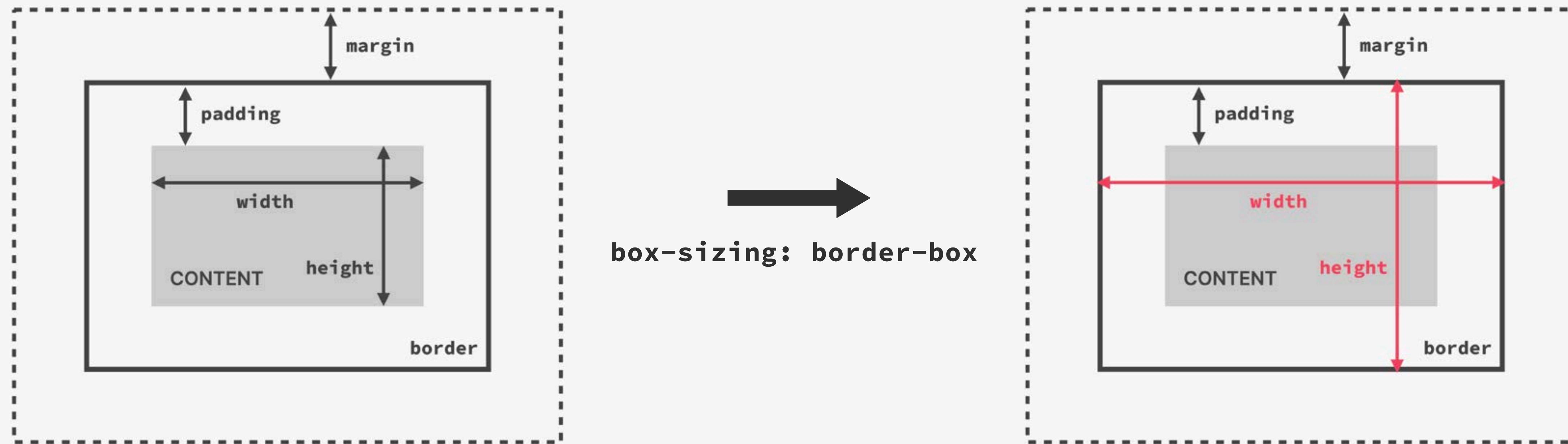
SECTION

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

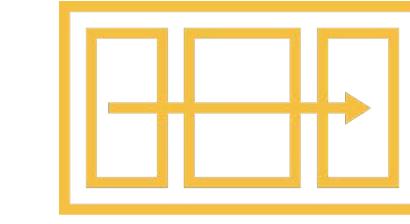
LAYOUTS: FLOATS, FLEXBOX, AND
CSS GRID FUNDAMENTALS

LECTURE

A FLEXBOX OVERVIEW

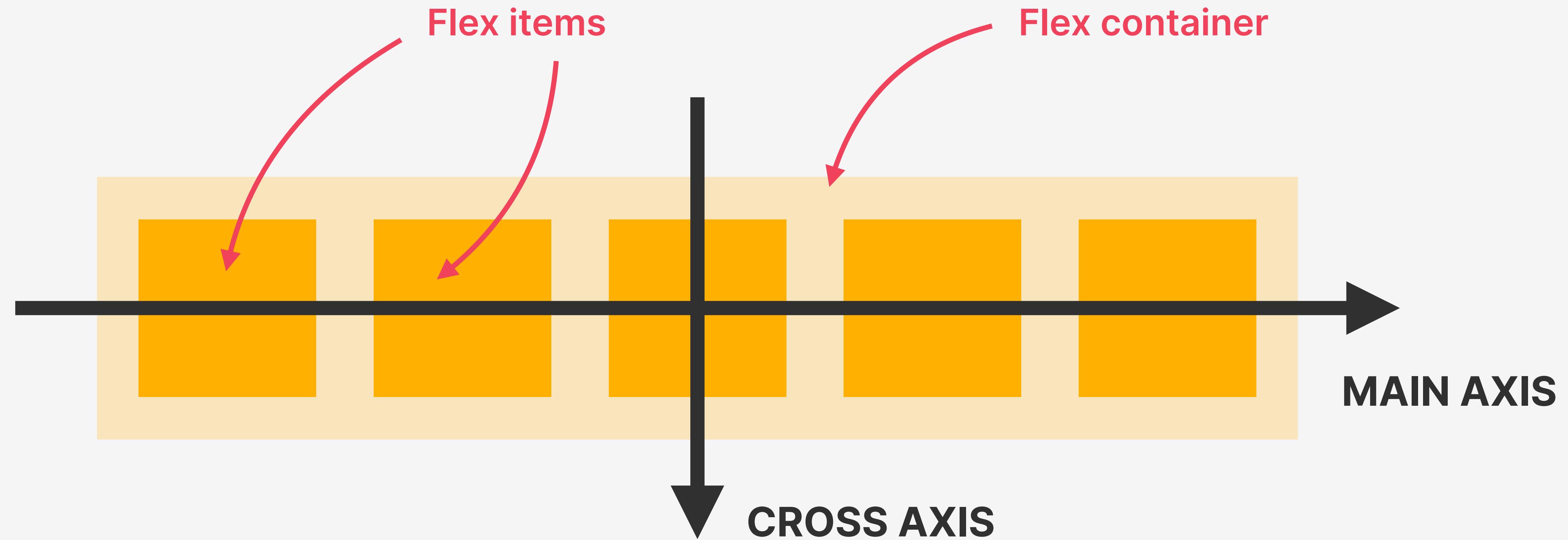
WHAT IS FLEXBOX?

FLEXBOX



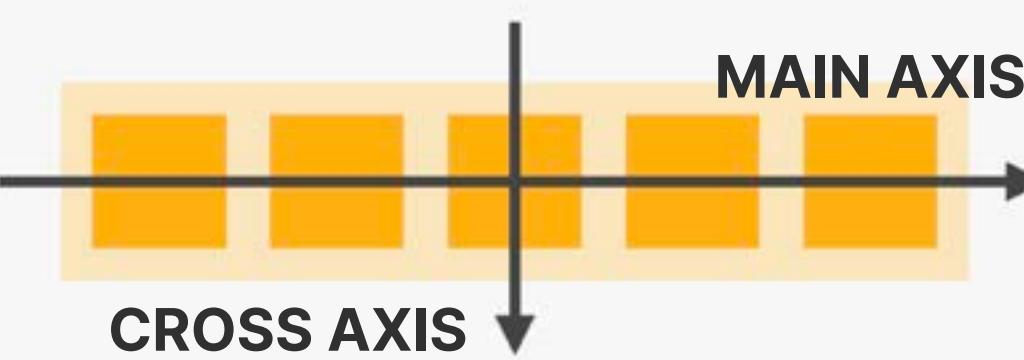
- 👉 Flexbox is a set of related **CSS properties** for **building 1-dimensional layouts**
- 👉 The main idea behind flexbox is that empty space inside a container element can be **automatically divided** by its child elements
- 👉 Flexbox makes it easy to automatically **align items to one another** inside 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

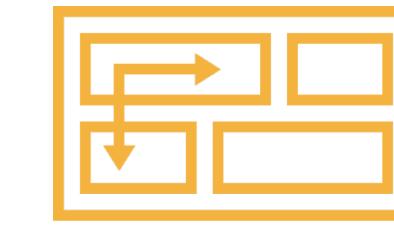
LAYOUTS: FLOATS, FLEXBOX, AND
CSS GRID FUNDAMENTALS

LECTURE

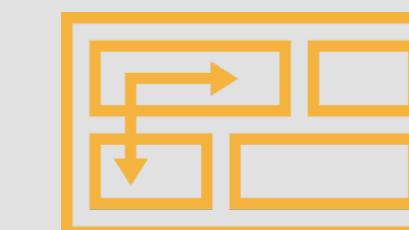
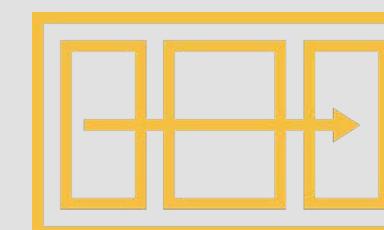
A CSS GRID OVERVIEW

WHAT IS CSS GRID?

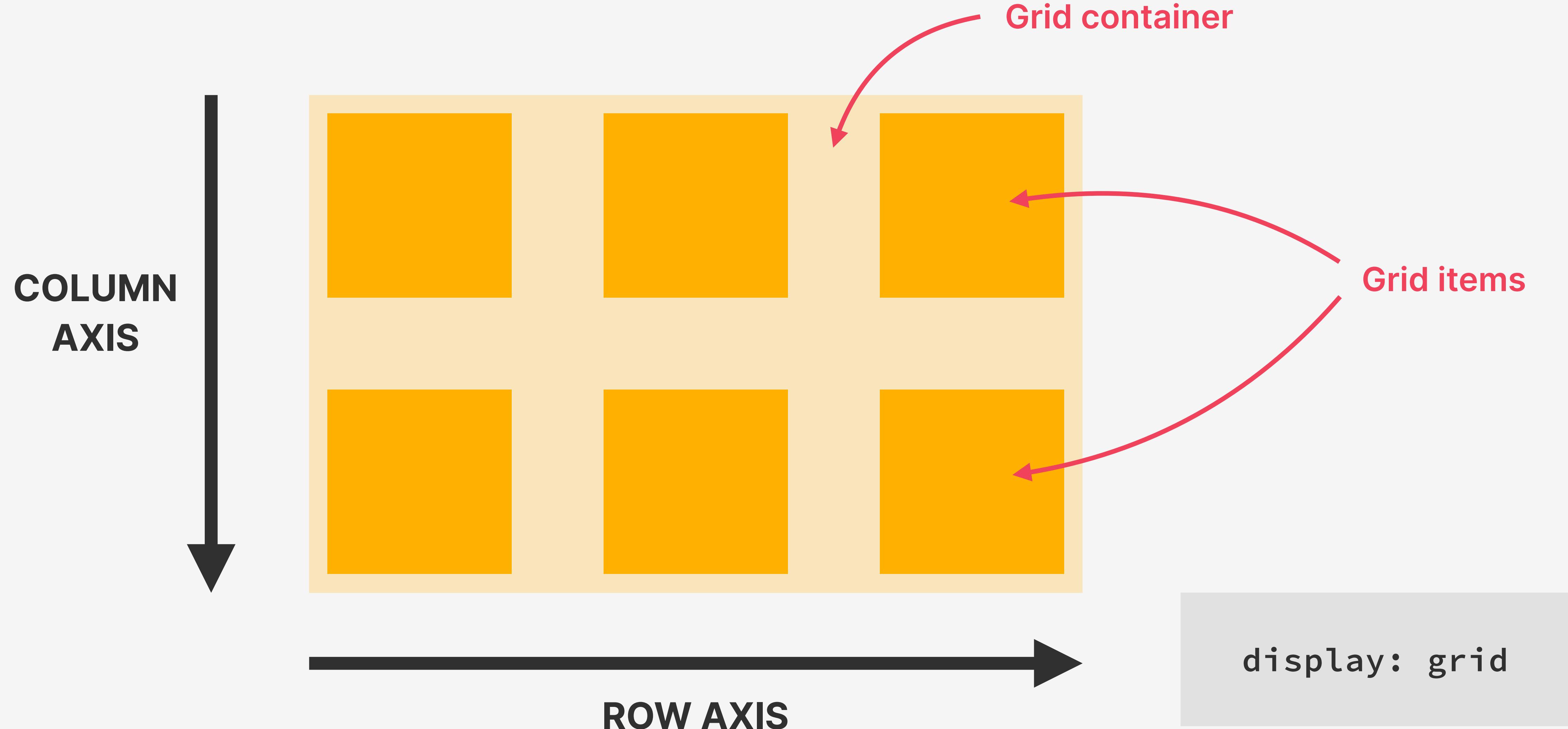
CSS GRID



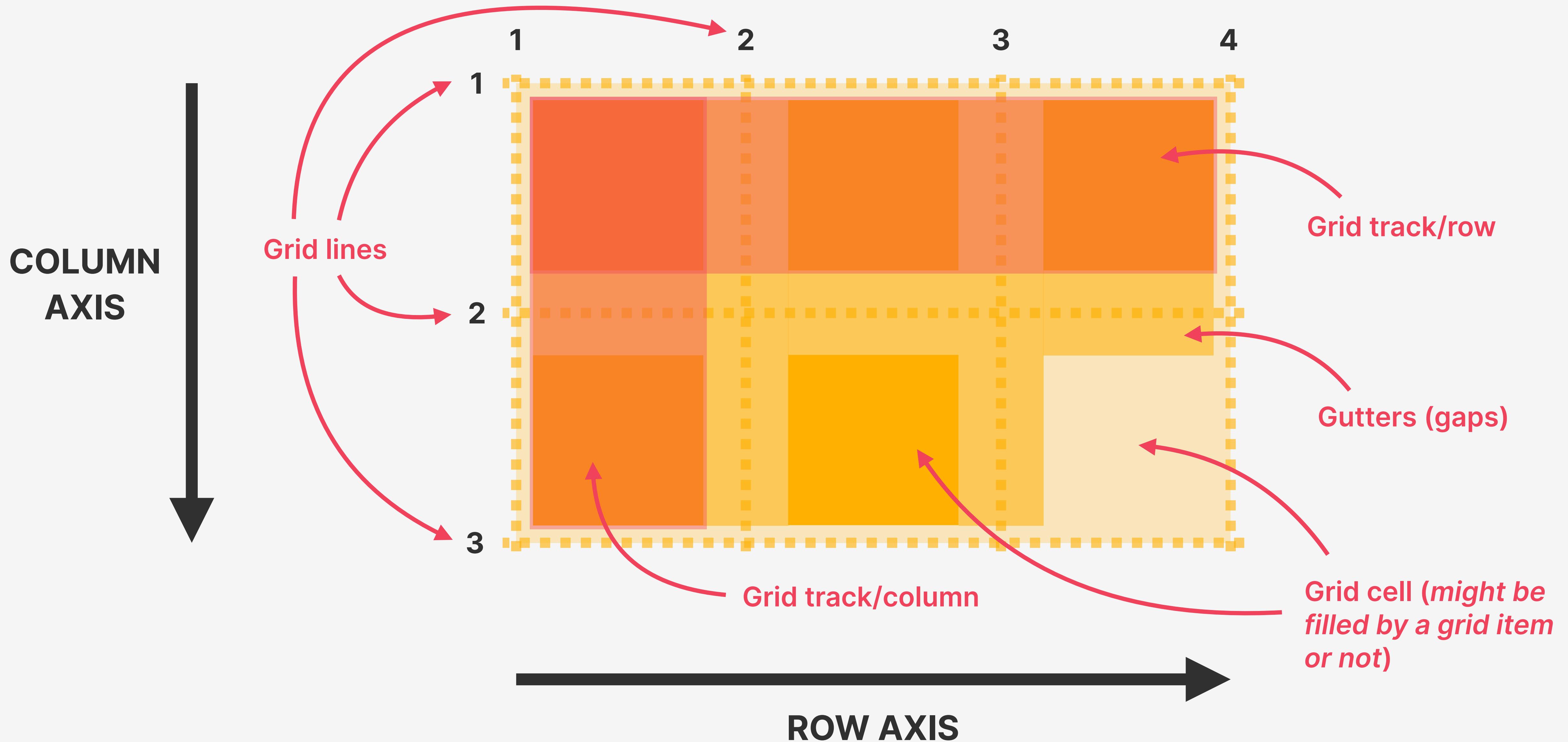
- 👉 CSS Grid is a set of **CSS properties** for **building 2-dimensional layouts**
- 👉 The main idea behind CSS Grid is that we **divide a container element into rows and columns** that can be filled with its child elements
- 👉 In two-dimensional contexts, CSS Grid allows us to write **less nested HTML** 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

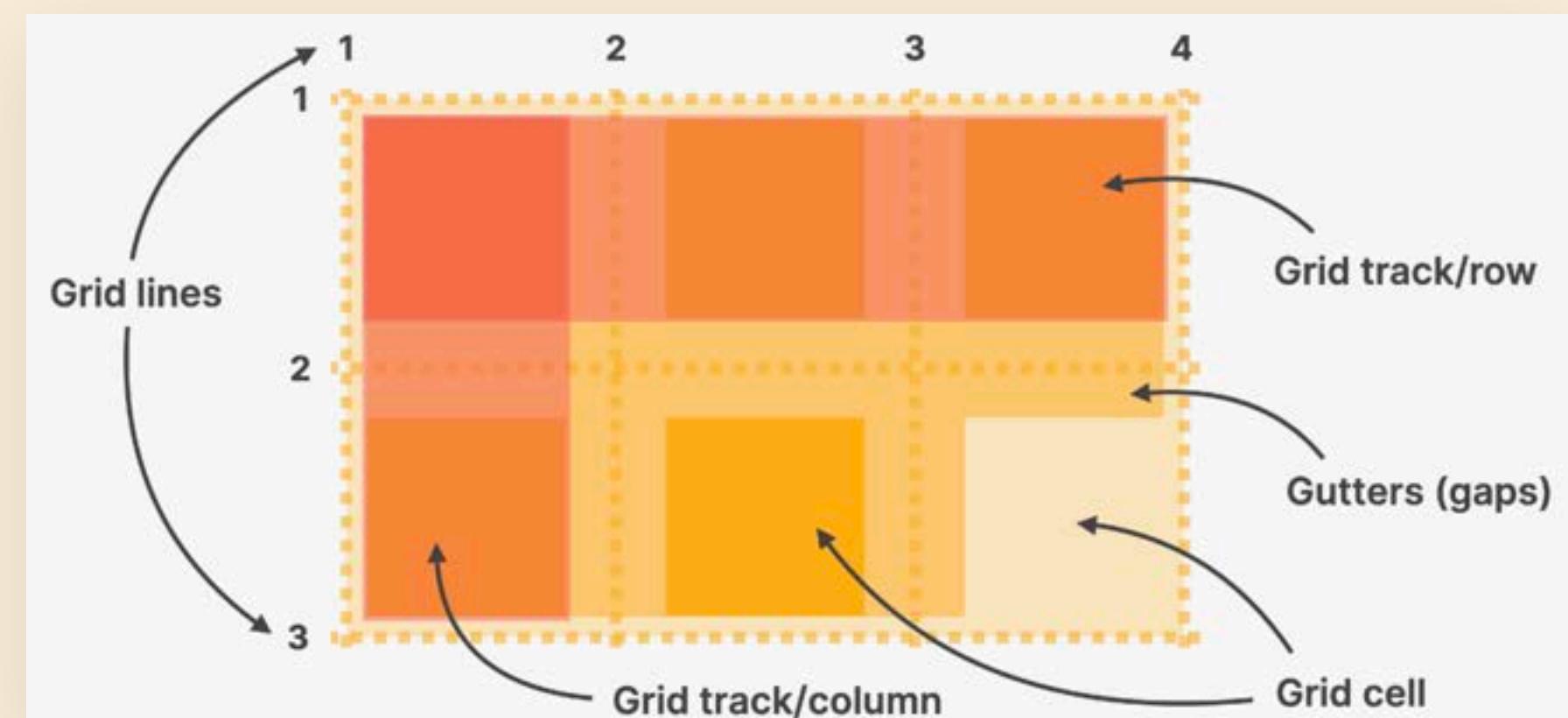
GRID ITEMS

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

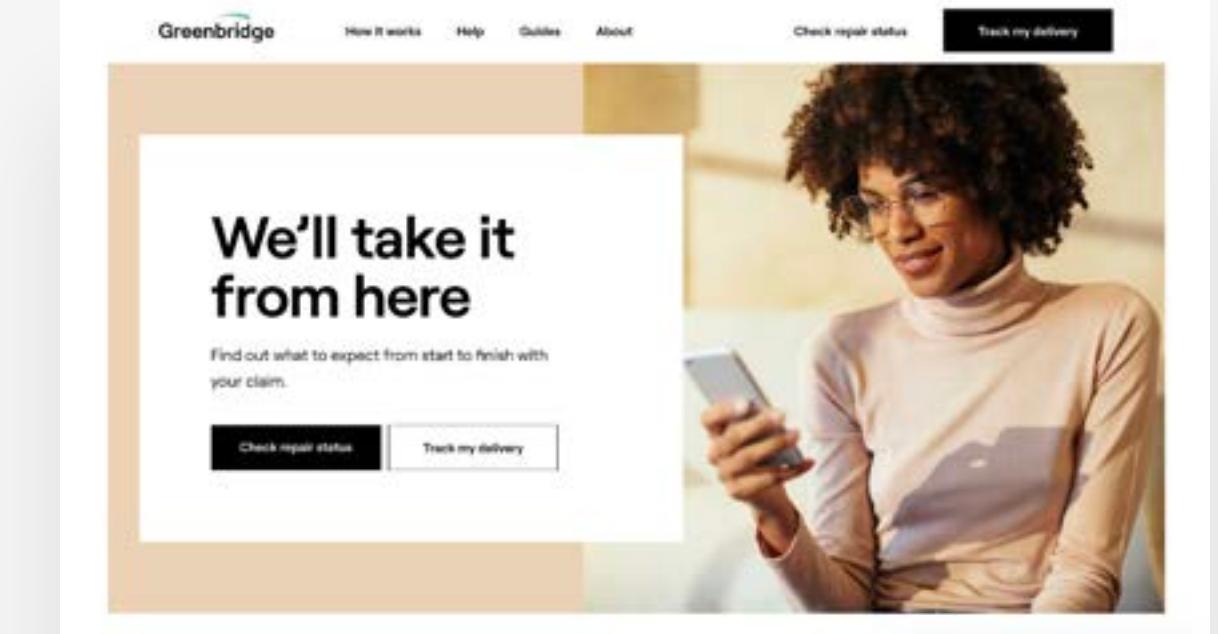
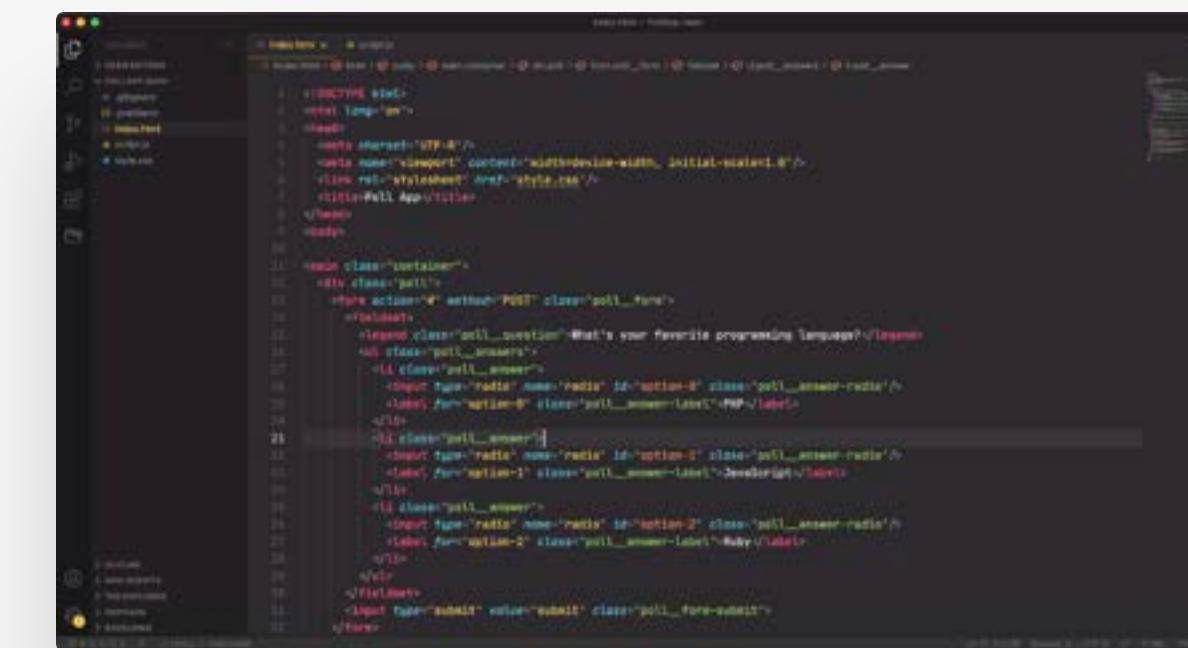
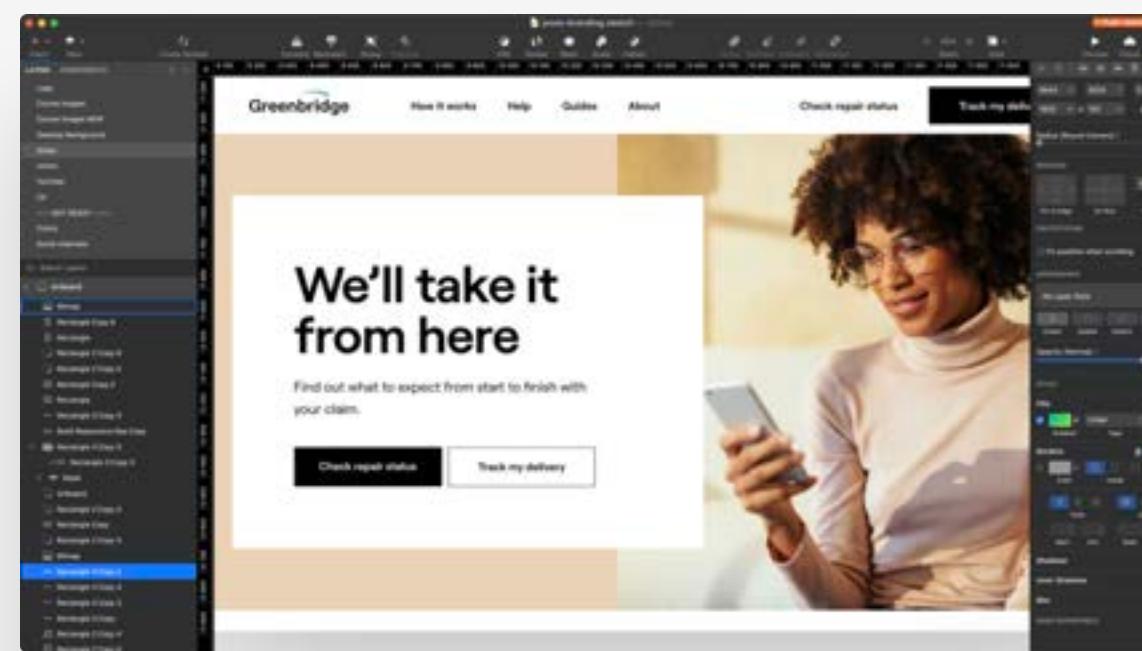
LECTURE

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?

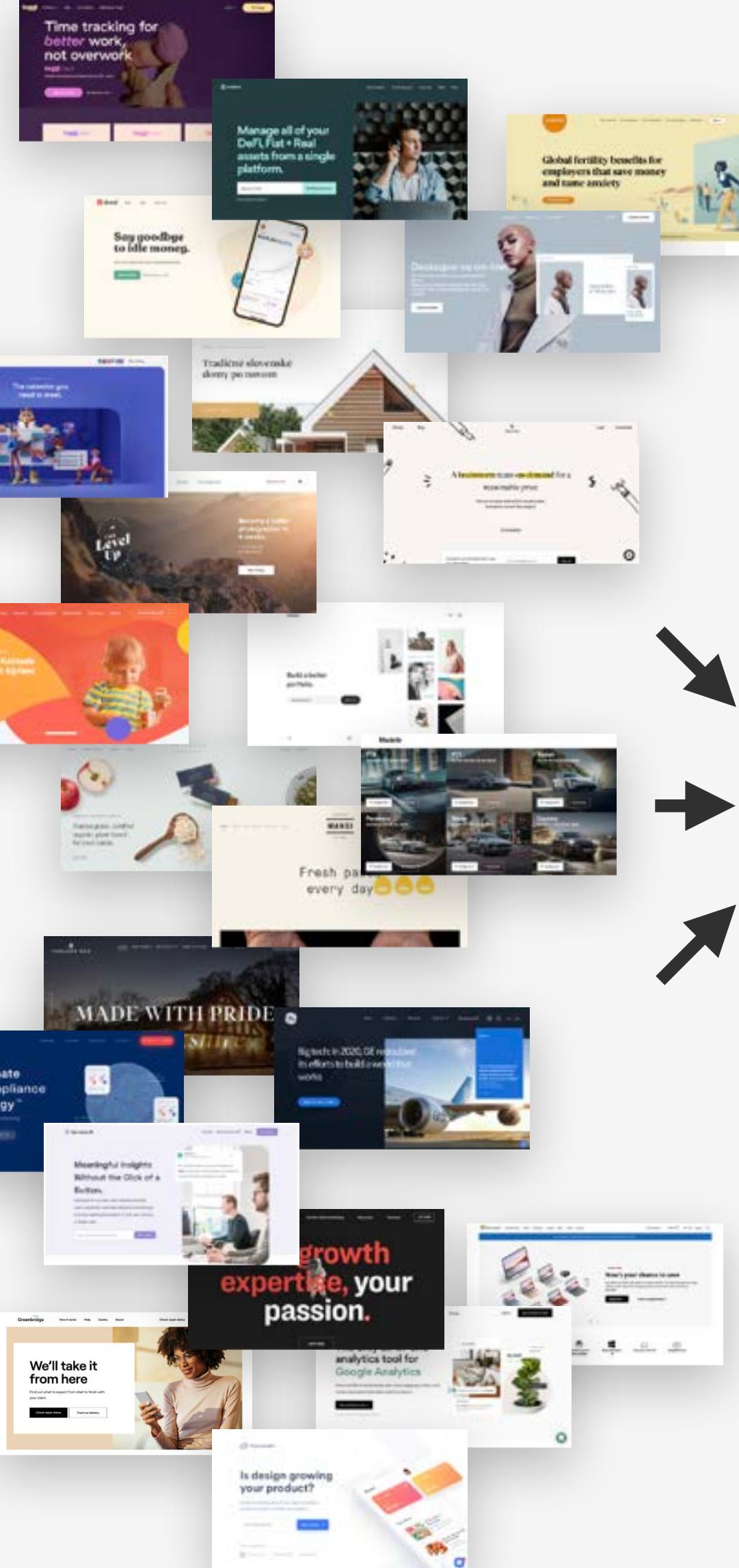
GOOD DESIGN

- ✓ 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

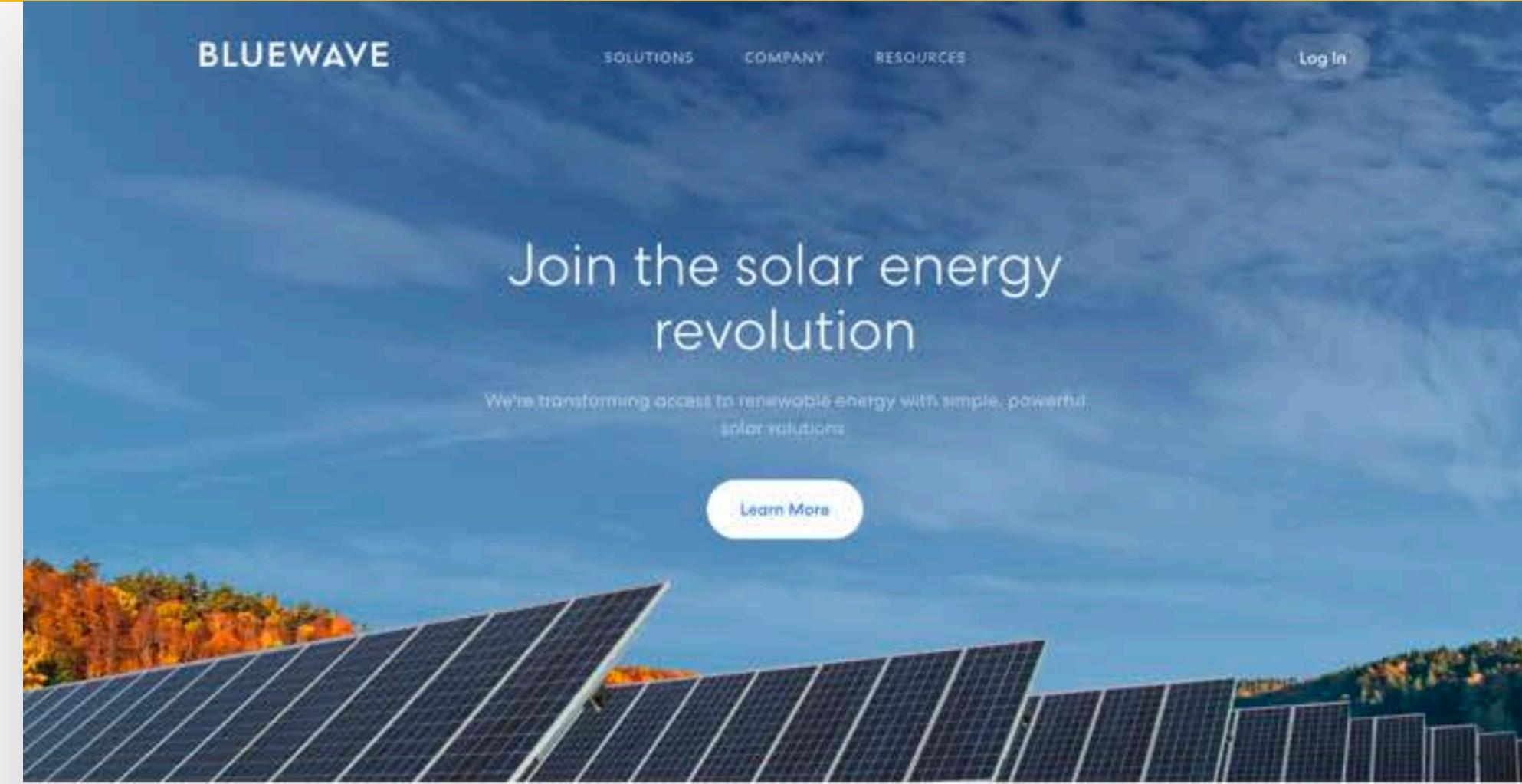
Distilled into
easy-to-learn and
easy-to-apply
rules

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

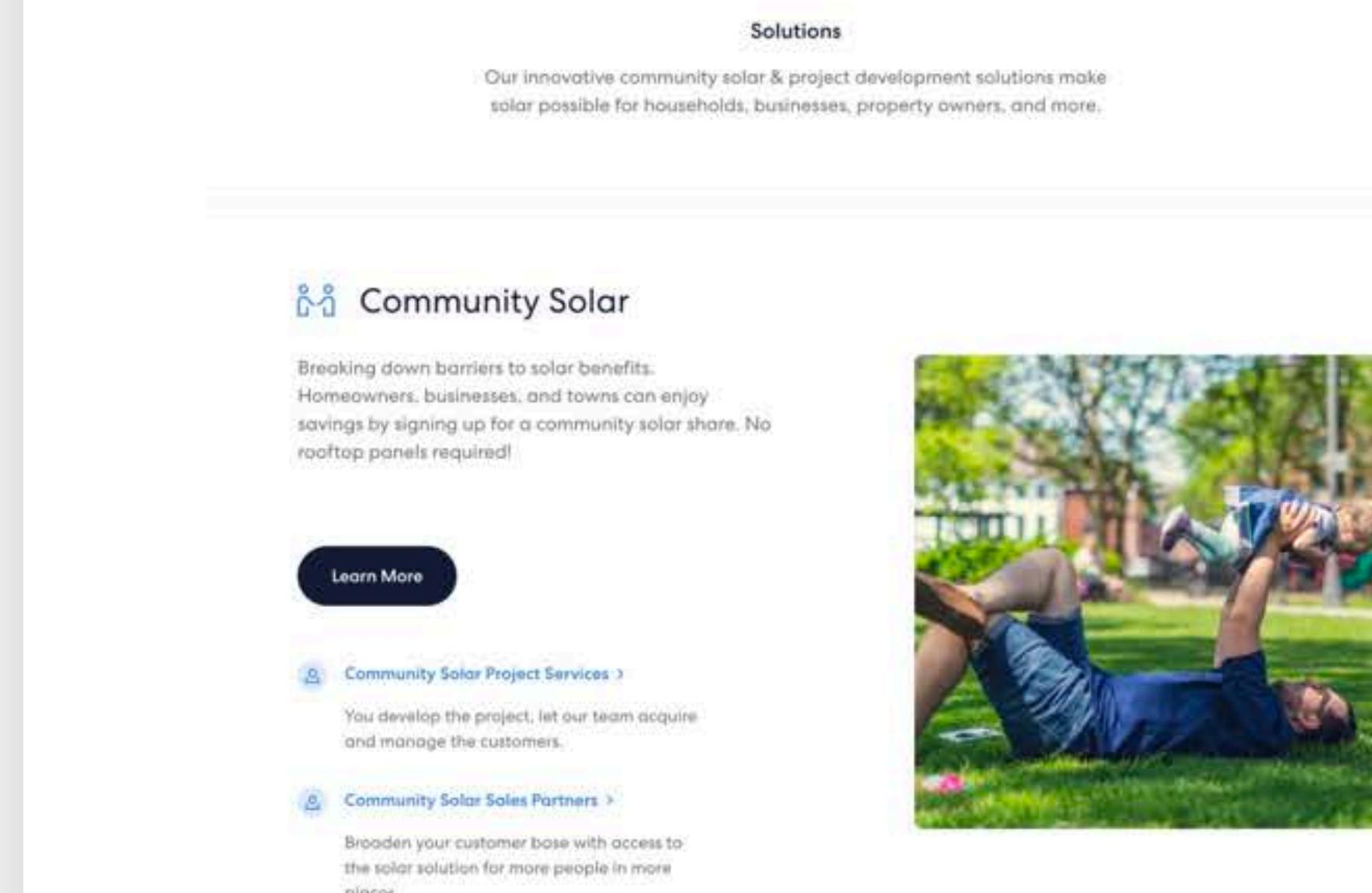


2 Colors

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

HOME APARTMENTS ABOUT ZAGREB NEWS BOOK NOW

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.



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

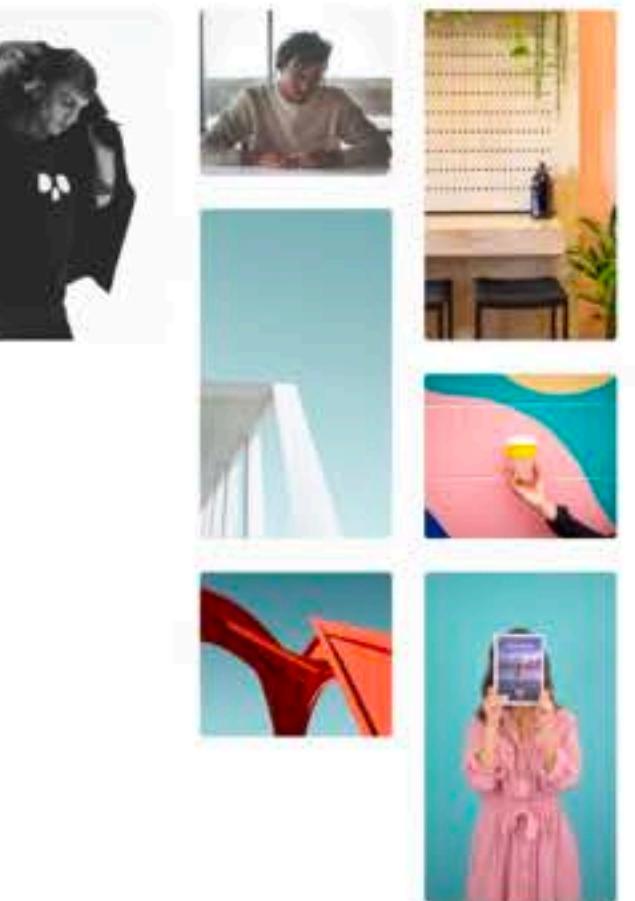
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2

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

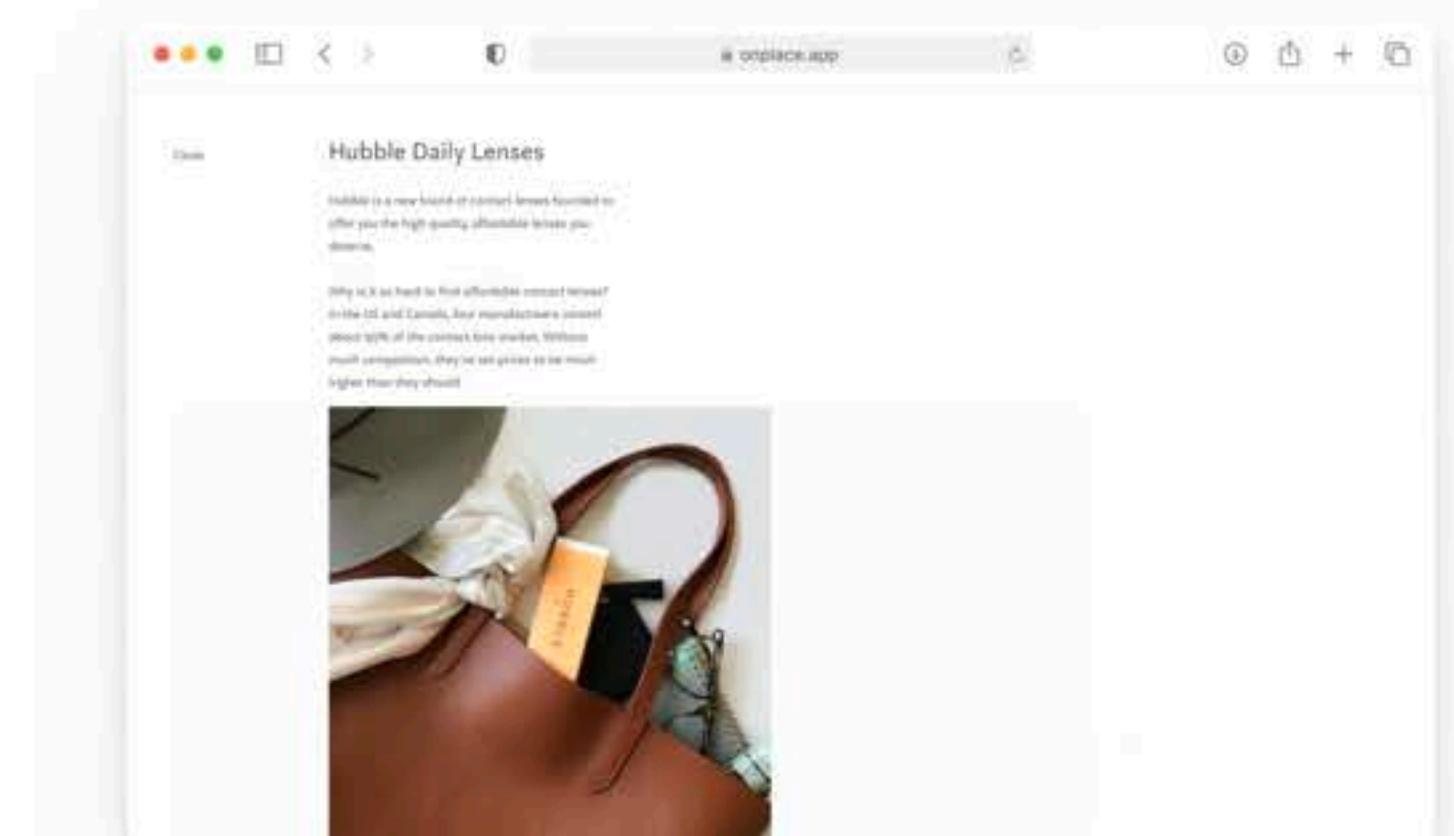
We optimise and deliver with a custom CDN designed for high performance and stunning crisp visuals.

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.



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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

Save instantly on Surface, PCs, gaming accessories, and more. [Shop Winter Sale >](#)

Winter Sale

Now's your chance to save

Get after your goals with deals on Surface devices. For help choosing the right Surface, book a personal shopping appointment with a Microsoft Store associate.

[Shop now >](#) [Book an appointment >](#)

Choose your Microsoft 365

Shop Surface devices

Buy Xbox games and consoles

Shop Windows 10

Find your next PC

Shop Business

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 >](#)

Black History Month

Discover games, movies, and TV selected by Black communities at Microsoft. Visit [aka.ms/xbhlm](#) to learn about contributions and more.

[Browse games >](#) [Browse movies & TV >](#)

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.
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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.
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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

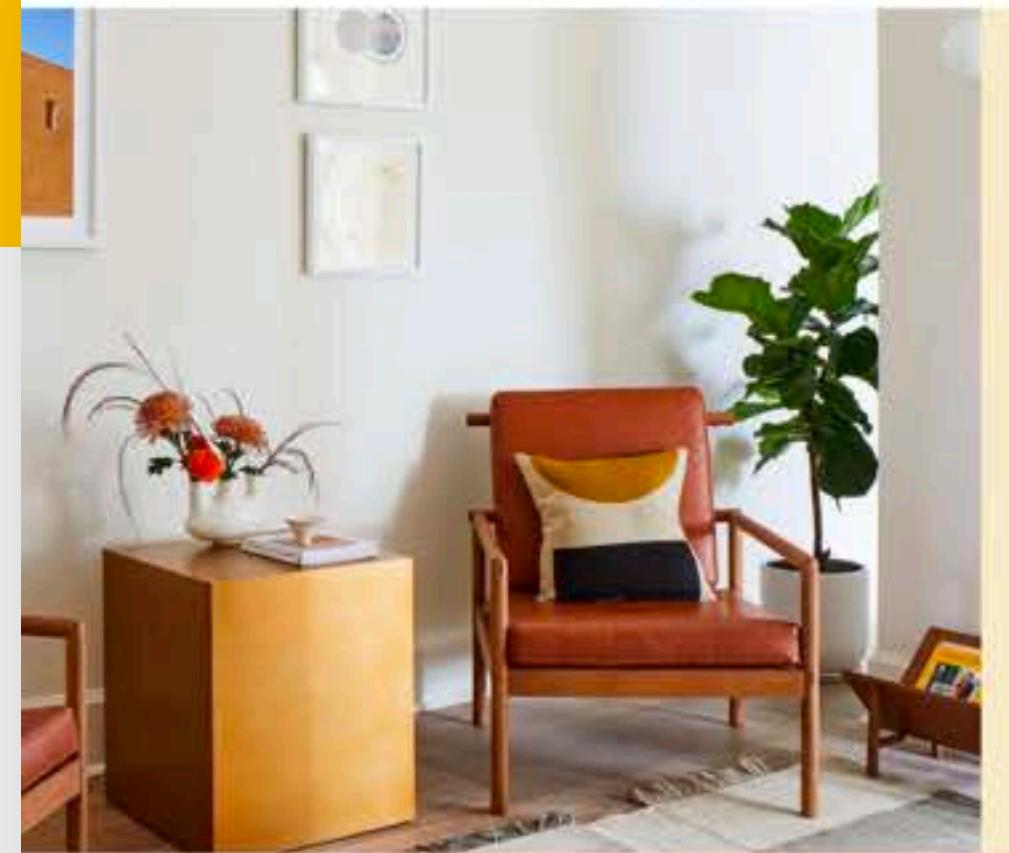
Net Worth


OVERVIEW OF WEBSITE PERSONALITIES

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

octave

Therapy Virtual Coaching Groups Insurance Resources Locations ▾



Come as you are.

Supporting your 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	Quality & Results Focused	Supportive Community
We match you with the right provider and service to meet your needs, your schedule, and your price point.	We hire outstanding therapists & coaches who are compassionate, honest, and focused on measurable change.	We believe that everyone needs a connected place where they can improve their emotional well-being and create lasting change.

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

6

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

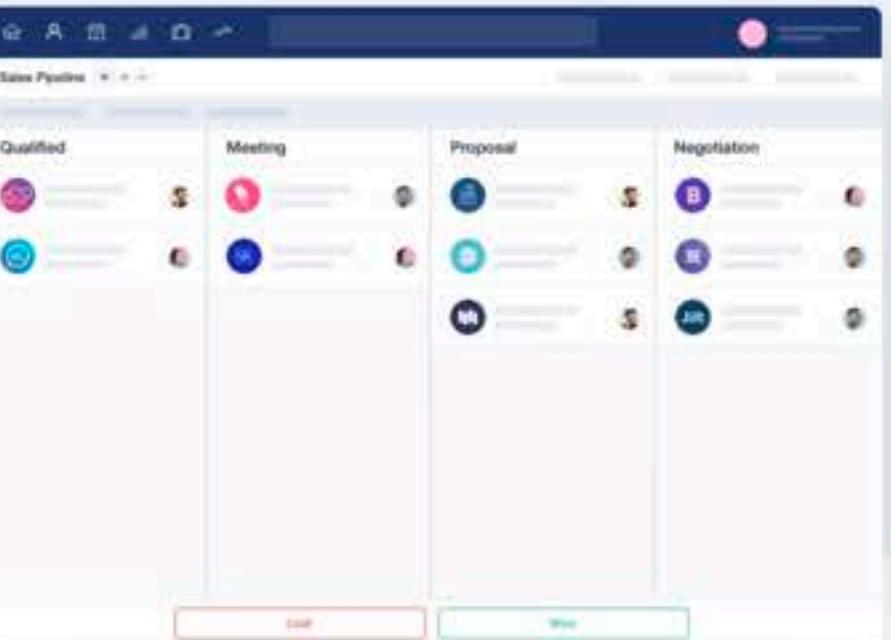
Log in

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 →



"As usual, Capsule go over and beyond to help with any query!"

Sean Carter
Director of Operations at Capsule



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

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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 Credible 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

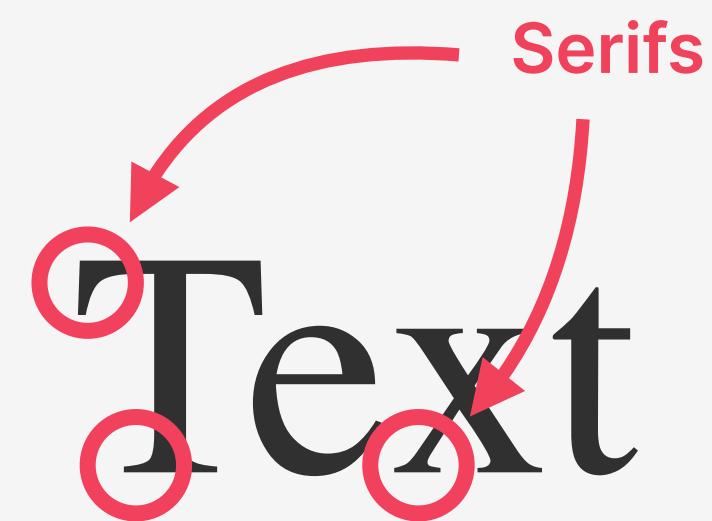
“

*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



Text

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

1

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



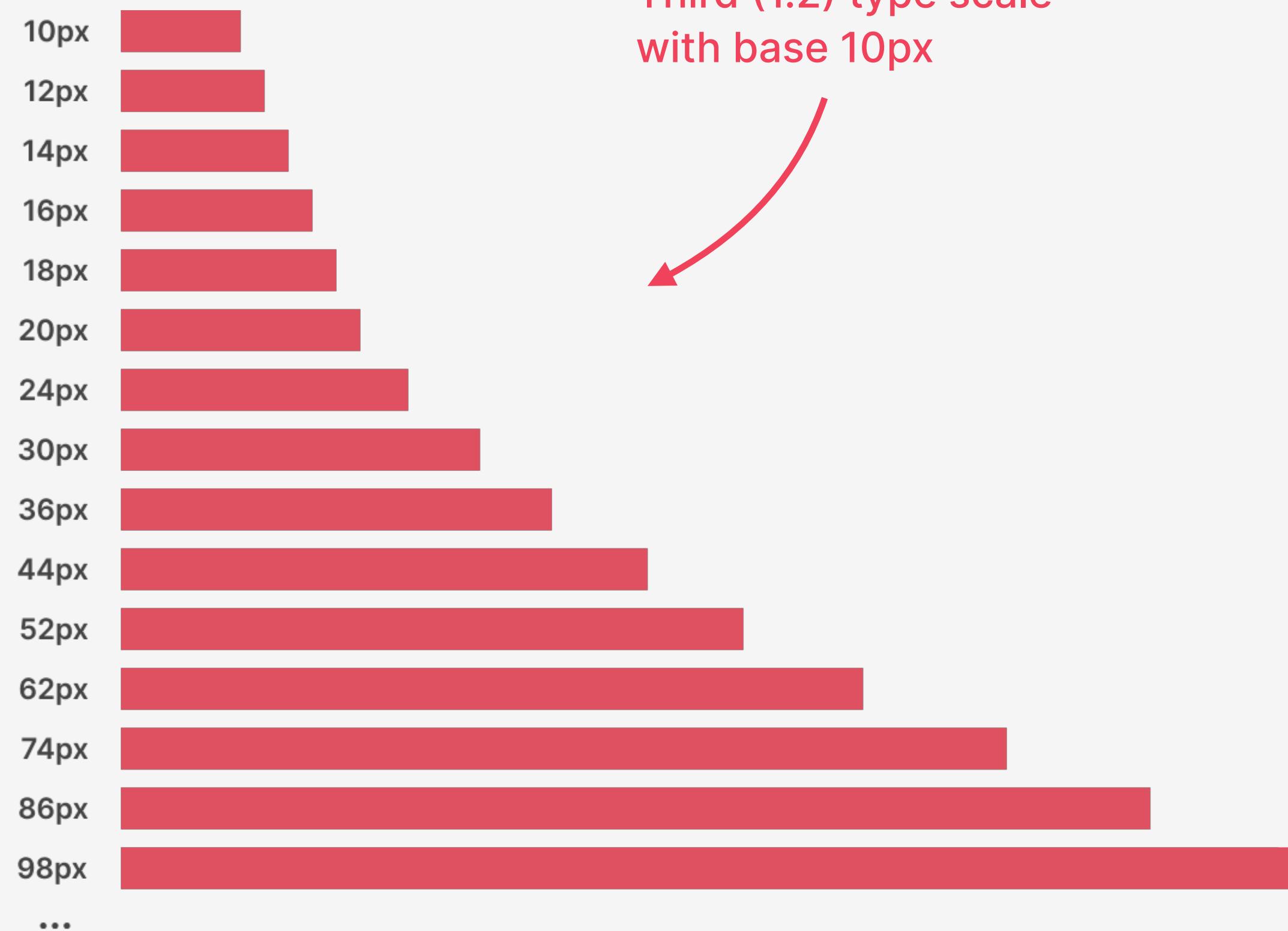
USE GOOD TYPEFACES

- 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

24px

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

32px

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 >

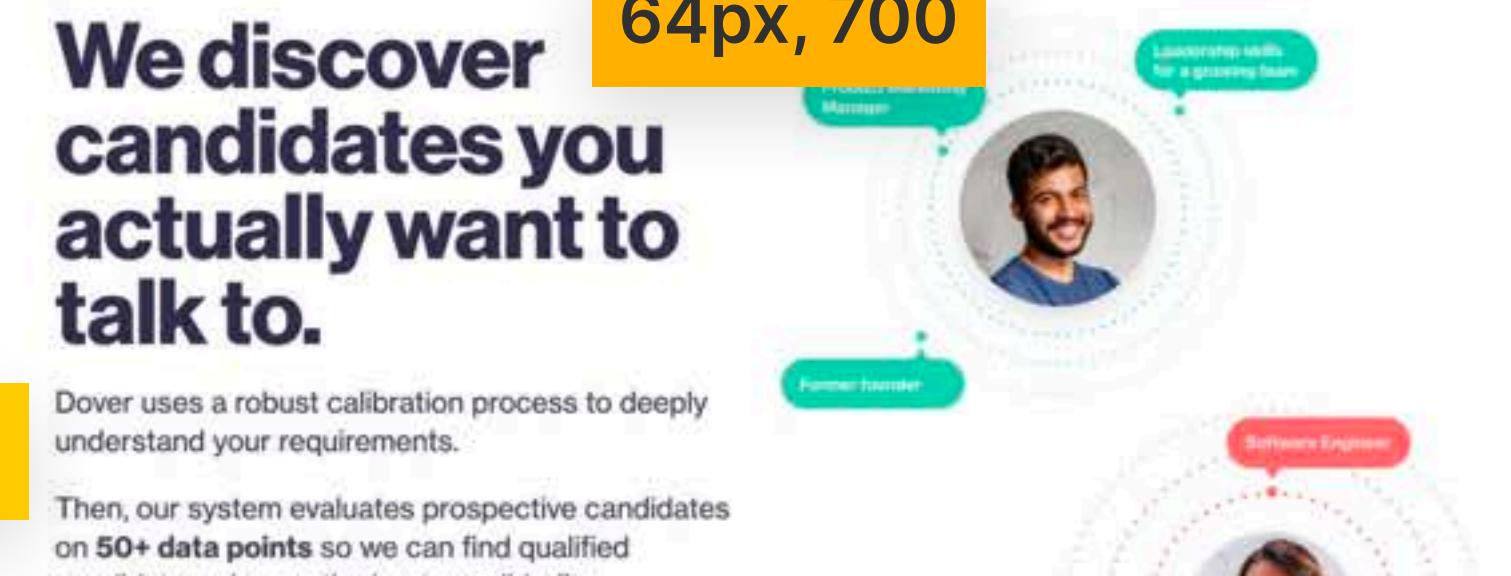
We discover candidates you actually want to talk to.

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

20px



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



Glassmorphism in user interfaces

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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 :-)

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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

A screenshot of a website featuring a "HAPPINESS GUARANTEE" section. It includes a red arrow pointing to the word "Love it, or it's on us." Below this, there are three bullet points: "Try Feals risk-free" (with a hand icon), "No fuzzy haze" (with a brain icon), and "All natural ingredients" (with a leaf icon). Each point has a brief description: "Free shipping and free returns.", "Feel better and keep a clear head.", and "Grown with care by US farmers." respectively.

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.

A screenshot of a website featuring a "Happiness Guarantee" section. It includes a red arrow pointing to the word "Love it, or it's on us." Below this, there are three bullet points: "Try Feals risk-free" (with a hand icon), "No fuzzy haze" (with a brain icon), and "All natural ingredients" (with a leaf icon). Each point has a brief description: "Free shipping and free returns.", "Feel better and keep a clear head.", and "Grown with care by US farmers." respectively.

Happiness Guarantee

Love it, or it's on us.

Here's why we know you will.

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↑ ↗ ...

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 :-)

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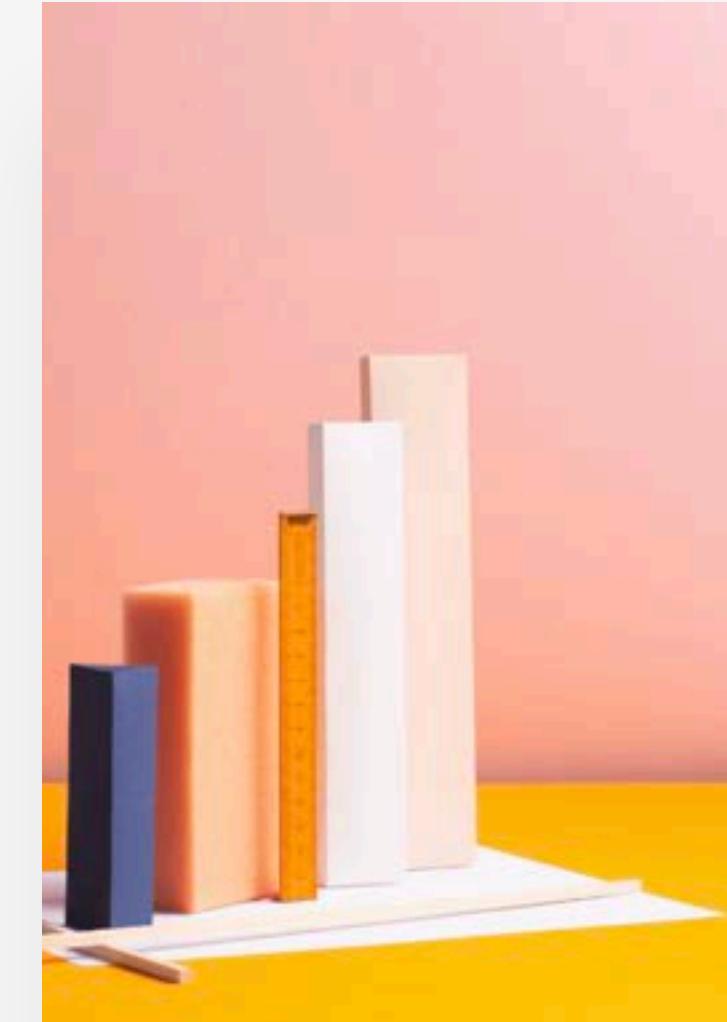
11 Decrease letter spacing in headlines, if it looks unnatural (this will come from experience)



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

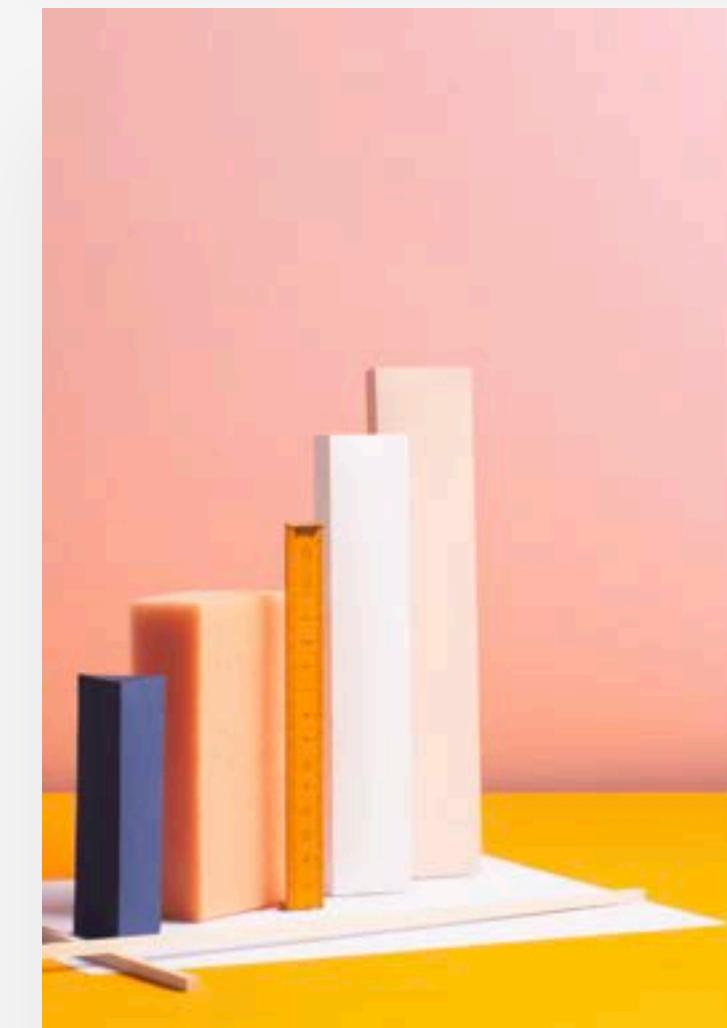


Know what's trending

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



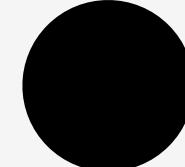
Purple conveys wealth, wisdom, and magic



Pink represents romance, care, and affection



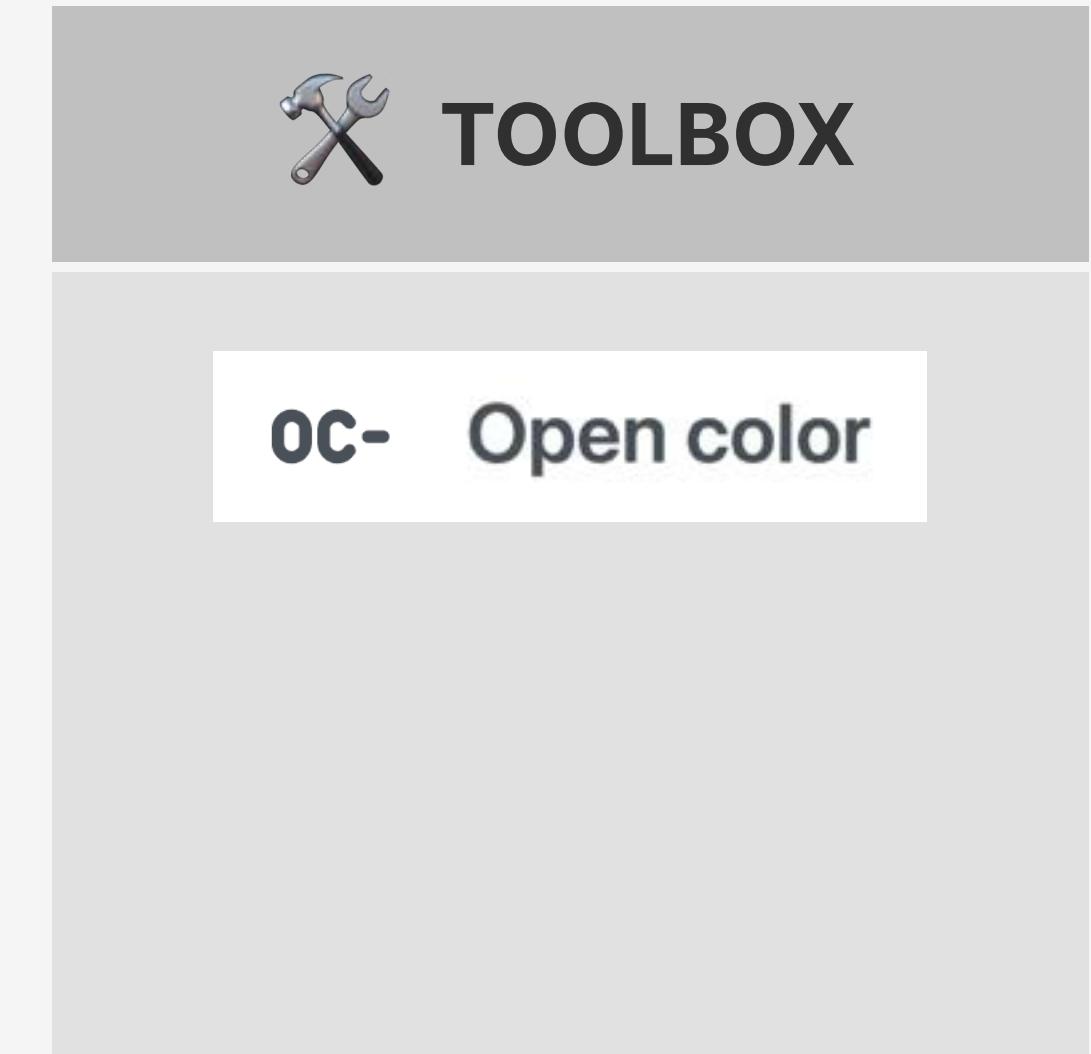
Brown is associated with nature, durability and comfort



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.



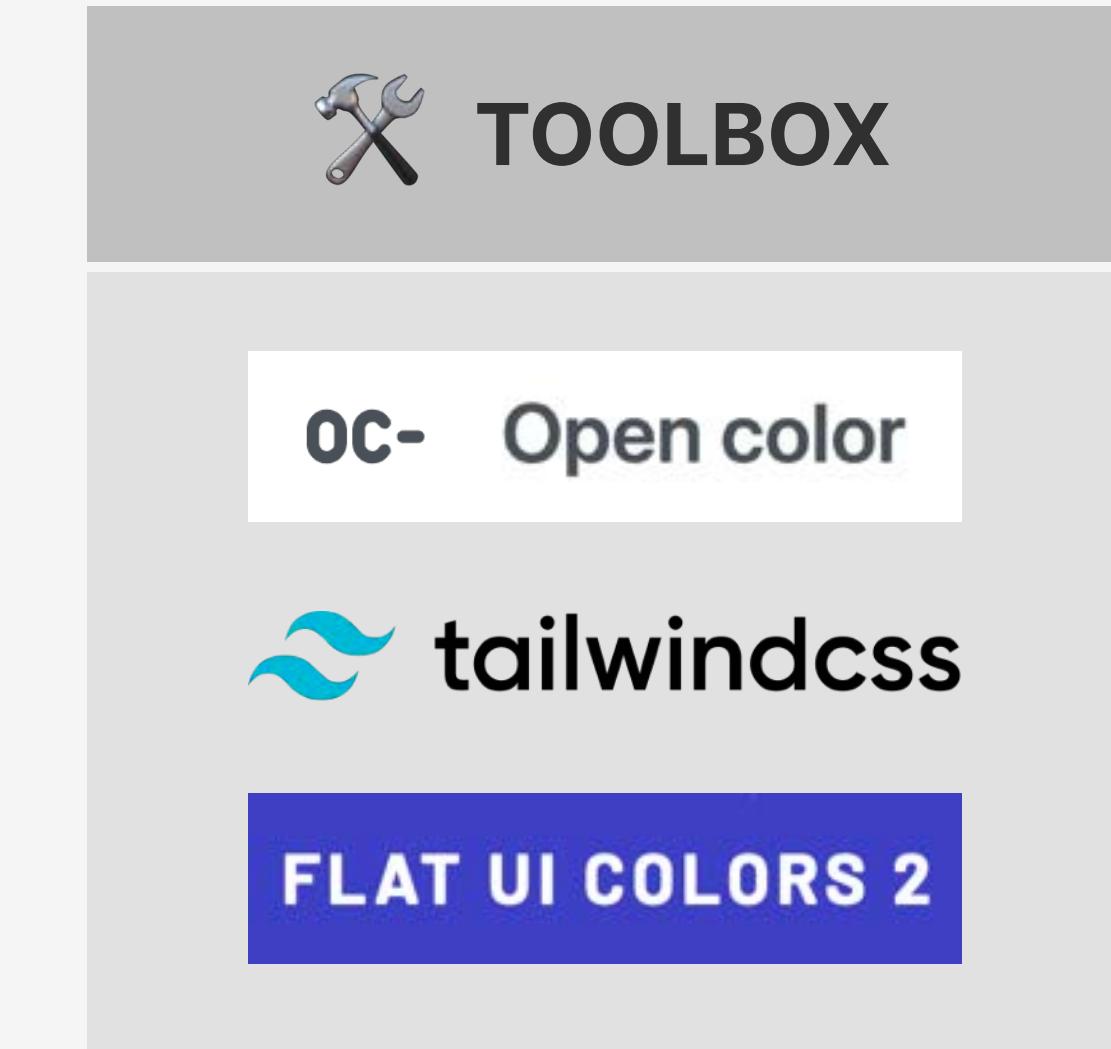
CHOOSE THE RIGHT COLOR

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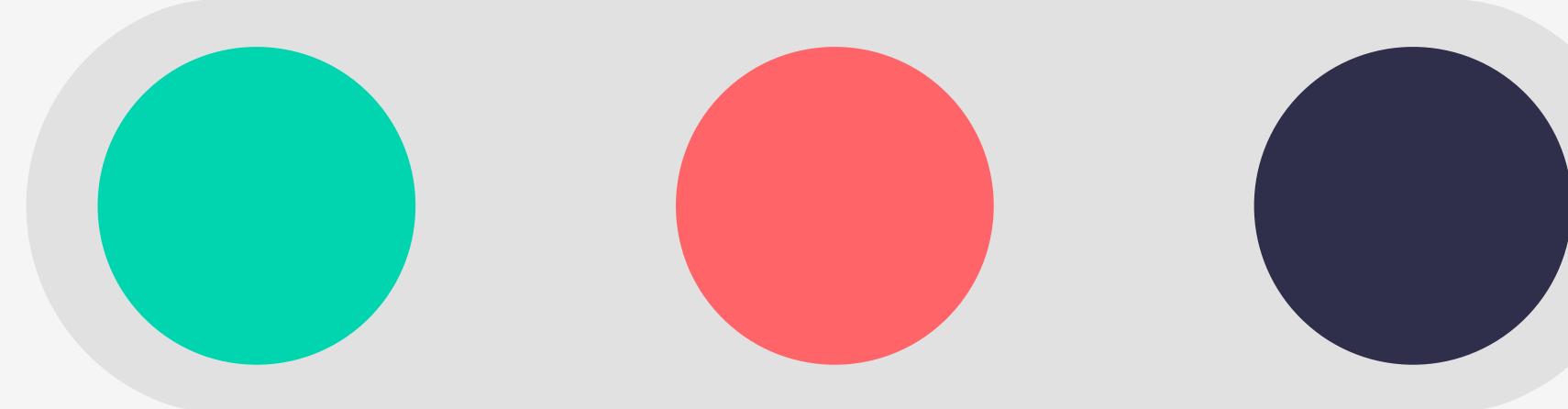


ESTABLISH A COLOR SYSTEM

- 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.

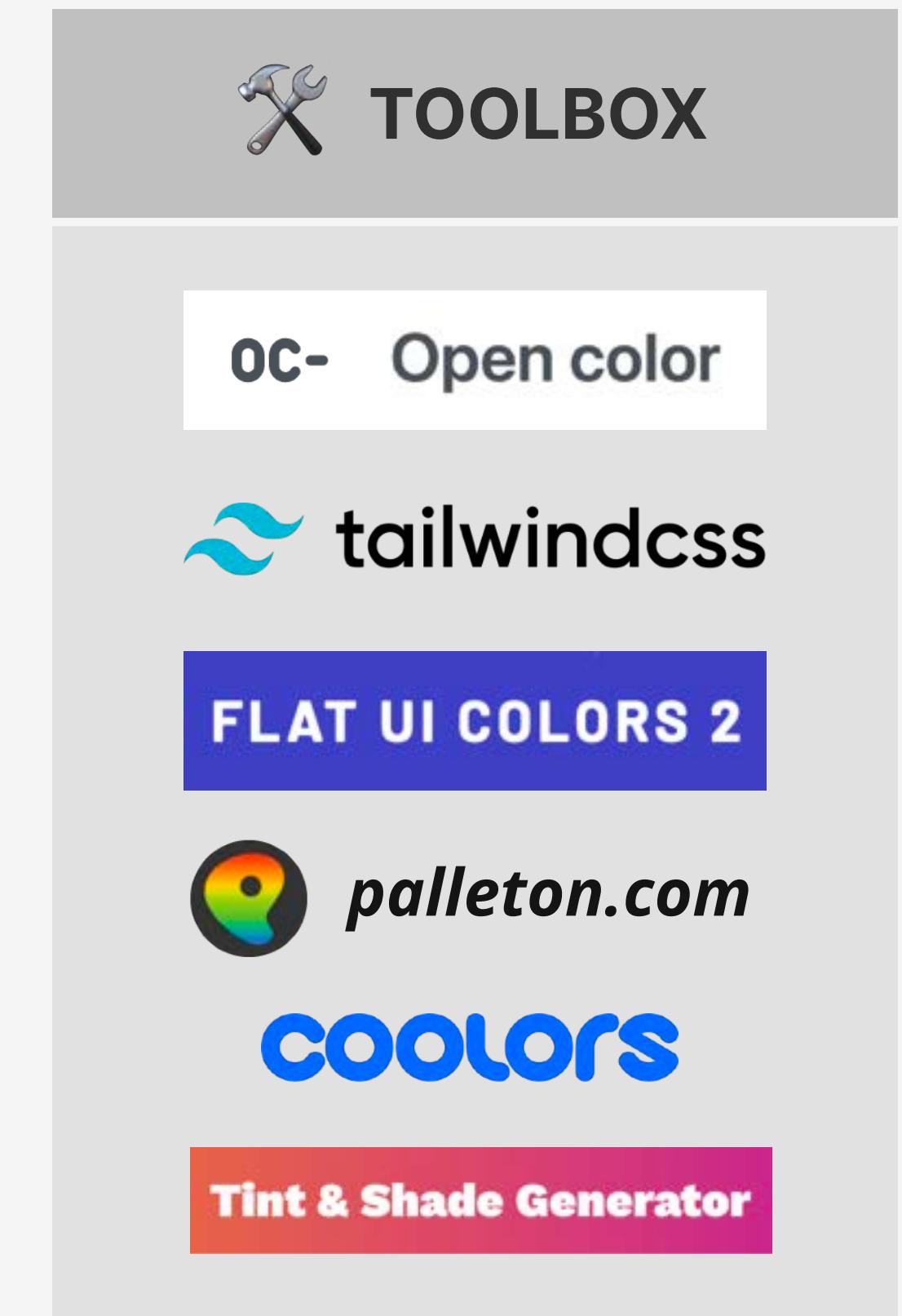
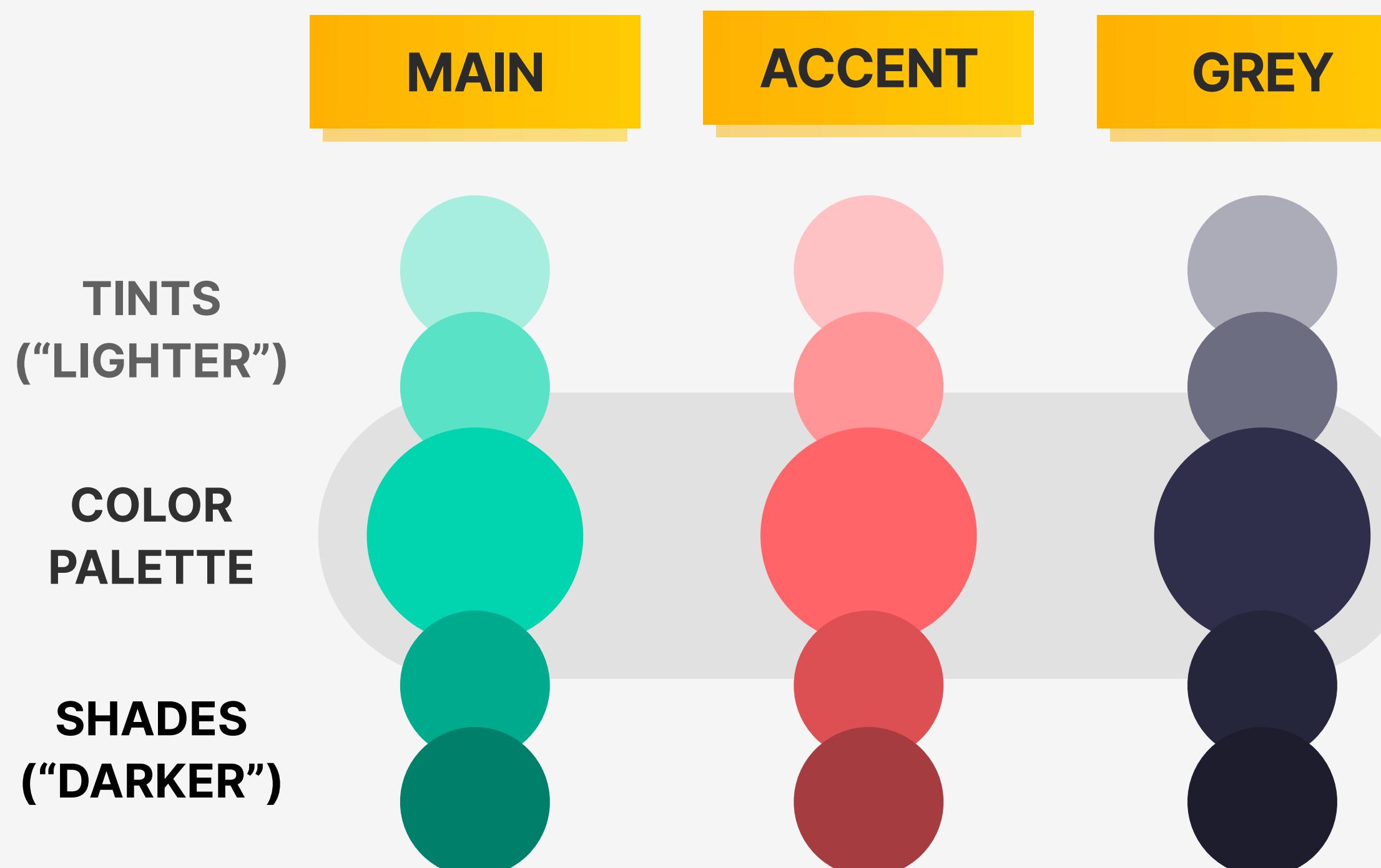
Dover uses a robust calibration process to deeply understand your requirements.

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**)



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 at the top. The header includes the company logo, navigation links for Product, Why Narrative BI?, About, and a prominent 'Get a Demo' button. Below the header, there's a large section with the heading 'Meaningful Insights Without the Click of a Button.' in dark blue text. A subtext explains that Narrative BI uses proprietary anomaly detection technology to provide insights without requiring user input. On the right side of this section, there's a photograph of two men working at a desk with laptops. A small callout box with a purple border and white text overlays the image, stating '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 of the page, there's a form for users to enter their work email address and a 'Get a demo' button.

The Yousign homepage has a dark blue background. At the top, there's a navigation bar with the company logo and links for Product, Use cases, API, Pricing (which has a 'New' badge), Electronic signature, and Resources. A 'Start free trial' button is located in the top right corner. The main content area features the headline 'The simpler way of saying yes' in white and teal text. Below the headline, there's a brief description of Yousign as an eSignature solution and a link to learn more about its European capabilities. A 'Start free trial' button is also present here. To the right of the text, there's a photograph of a woman in an orange shirt standing in an office, looking at her phone. The background of the entire page is a dark blue gradient.

WHEN AND HOW TO USE COLORS

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

**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.

Refer for up to \$500

LATEST COLLECTION

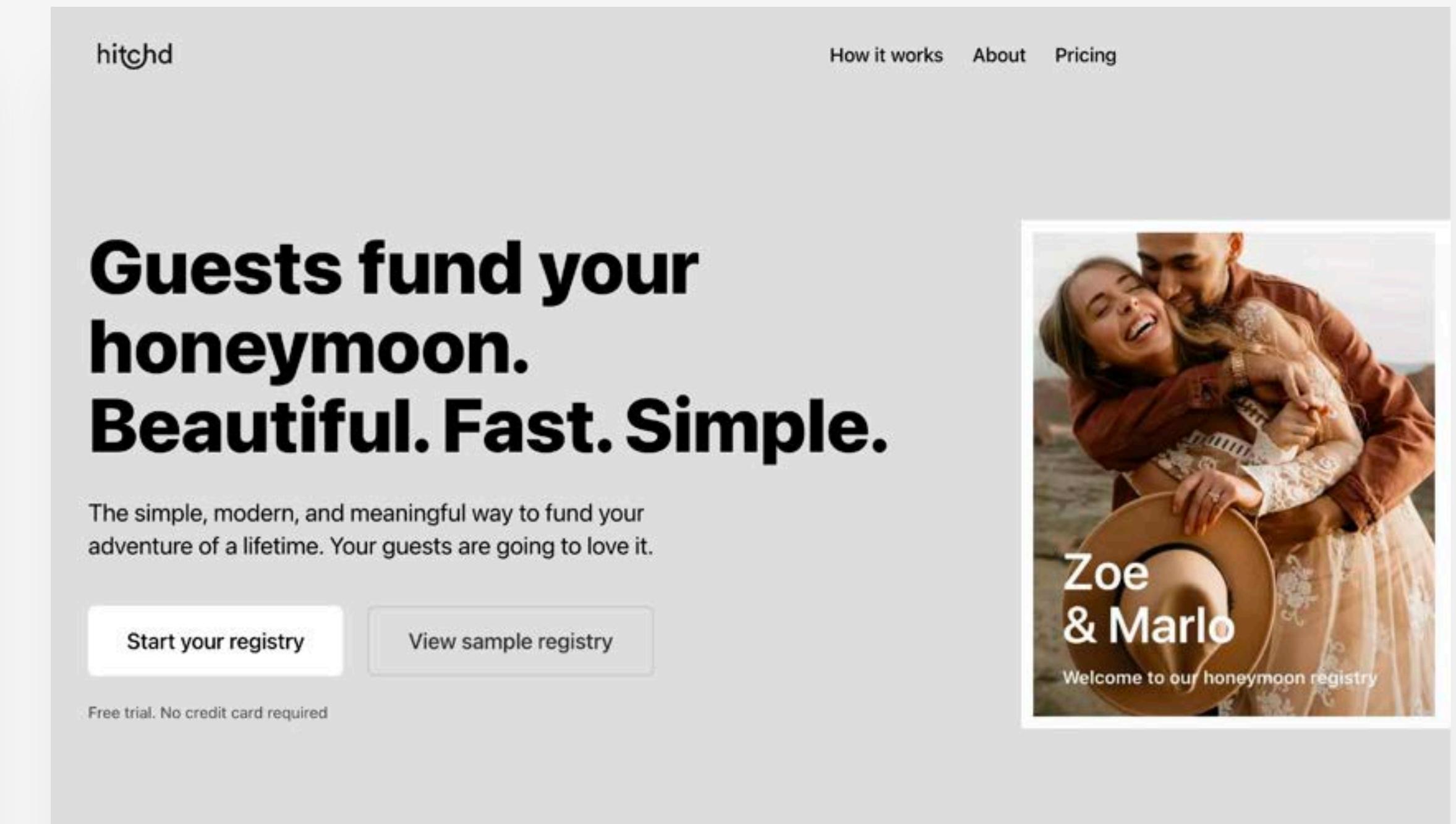
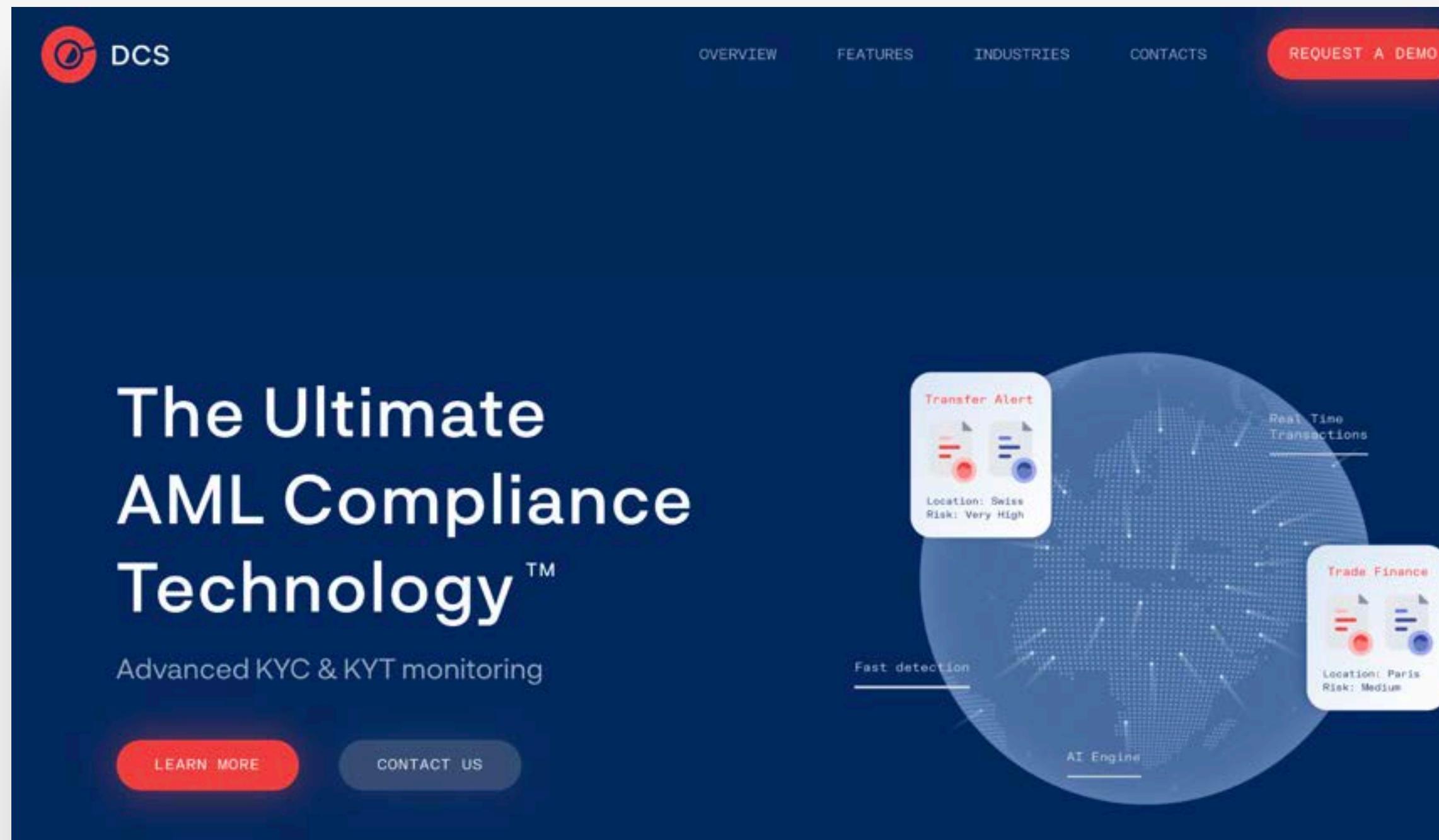
Autumn—
Winter
2020

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



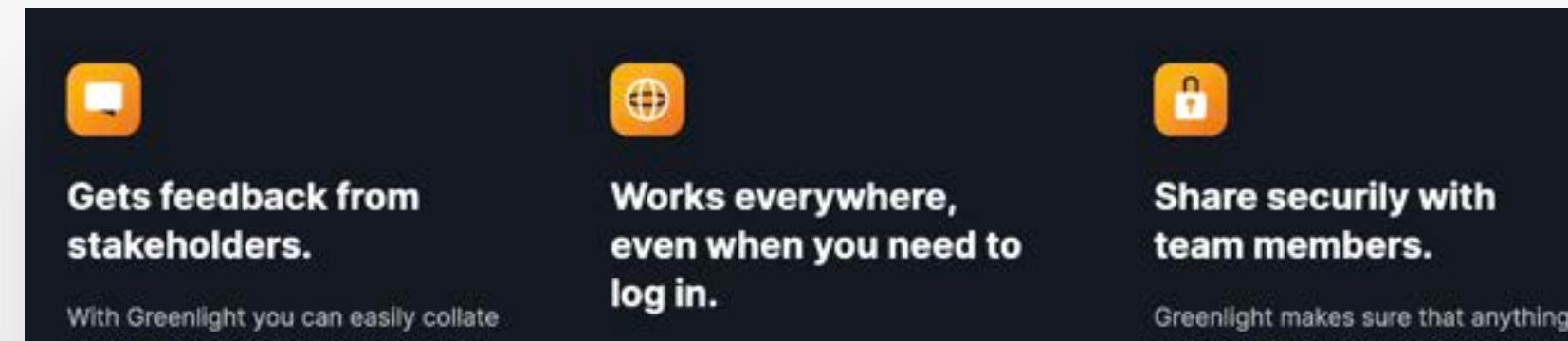
WHEN AND HOW TO USE COLORS

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](#)



Gets feedback from stakeholders.
With Greenlight you can easily collate

Works everywhere, even when you need to log in.

Share security with team members.
Greenlight makes sure that anything

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.



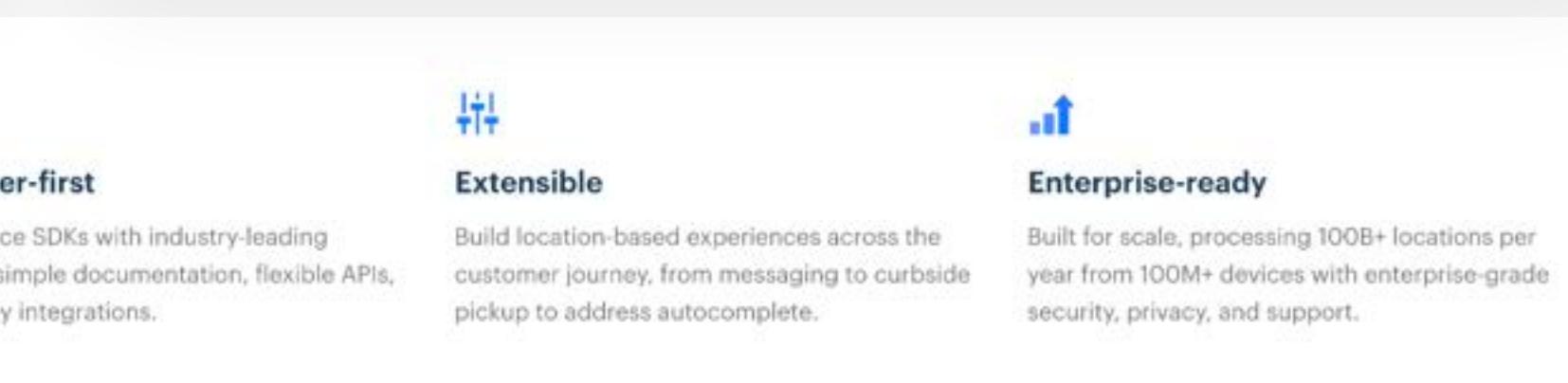
\$33M
Trackable revenue generated across our portfolio

220%
Average yearly growth rate across our clients

4x
Increase in client creative output on average

Make the most of your shares

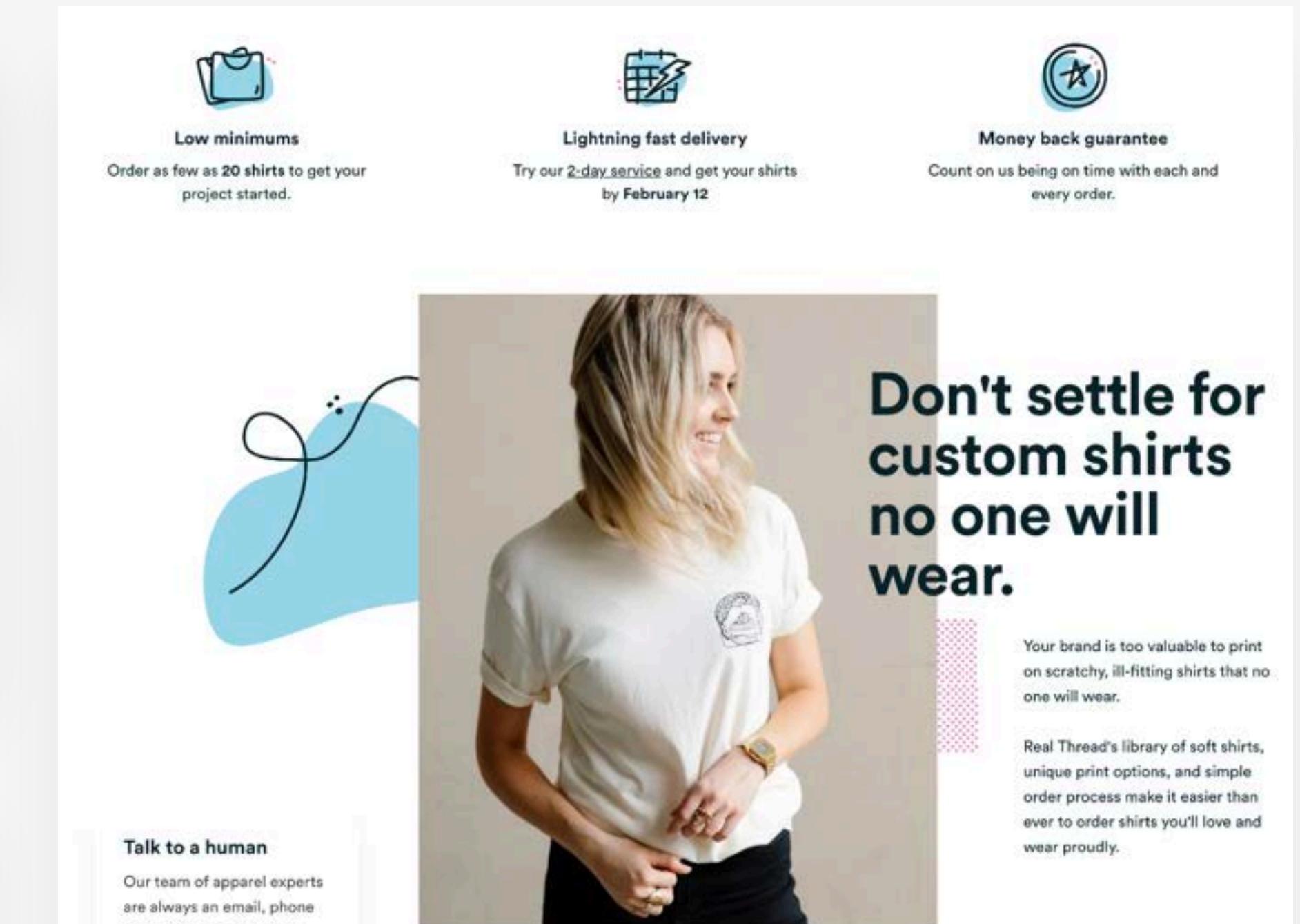
We are a team of equity experts 100% focused on helping startup employees understand, maximize and unlock the value of their stock options and shares.



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 130+ 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?

Leave your email address to discuss how your company can get first actionable insights today

Enter your work email address Get a demo

POPULAR CHOICE

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

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

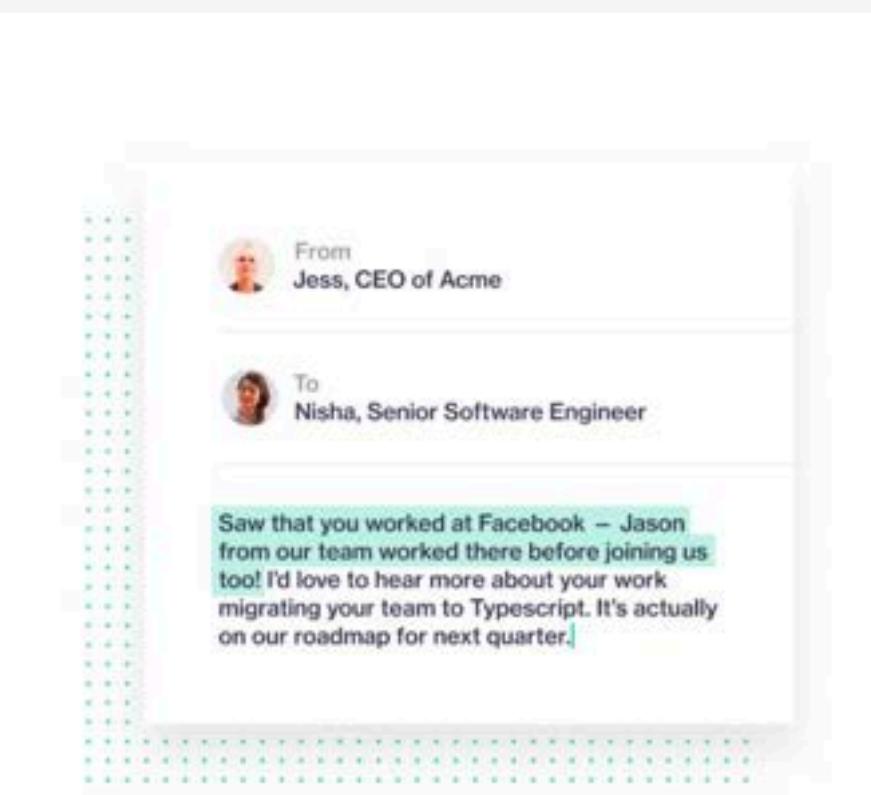
Try for free

Try for free

Experience your product as you create it.

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



**The perfect pitch,
every time.**

Dover builds your company's brand and leverages it for all candidate communication.

Then, we reach out to candidates as someone on your team.

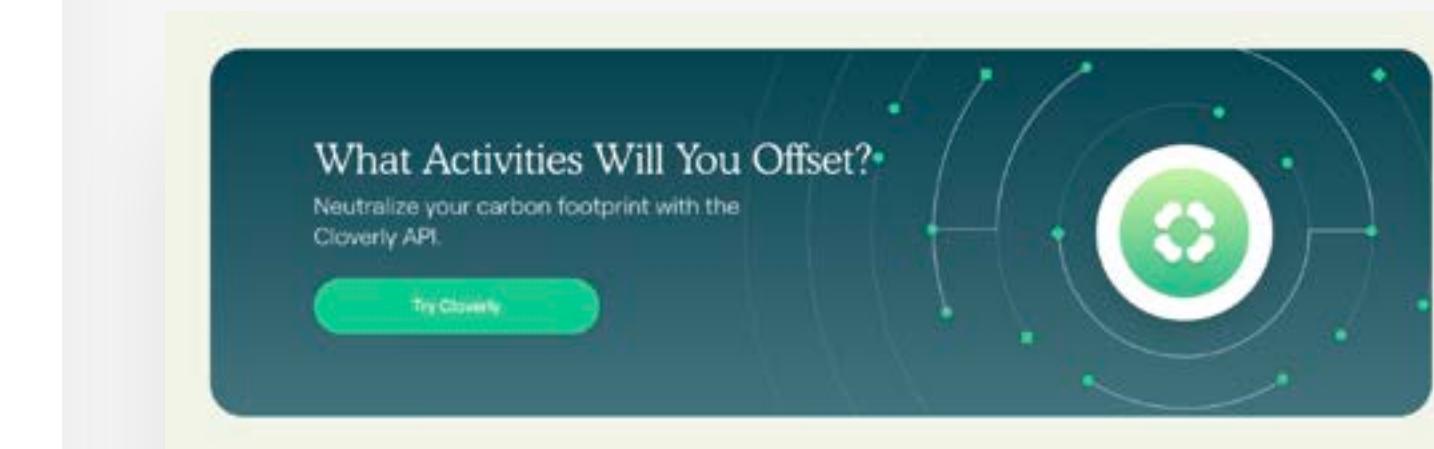
Candidates are **5x more likely to respond** when they see a thoughtful note from a future teammate.

“

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.



COMPETITION WORKS

Competition has been scientifically proven to make you exercise up to 90% more.

2016 University of Pennsylvania Study

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
- 8 You can try to use your color strategically in images and illustrations

The screenshot shows a landing page for a multivitamin. At the top, there are four small images with labels: "Shop Women", "Shop Men", "Shop Kids", and "Shop Bundles". Below this, a yellow banner contains the text: "Traditional multivitamins weren't doing us any favors, so we made one that will." Underneath the banner are five icons with labels: "Traceable Nutrients", "Vegan Friendly", "Gluten and Major Allergen Free", "Non-GMO", and "No Artificial Colorants or Synthetic Fillers". A large image of a multivitamin capsule is displayed on the left. To the right, the text "We're not about pseudoscience and half-truths" is followed by a paragraph about the company's research and products. At the bottom, there are links for "Multivitamin for Women 18+", "The Prenatal Multivitamin", "Multivitamin for Men 18+", and "Multivitamin for Kids 4+".

**Audacious
goals,
smashed.**

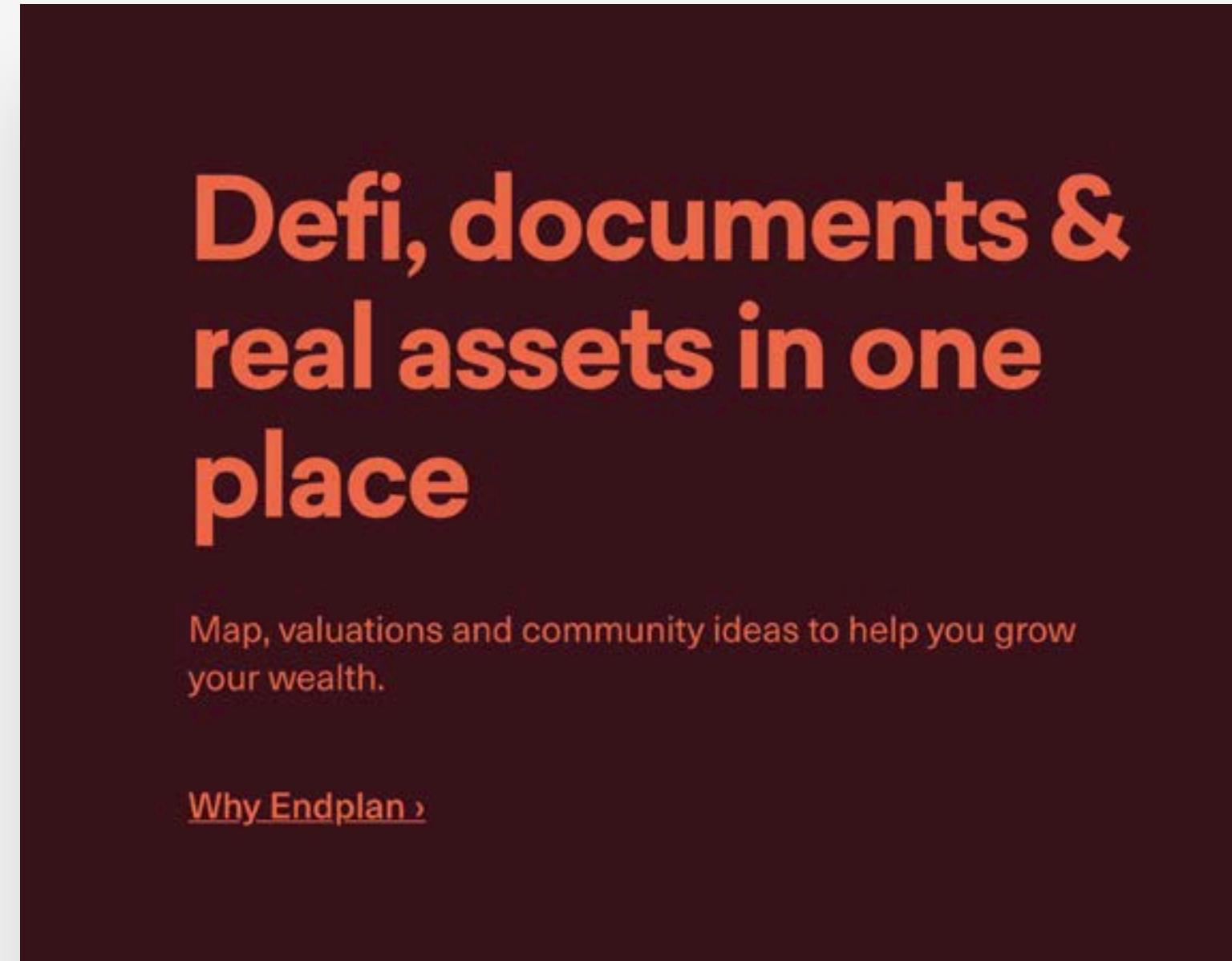
From marketing strategy and leadership through execution and results; Matter Made produces reliable growth.



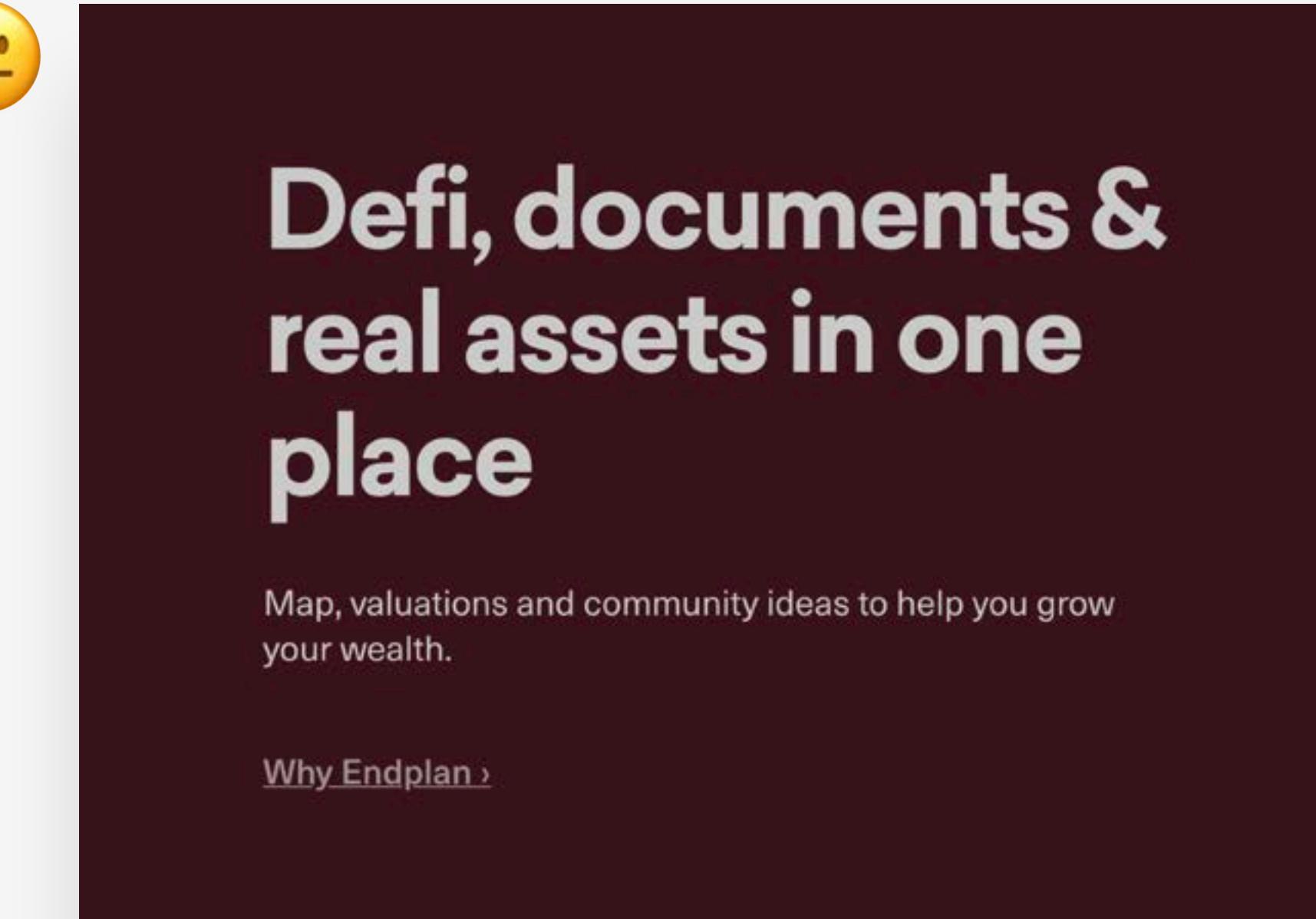
The screenshot shows the homepage of the Carrot website. The top navigation bar includes links for "Why Carrot?", "For employers", "For consultants", "For health plans", "Company", and "Sign in". The main headline reads: "Global fertility benefits for employers that save money and tame anxiety". Below the headline is a "Request a demo" button. To the right, there is a colorful illustration of a woman walking on a beach. The bottom section features the text: "A customizable solution to fit every company" and a paragraph about how Carrot helps companies avoid high-cost pregnancies. There is also a "How it works" button and another illustration of people working together with puzzle pieces.

COLORS AND TYPOGRAPHY

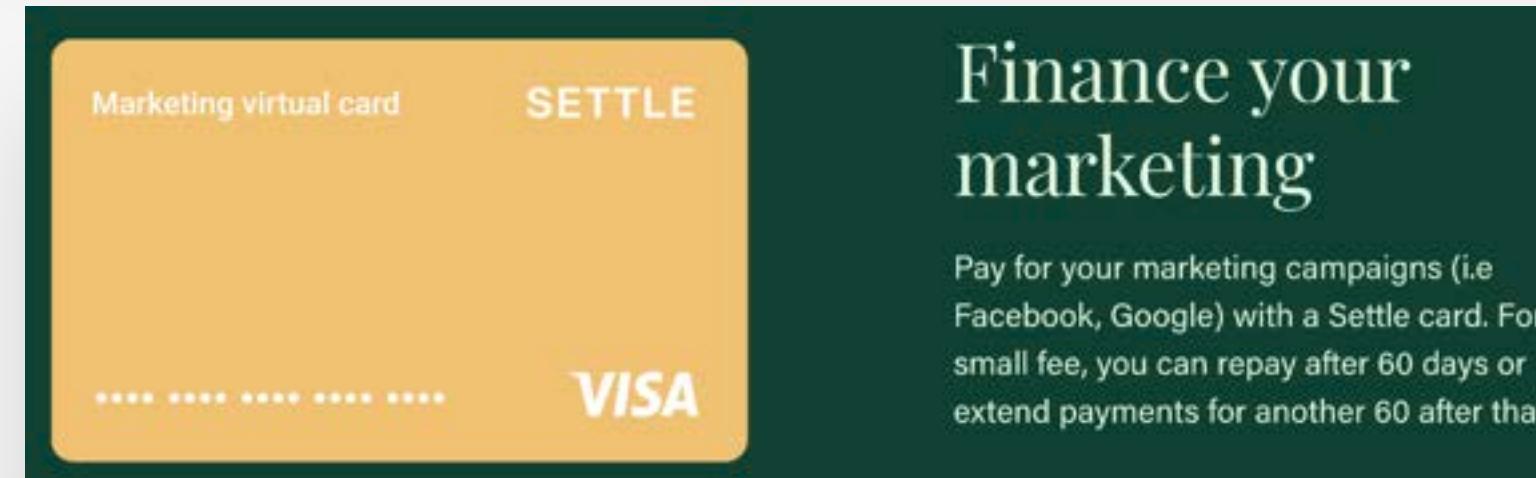
- 9 On dark colored backgrounds, try to use a tint of the background ("lighter version") for text



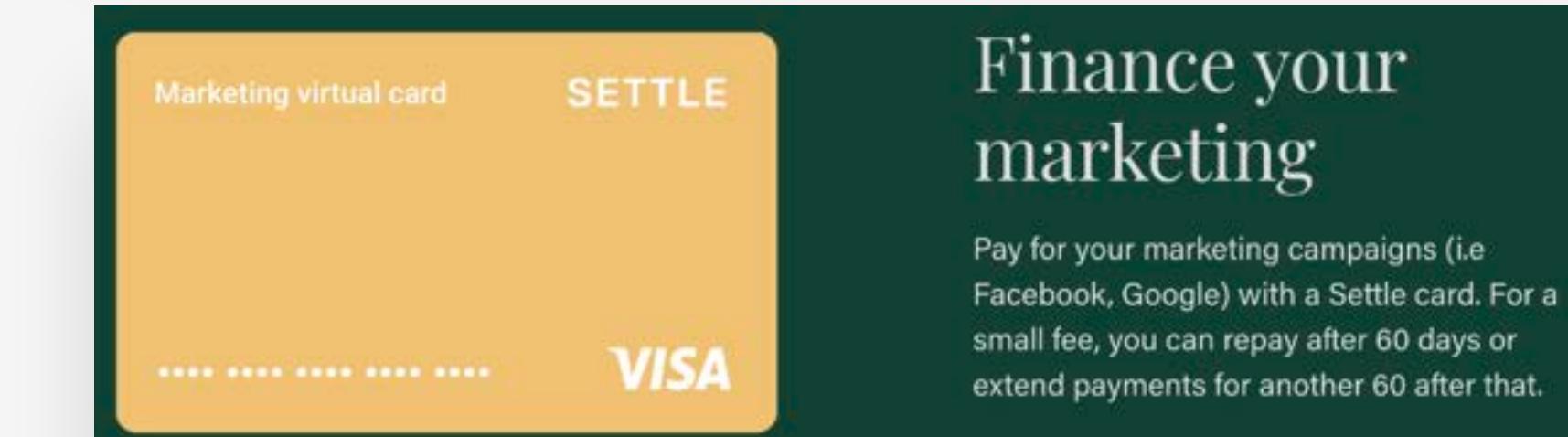
A dark brown rectangular card with white text. At the top left is a smiling emoji. In the center, the text "Defi, documents & real assets in one place" is displayed in a large, bold, orange-red font. Below this, a smaller paragraph in a lighter shade of orange-red reads: "Map, valuations and community ideas to help you grow your wealth." At the bottom left is a link "Why Endplan >" in a light orange-red font. The bottom right corner features a small portion of a white card with the word "VISA".



A dark brown rectangular card with white text. At the top left is a neutral face emoji. In the center, the text "Defi, documents & real assets in one place" is displayed in a large, bold, white font. Below this, a smaller paragraph in a lighter shade of white reads: "Map, valuations and community ideas to help you grow your wealth." At the bottom left is a link "Why Endplan >" in a light white font. The bottom right corner features a small portion of a white card with the word "VISA".



A dark green rectangular card with white text. On the left side is a yellow "SETTLE" virtual card graphic with the text "Marketing virtual card" above it and "VISA" below it. To the right of the card is the text "Finance your marketing" in a large, bold, white font. Below this, a smaller paragraph in a lighter shade of white reads: "Pay for your marketing campaigns (i.e. Facebook, Google) with a Settle card. For a small fee, you can repay after 60 days or extend payments for another 60 after that."



A dark green rectangular card with white text. On the left side is a yellow "SETTLE" virtual card graphic with the text "Marketing virtual card" above it and "VISA" below it. To the right of the card is the text "Finance your marketing" in a large, bold, white font. Below this, a smaller paragraph in a lighter shade of white reads: "Pay for your marketing campaigns (i.e. Facebook, Google) with a Settle card. For a small fee, you can repay after 60 days or extend payments for another 60 after that."

COLORS AND TYPOGRAPHY

- 9 On dark colored backgrounds, try to use a tint of the background ("lighter version") for text
- 10 Text should usually not be completely black. **Lighten it up** if it looks heavy and uninviting



Make the right hires, faster with the world's leading talent acquisition software

FIND Find and attract candidates	EVALUATE Move the right applicants forward	AUTOMATE Make the best hire, in half the time
Fill your pipeline quickly with one-click job posting to 200+ sites, AI-powered sourcing, employee referrals and more.	Easily collaborate with hiring teams to evaluate applicants, gather feedback and decide who's best, all in one system.	Move faster on a platform that automates process and manual tasks, like scheduling interviews and getting approvals.
LEARN MORE >	LEARN MORE >	LEARN MORE >



Make the right hires, faster with the world's leading talent acquisition software

FIND Find and attract candidates	EVALUATE Move the right applicants forward	AUTOMATE Make the best hire, in half the time
Fill your pipeline quickly with one-click job posting to 200+ sites, AI-powered sourcing, employee referrals and more.	Easily collaborate with hiring teams to evaluate applicants, gather feedback and decide who's best, all in one system.	Move faster on a platform that automates process and manual tasks, like scheduling interviews and getting approvals.
LEARN MORE >	LEARN MORE >	LEARN MORE >

Own your health.
Advance medicine.

See your entire health history—at a glance. Contribute to medical research—anonimously and securely.

[Get My Records](#)

Own your health.
Advance medicine.

See your entire health history—at a glance. Contribute to medical research—anonimously and securely.

[Get My Records](#)

COLORS AND TYPOGRAPHY

- 9 On dark colored backgrounds, try to use a tint of the background ("lighter version") for text
- 10 Text should usually not be completely black. **Lighten it up** it looks heavy and uninviting
- 11  Don't make text too light! Use a tool to check contrast between text and background colors
 - 👉 Contrast ratio needs to be at least **4.5:1 for normal text** and **3:1 for large text** (18px+)

coolors



A better way to grow your creative business

13:1

Zibbet exists to help artists, makers and creative entrepreneurs sell more. Now you can list a product once, sell it everywhere and grow your sales faster.



A better way to grow your creative business

2.9:1

Zibbet exists to help artists, makers and creative entrepreneurs sell more. Now you can list a product once, sell it everywhere and grow your sales faster.

Defi, documents & real assets in one place

5.1:1

Defi, documents & real assets in one place

2.9:1



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION

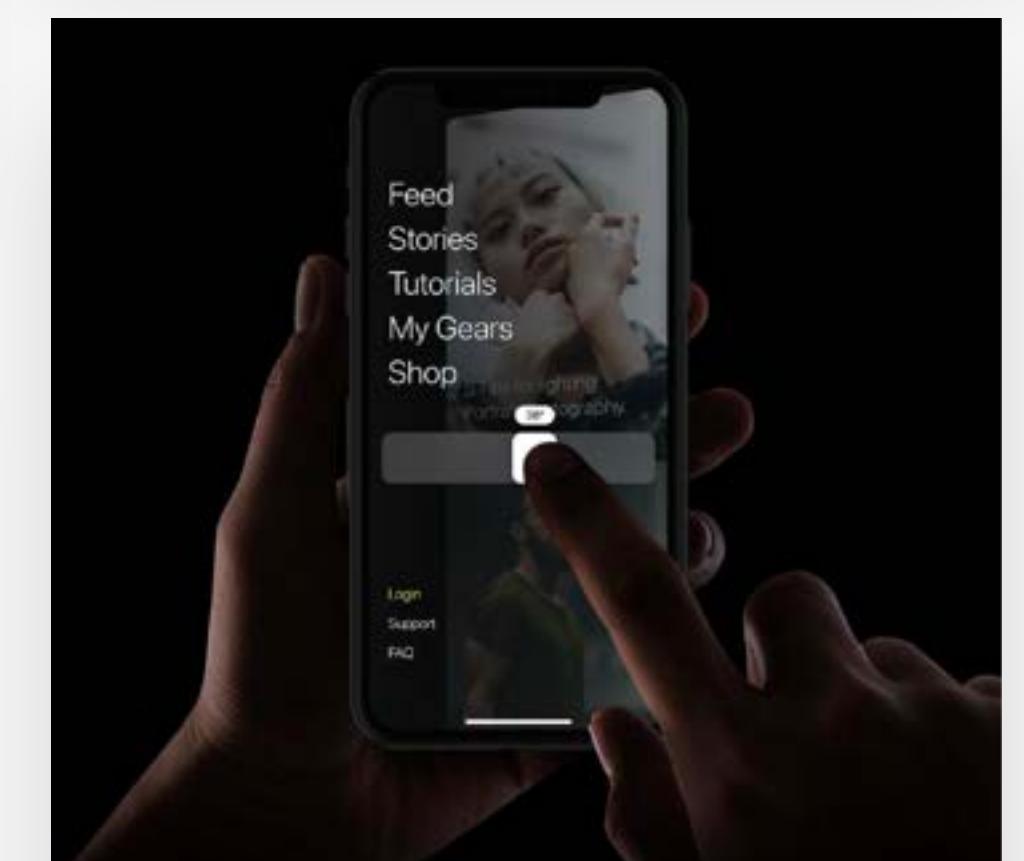
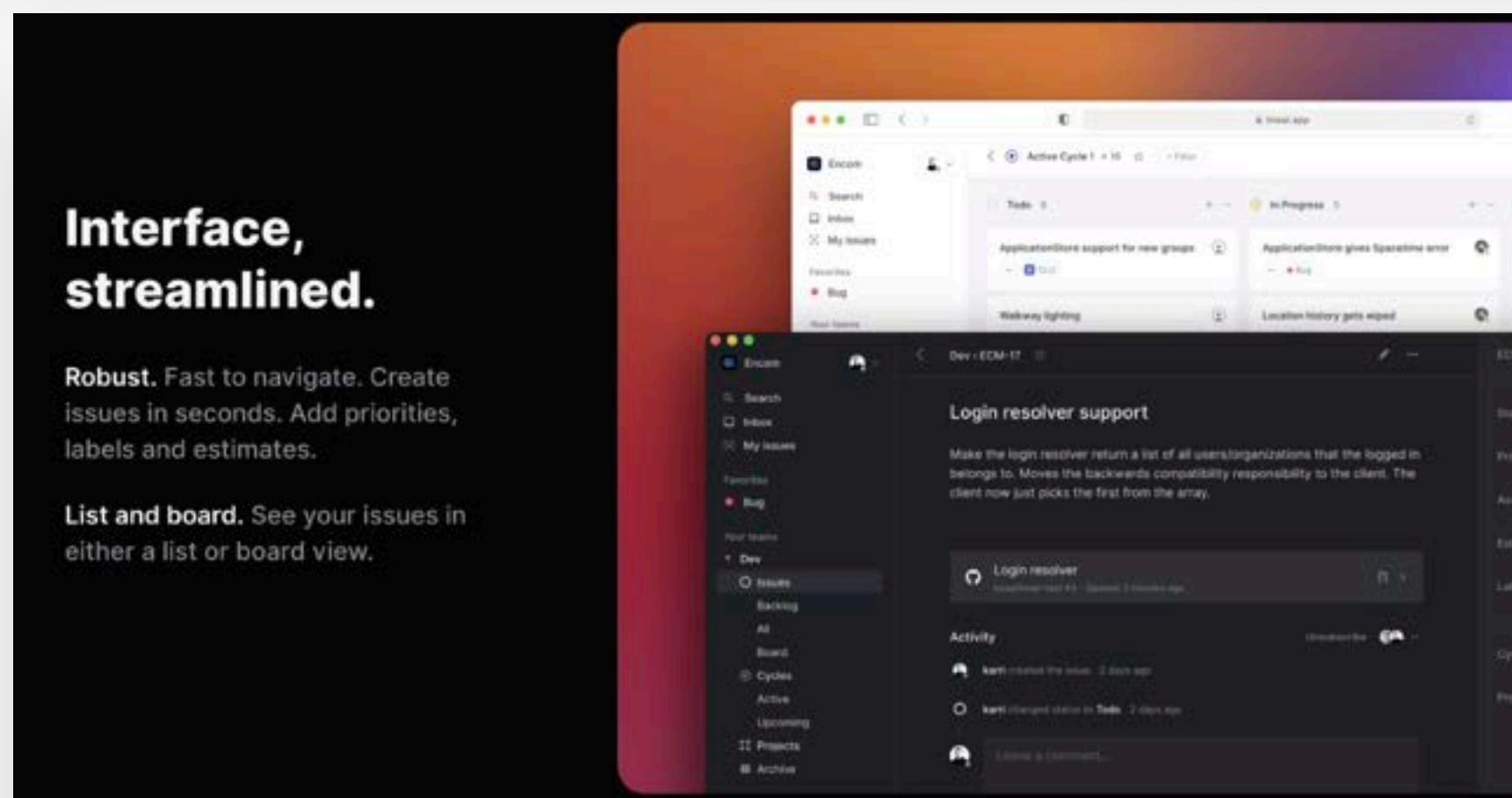
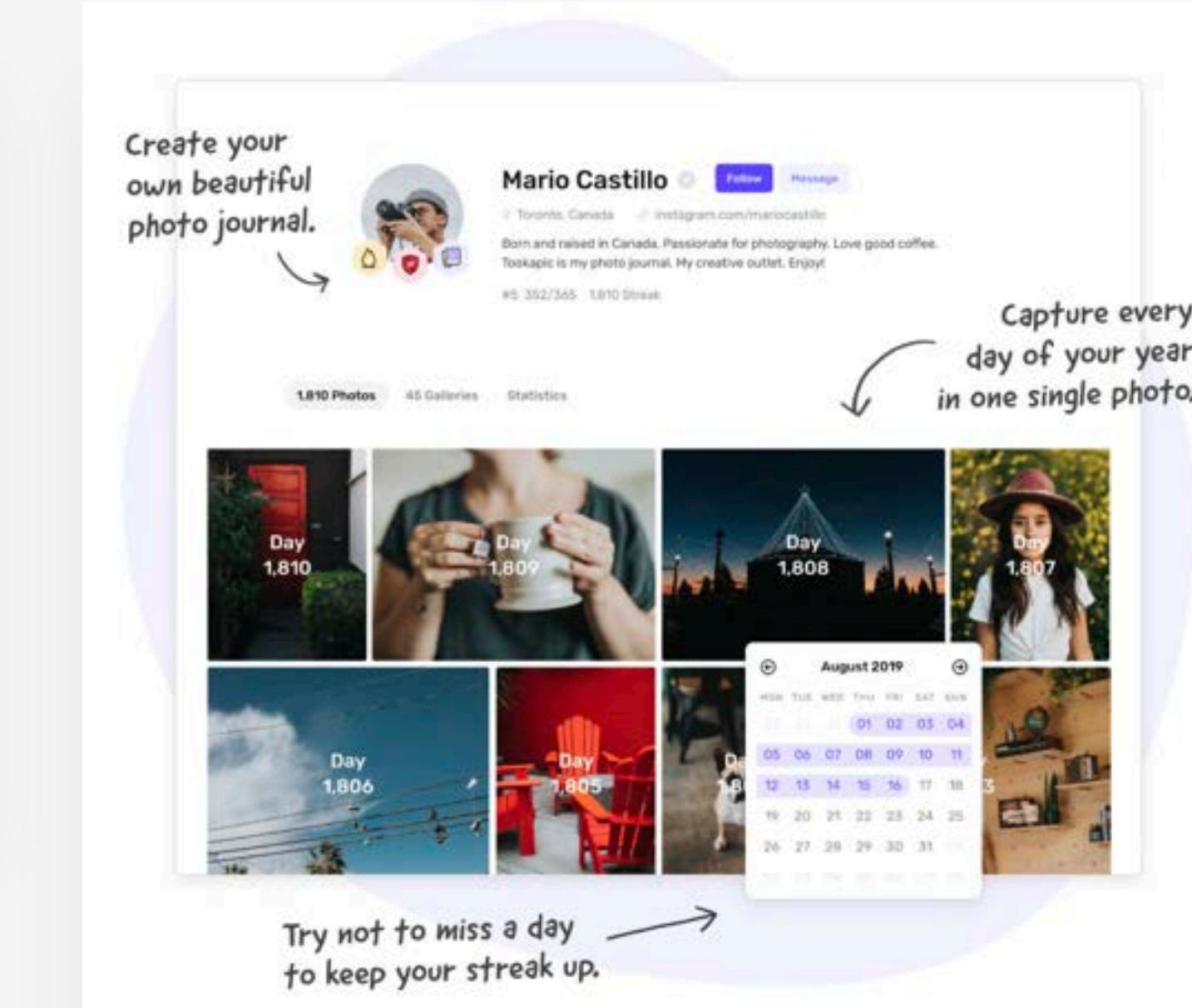
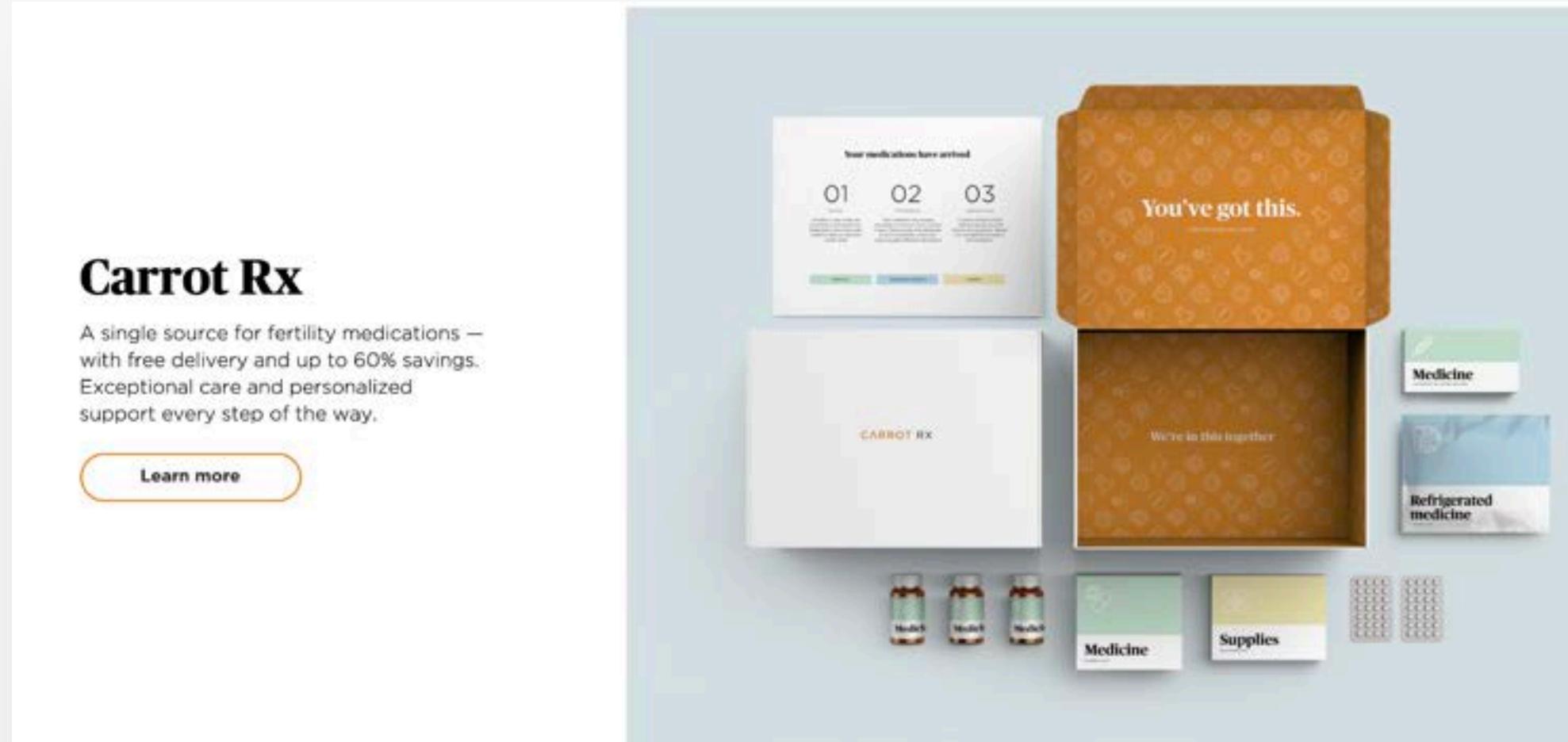
WEB DESIGN RULES AND
FRAMEWORK

LECTURE

WEB DESIGN RULES #3: IMAGES
AND ILLUSTRATIONS

USE GOOD IMAGES

1 Different types of images: product photos, storytelling photos, illustrations, patterns



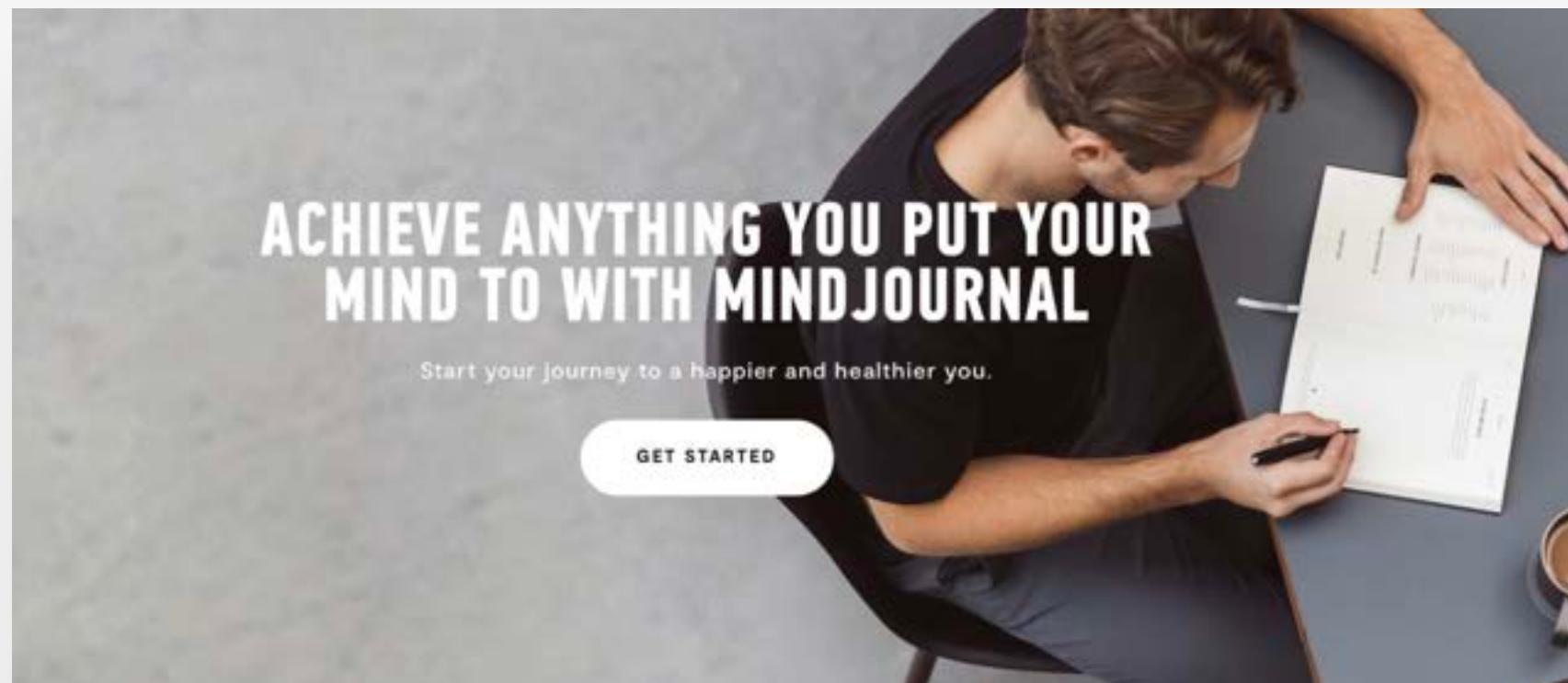
USE GOOD IMAGES

1 Different types of images: product photos, storytelling photos, illustrations, patterns



Get ahead of the curve

The Zendesk Benchmark allows organizations to measure their customer support performance against their peers. Think of it as a friendly competition. It isn't a survey or an expert opinion—it's the single best data index based on actual customer support interactions from more than 90,000 companies using Zendesk.



Let us do the heavy lifting

When you use our fulfillment services, we handle the labor-intensive logistical work by picking, packing, and shipping your orders while you focus on building your brand and connecting with your customers.



Anyone, anywhere, can start a business

Enter your email address

Start free trial

Try Shopify free for 14 days, no credit card required. By entering your email, you agree to receive marketing emails from Shopify.



USE GOOD IMAGES

1 Different types of images: product photos, storytelling photos, illustrations, patterns

CARROT

Why Carrot? For employers For consultants For health plans Company Sign in

Global fertility benefits for employers that save money and tame anxiety

Request a demo

For the latest from our Carrot experts on COVID-19 and fertility, please visit our resource center →

A customizable solution to fit every company

Whether you're a startup or a global corporation, Carrot can help you avoid nearly 70% of high-cost pregnancies with flexible plan designs.

How it works

Put the human back in HR.

Your employees are the real stars. Show the love and help them perform!

You don't have to play all the parts.

Sales, accounting, HR— Oh My! You can't do it all - let Clerksy help.

Employees come in all shapes and sizes. Find the right fit.

Focus on casting and screening. Let Clerksy handle contracts, resolve any on-set conflicts and make sure you are compliant with work and safety boards.



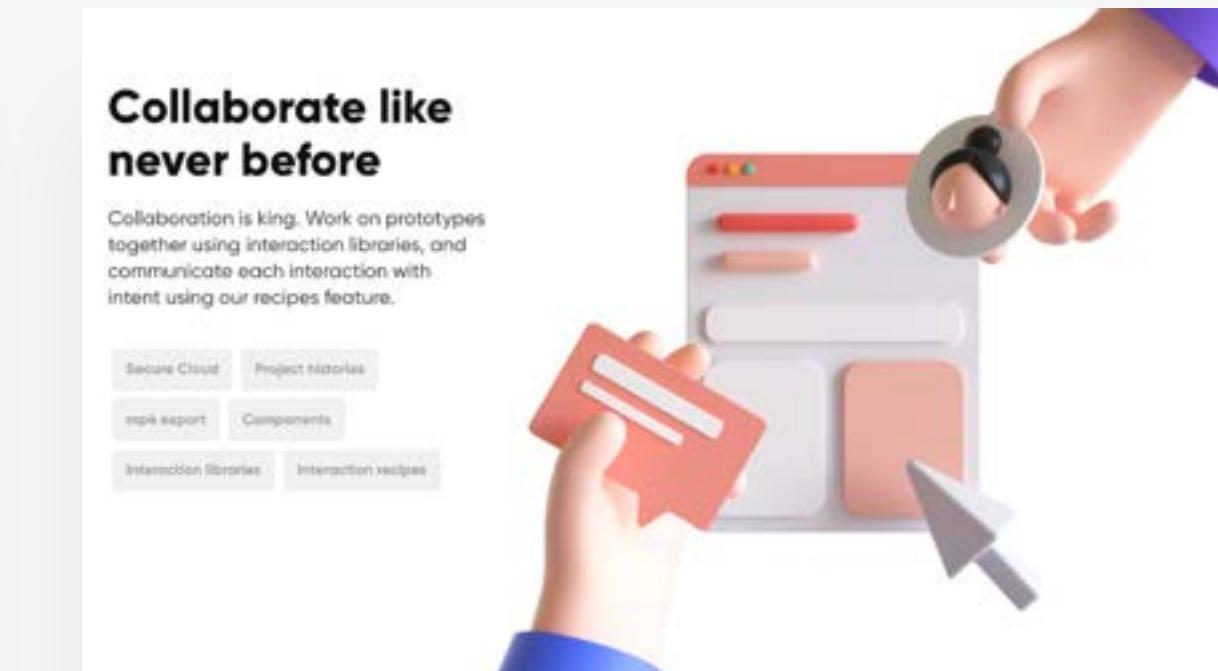
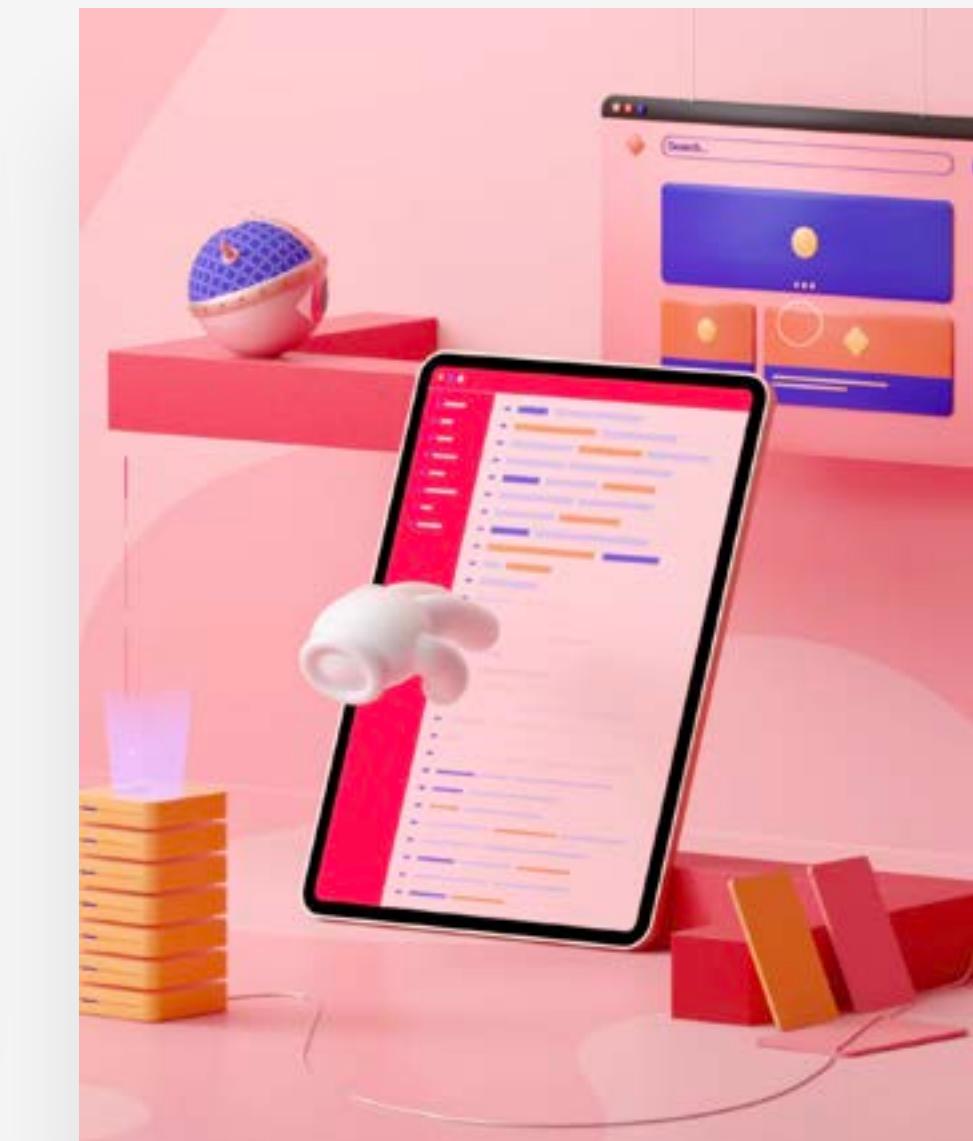
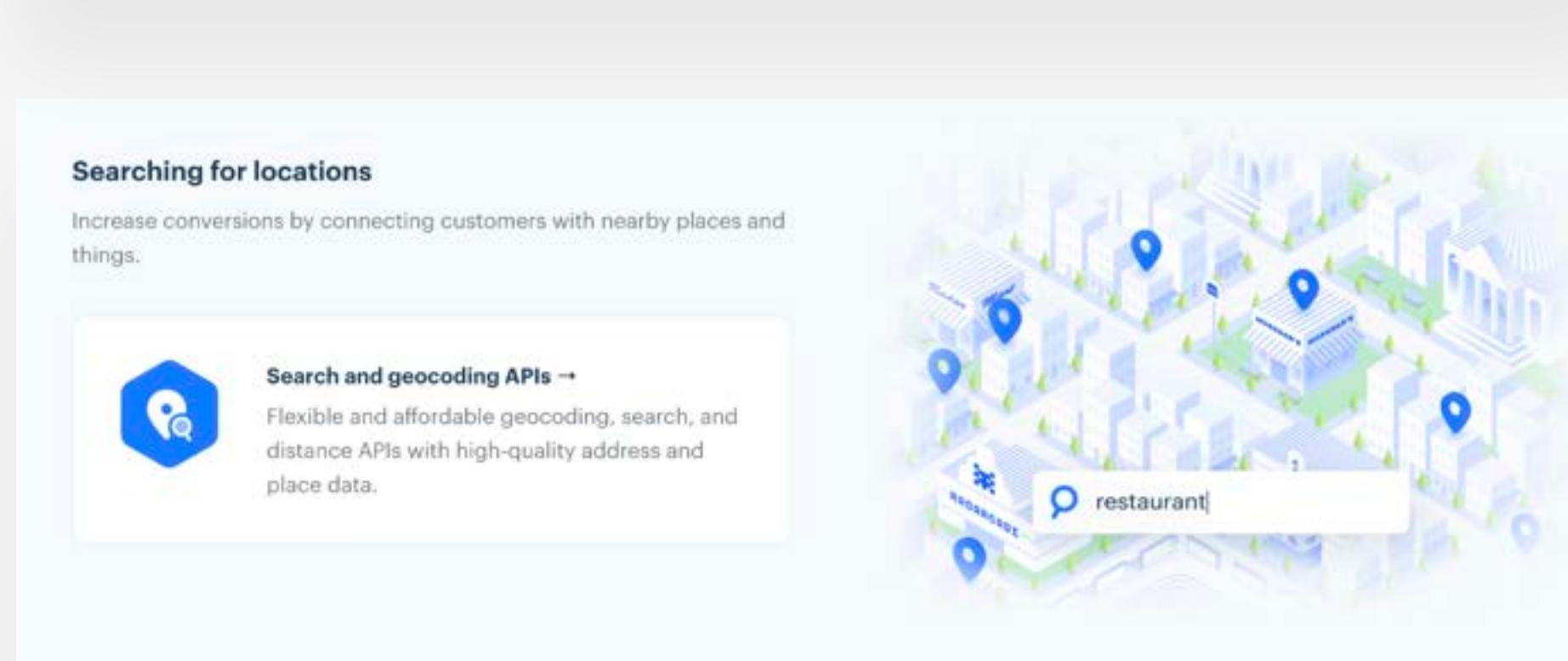
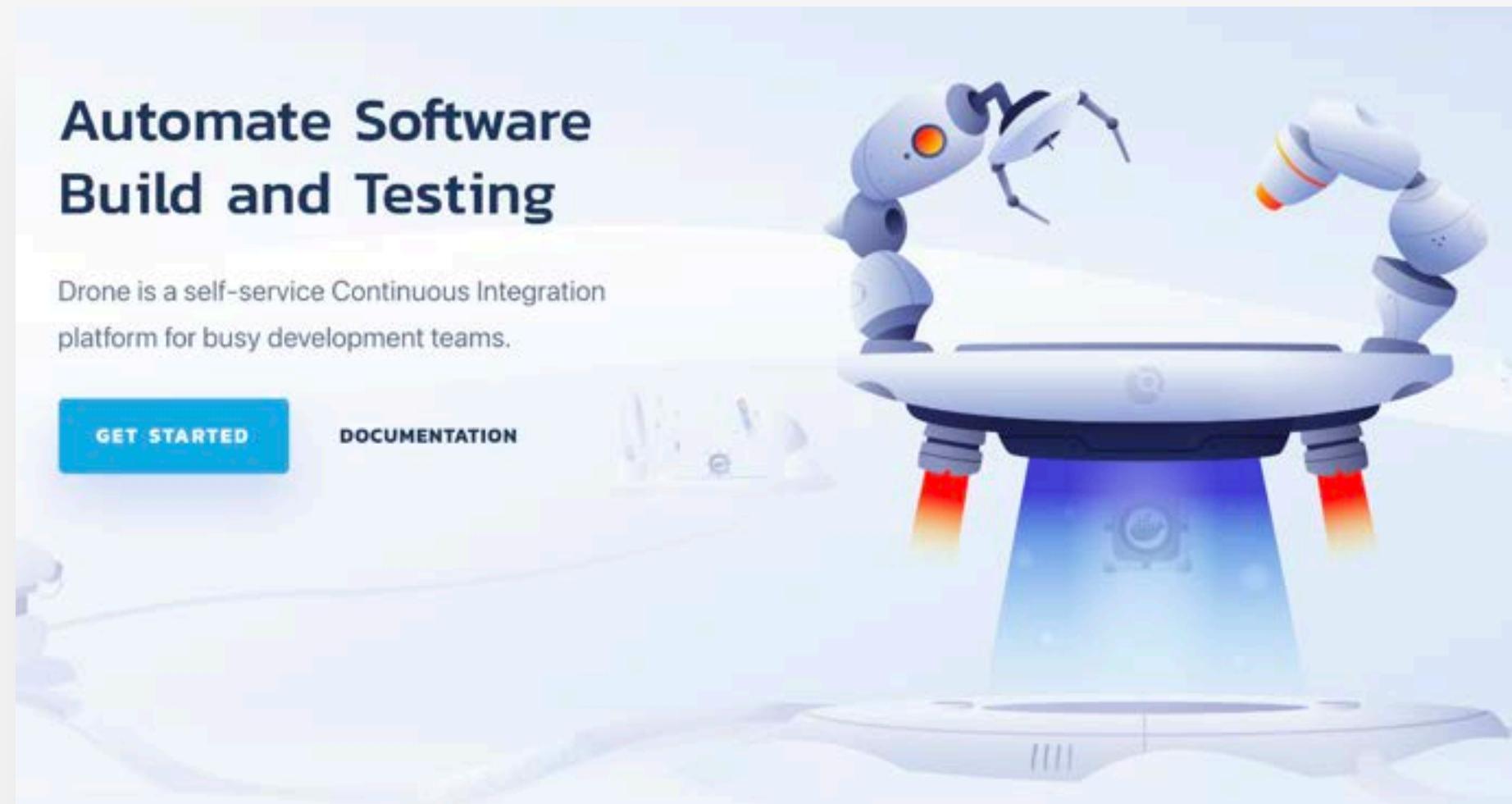
What our clients say about us

Communication and planning were well prepared. The process went smoothly and exactly as described.

Tech Entrepreneur
ATLANTA, GEORGIA

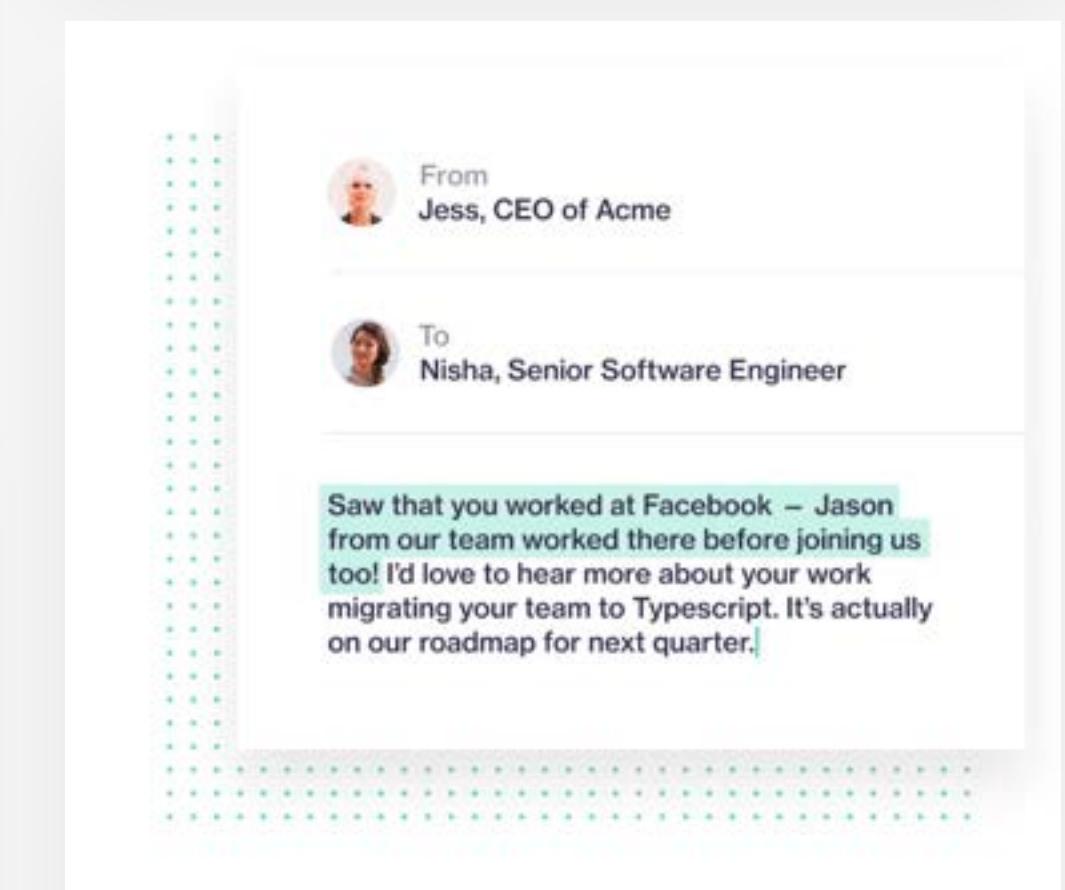
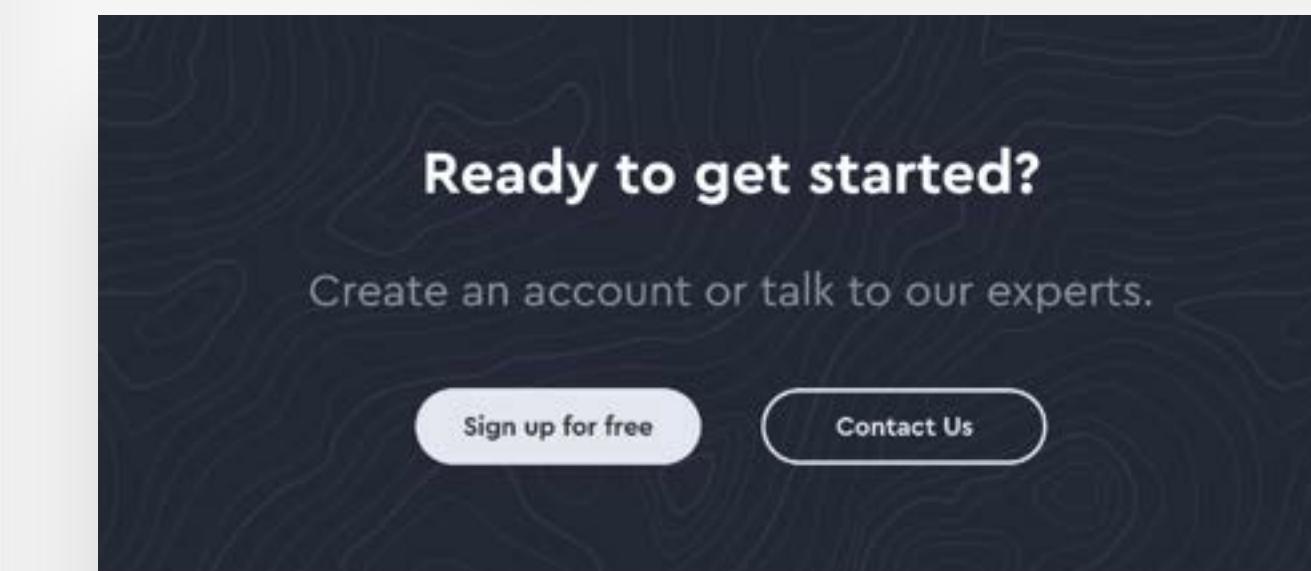
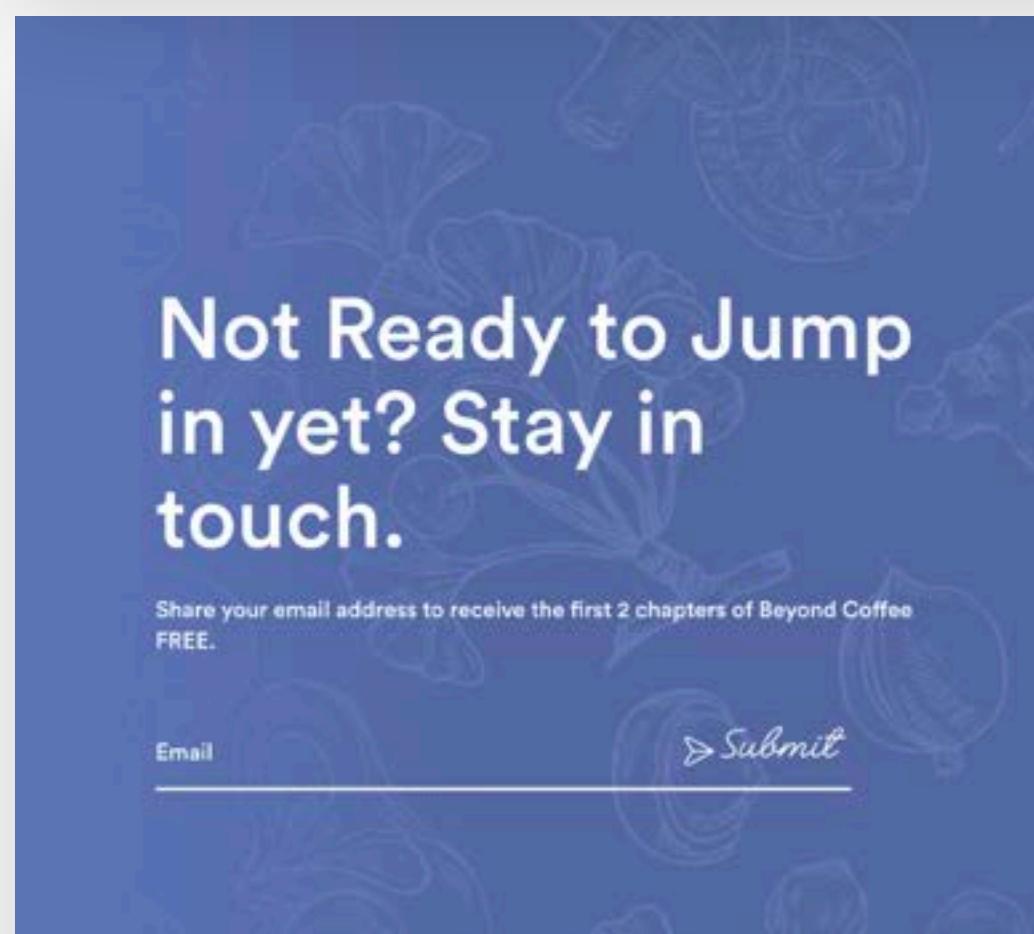
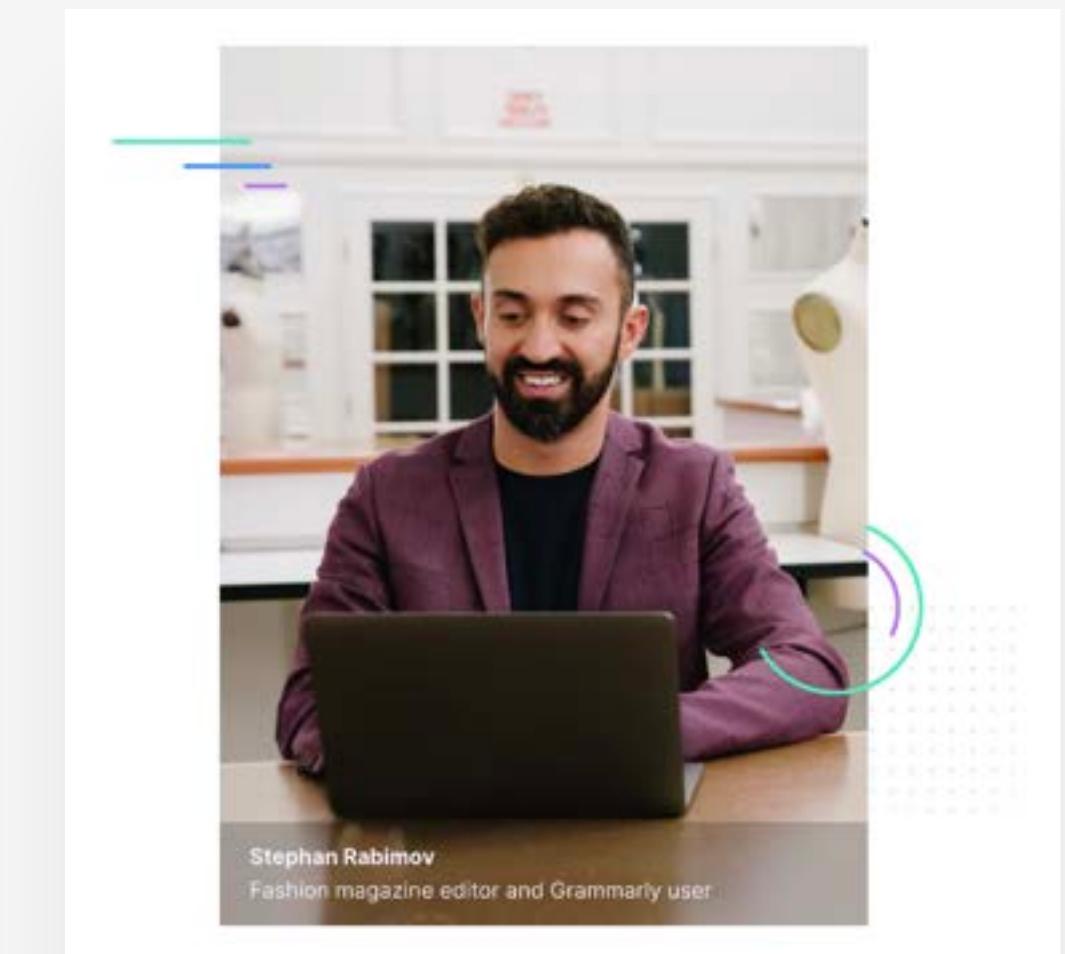
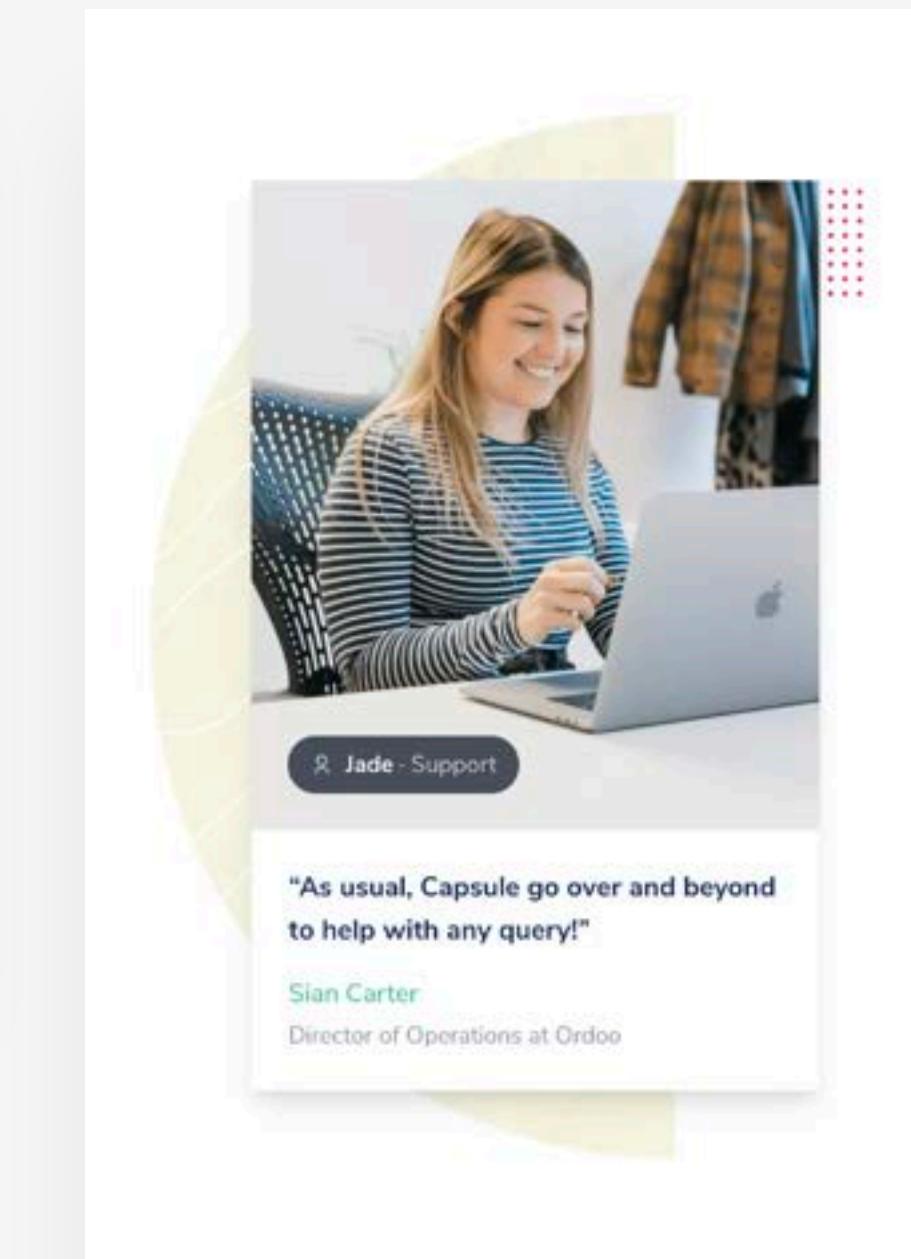
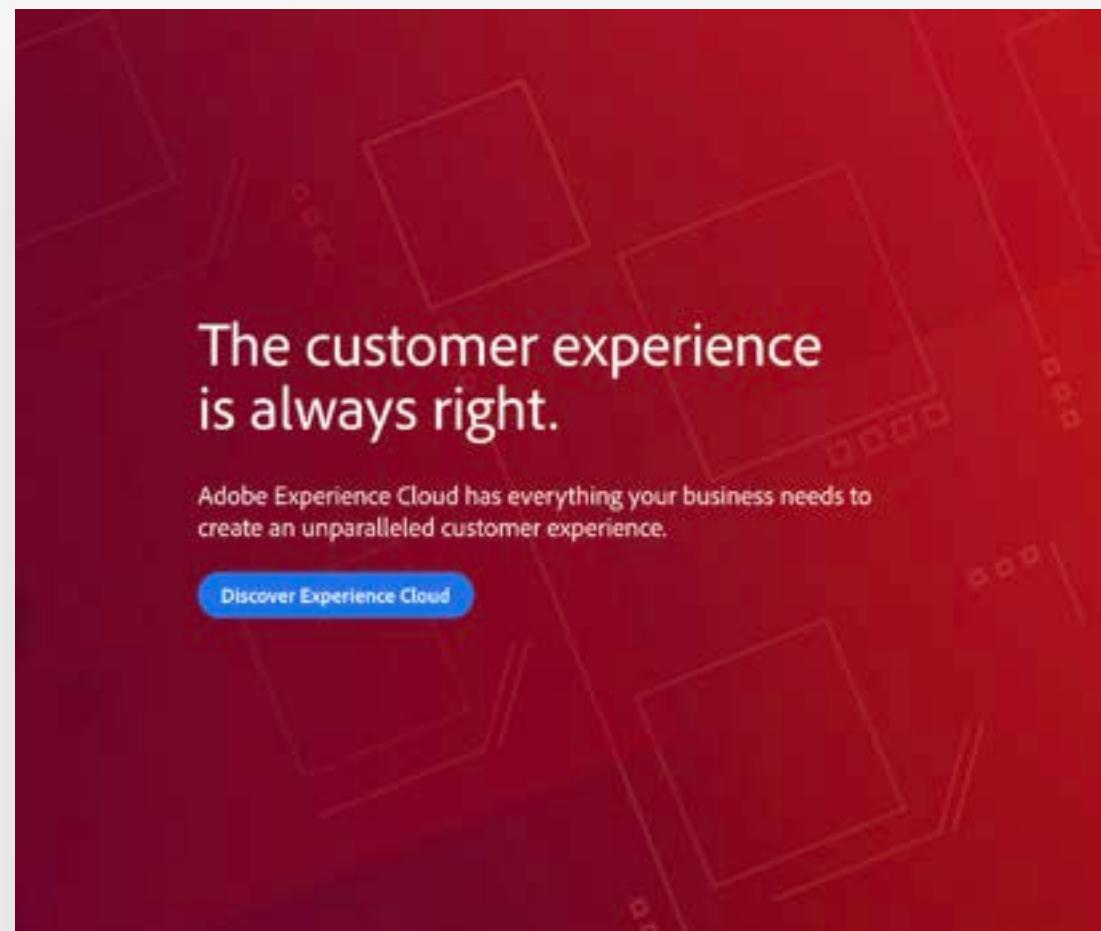
USE GOOD IMAGES

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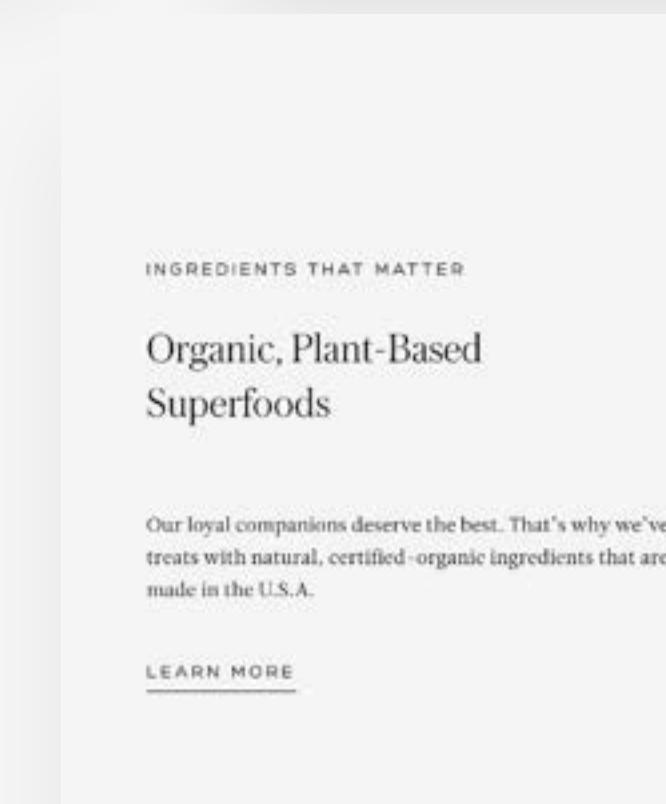
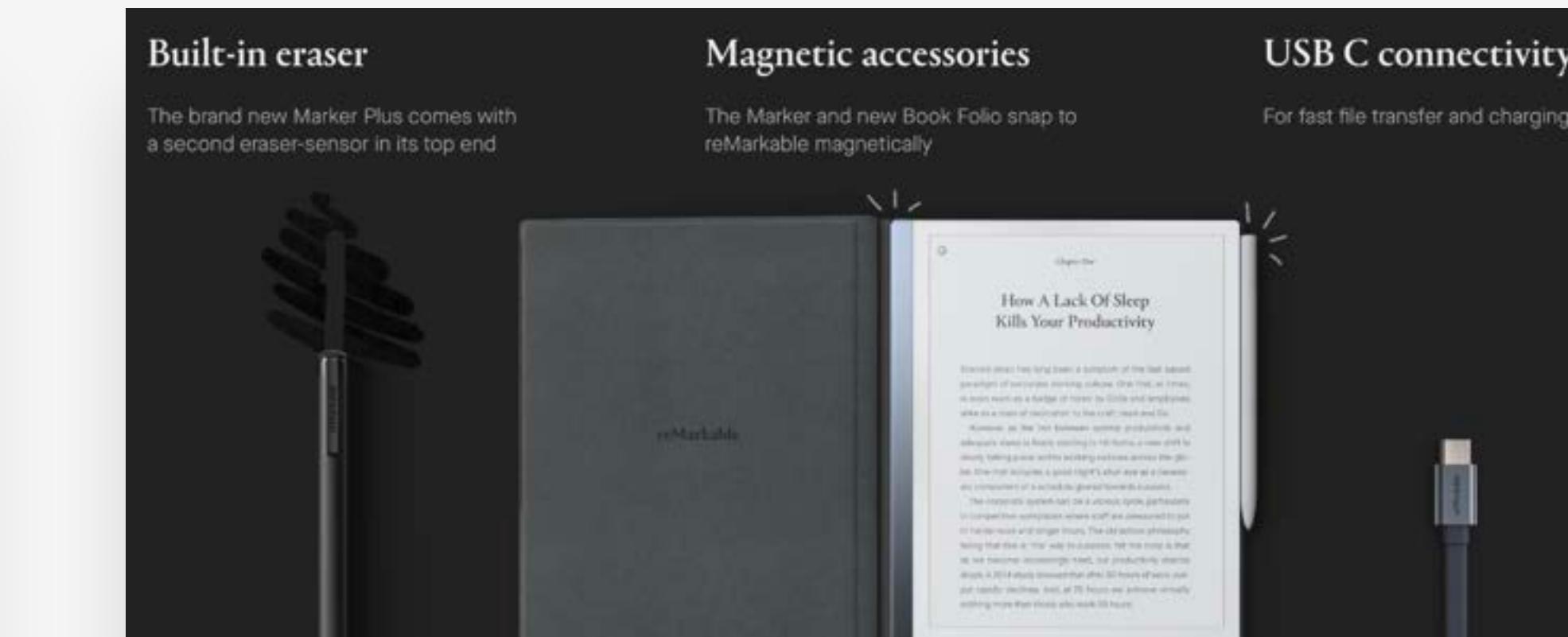
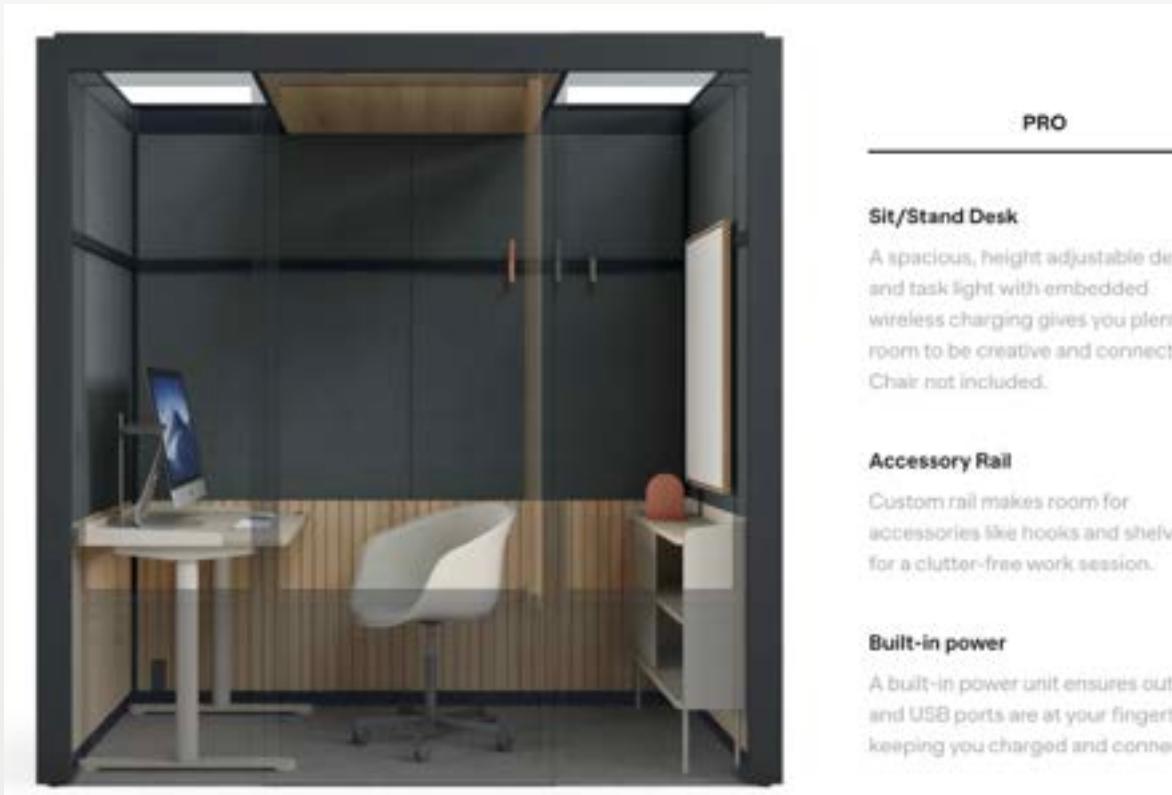
USE GOOD IMAGES

1 Different types of images: product photos, storytelling photos, illustrations, patterns



USE GOOD IMAGES

- 1 Different types of images: **product photos, storytelling photos, illustrations, patterns**
- 2 Use images to support your website's **message and story**. So only use **relevant images!**



USE GOOD IMAGES

- 1 Different types of images: **product photos, storytelling photos, illustrations, patterns**
- 2 Use images to support your website's **message and story**. So only use **relevant images!**



Champion their career

Sama connects your employees to the best professional coach for them. Built to seamlessly fit into your organisation, and powered by sophisticated technology and our team of highly experienced coaches.

[Book a demo](#)

Enabling breakthrough research.

Want to be part of something bigger? PicnicHealth partners with some of the world's leading researchers to develop breakthroughs in medicine.

By opting in to contribute anonymized medical data to research, you can join forces with thousands of others who are helping advance science. Because the more we know as a medical community, the more opportunity we have for discoveries that can change health for you, your loved ones, and people around the world.



"Being able to point to Trendmo and have our clients instantly understand the value of our strategies has been a game-changer for our team."

Ann Thompson
Southbird Creative

Defi, documents & real assets in one place

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

[Why Endplan?](#)



Assets



Documents



Net Worth



USE GOOD IMAGES

- 1 Different types of images: **product photos, storytelling photos, illustrations, patterns**
- 2 Use images to support your website's **message and story**. So only use **relevant images!**
- 3 Prefer **original images**. If not possible, use **original-looking stock images** (not generic ones!)



Solar Development

We work at the forefront of responsible solar development. Partner with us to develop innovative utility-scale solar.

[Learn More](#)

[Developers and Property Owners >](#)

Learn how our experienced team can deliver solutions that let you maximize the value of your land.



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PROFESSIONAL PHOTOGRAPHER



HIGH-QUALITY STOCK PHOTO

USE GOOD IMAGES

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[!\[\]\(72ec25ce62c6af94460ee4f9eb7800f7_img.jpg\) Developers and Property Owners >](#)

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[!\[\]\(9547f5817d92d898ce9c531448e605c3_img.jpg\) Developers and Property Owners >](#)

Learn how our experienced team can deliver solutions that let you maximize the value of your land.



PROFESSIONAL PHOTOGRAPHER



HIGH-QUALITY STOCK PHOTO

USE GOOD IMAGES

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[Learn More](#)

Developers and Property Owners >

Learn how our experienced team can deliver solutions that let you maximize the value of your land.



PROFESSIONAL PHOTOGRAPHER



GENERIC-LOOKING STOCK PHOTO

USE GOOD IMAGES

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- 2 Use images to support your website's **message and story**. So only use **relevant images!**
- 3 Prefer **original images**. If not possible, use **original-looking stock images** (not generic ones!)

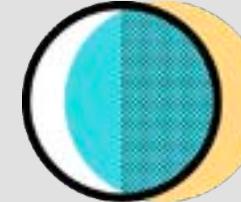


Use images from here instead (for free 😊)

 **TOOLBOX**

 **Unsplash**

 **Pexels**

 **DrawKit**

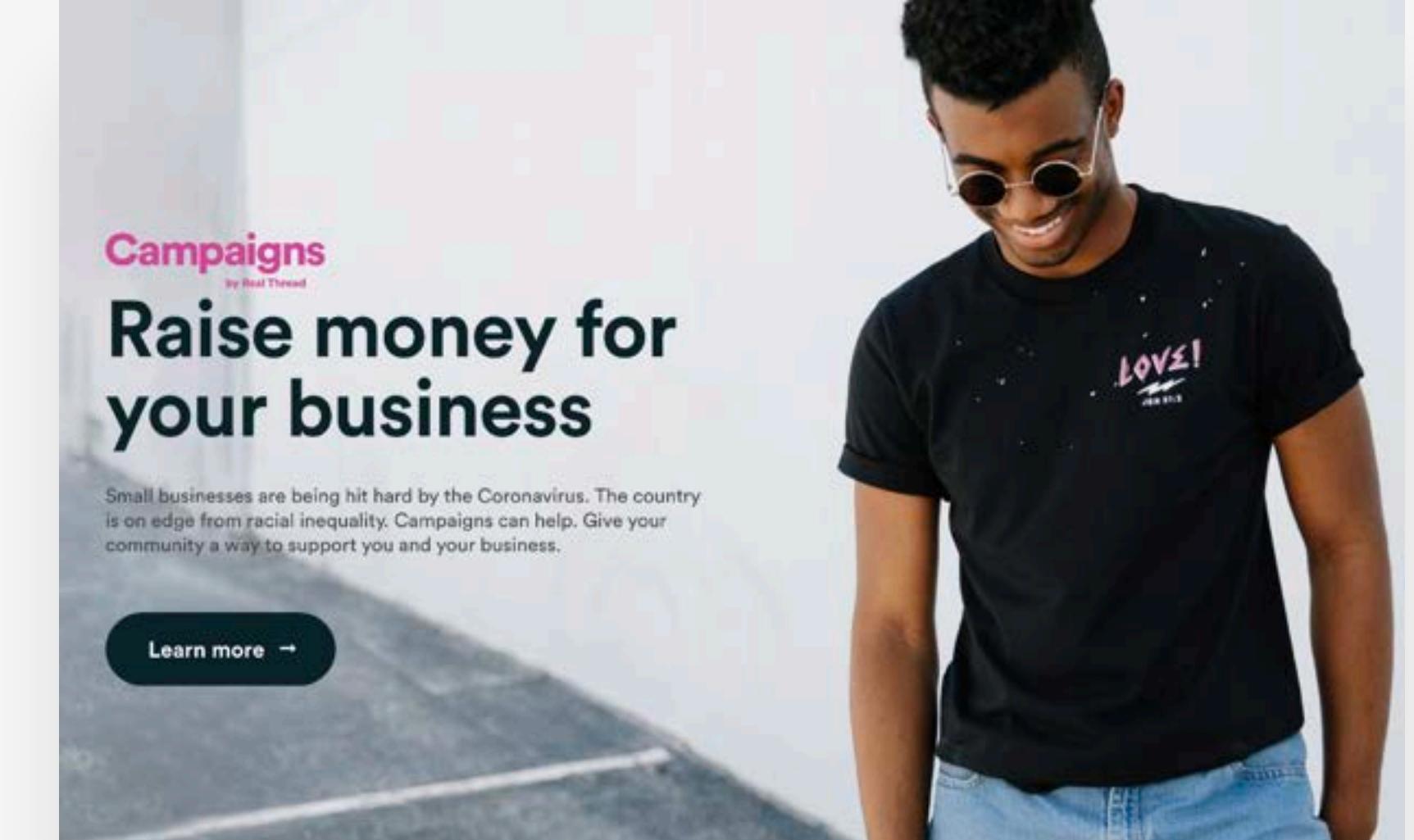
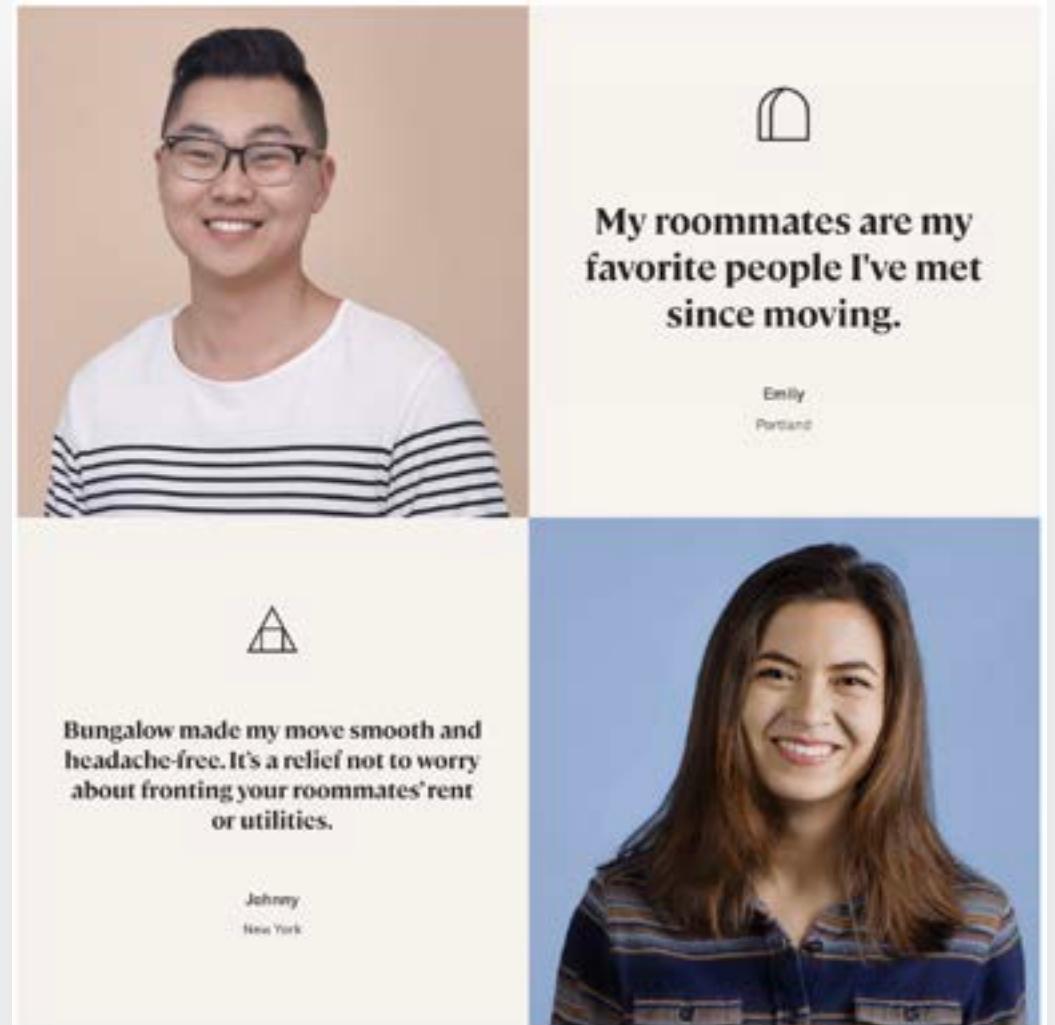
 **unDraw**

A sidebar titled "TOOLBOX" containing logos and names for several image sources: Unsplash, Pexels, DrawKit, and unDraw. A red curved arrow points from the text "Use images from here instead (for free 😊)" to the "TOOLBOX" title.

USE IMAGES WELL

4

Try to show real people to trigger user's emotions



See repair status

Log in now to see when your repair will be completed

Login now

Speak with us

Need support? We are here to help.
Click below to chat with us.

Live chat

ANXIETY

Quiet your mind and calm the storm.

PAIN

Ease your pain and soothe your joints.

SLEEP

Sleep tight and wake up refreshed.



USE IMAGES WELL

- 4 Try to show **real people** to trigger user's emotions
- 5 If necessary, **crop images** to fit your message



Solar Development

We work at the forefront of responsible solar development. Partner with us to develop innovative utility-scale solar.

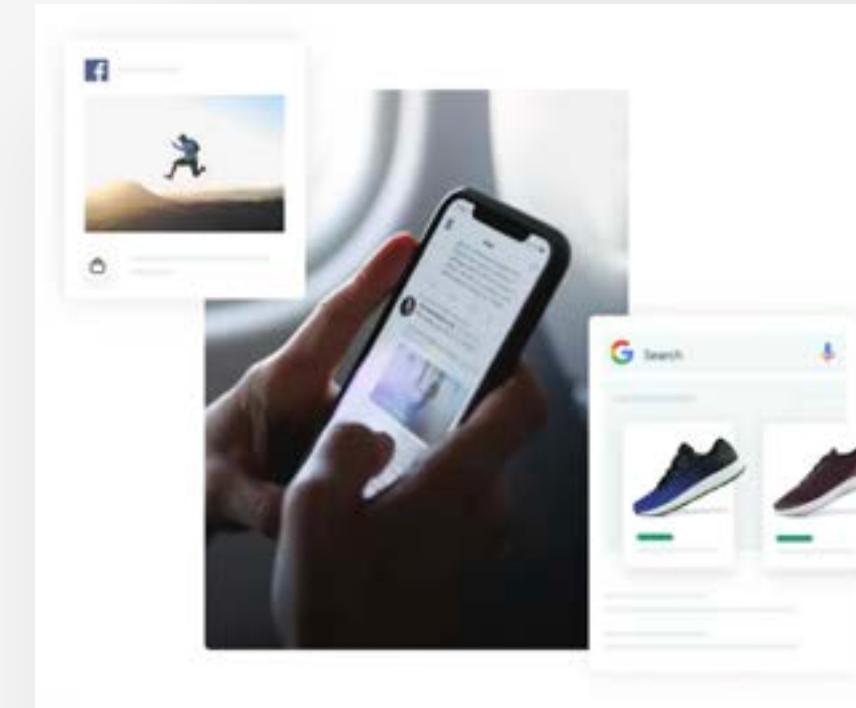
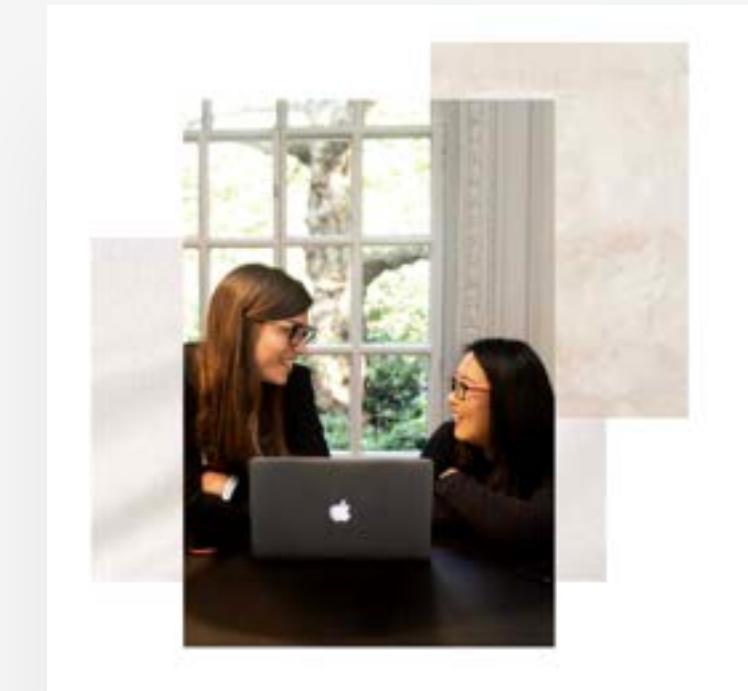
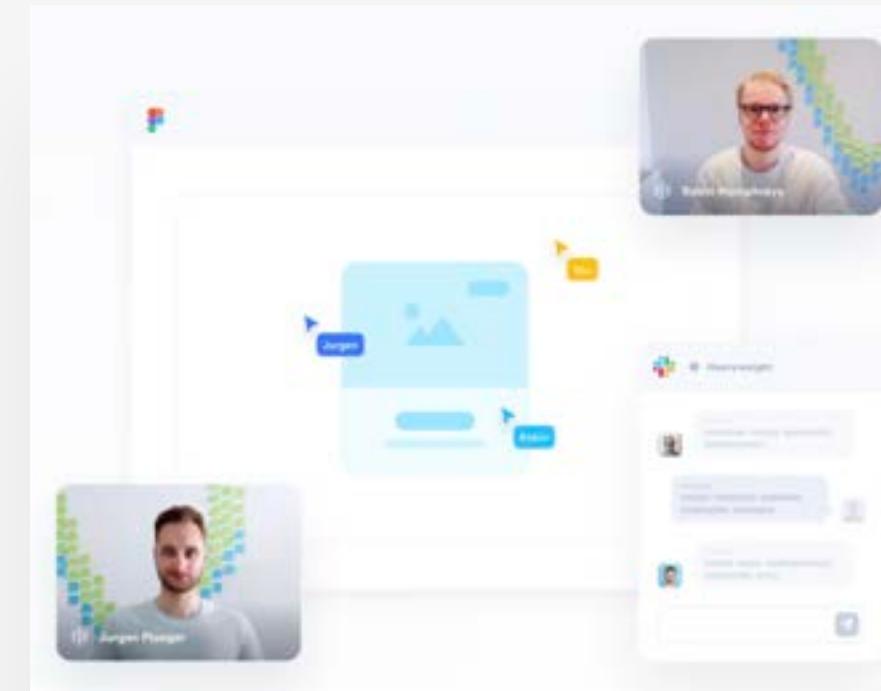
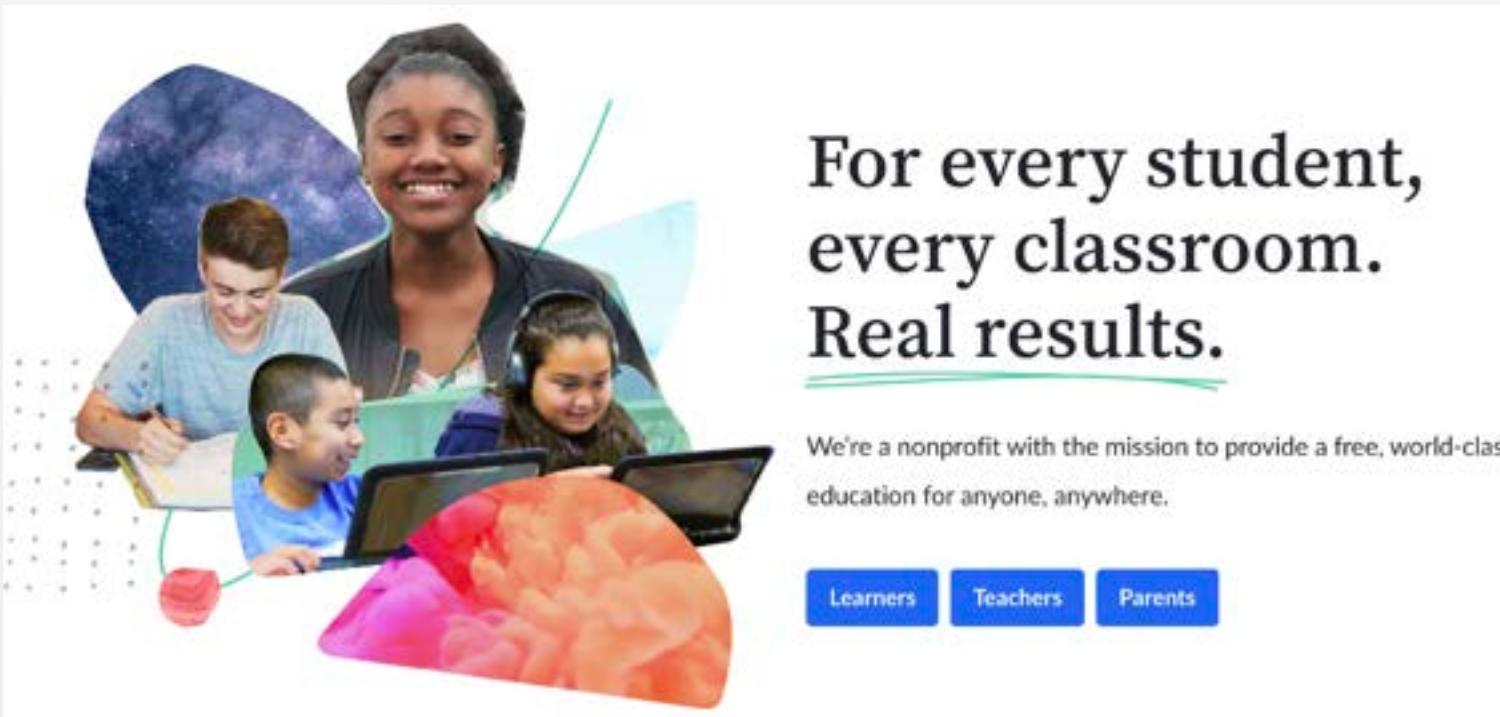
[Learn More](#)

Developers and Property Owners >

Learn how our experienced team can deliver solutions that let you maximize the value of your land.

USE IMAGES WELL

- 4 Try to show **real people** to trigger user's emotions
- 5 If necessary, **crop images** to fit your message
- 6 Experiment **combining photos, illustrations and patterns**



HANDLING TEXT ON IMAGES

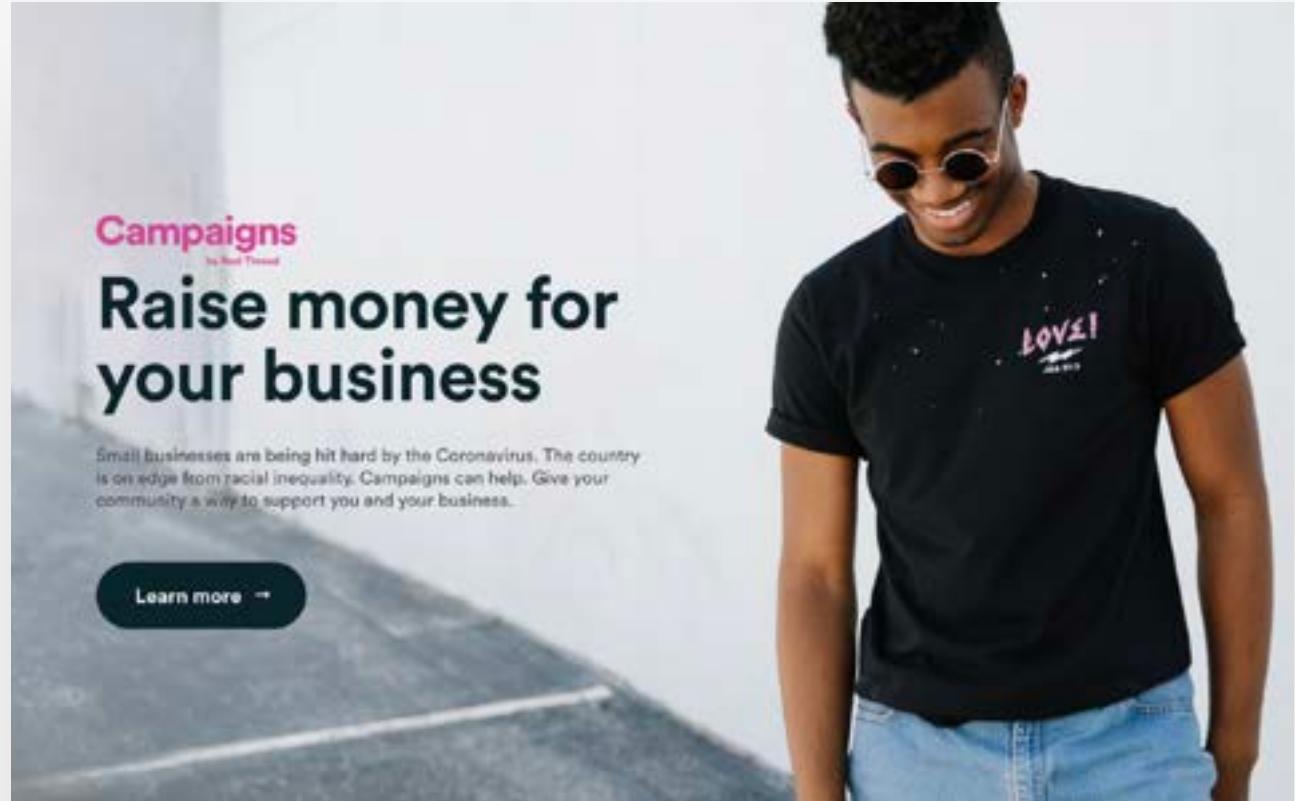
7

Method #1: Darker or brighten image (completely or partially, using a gradient)



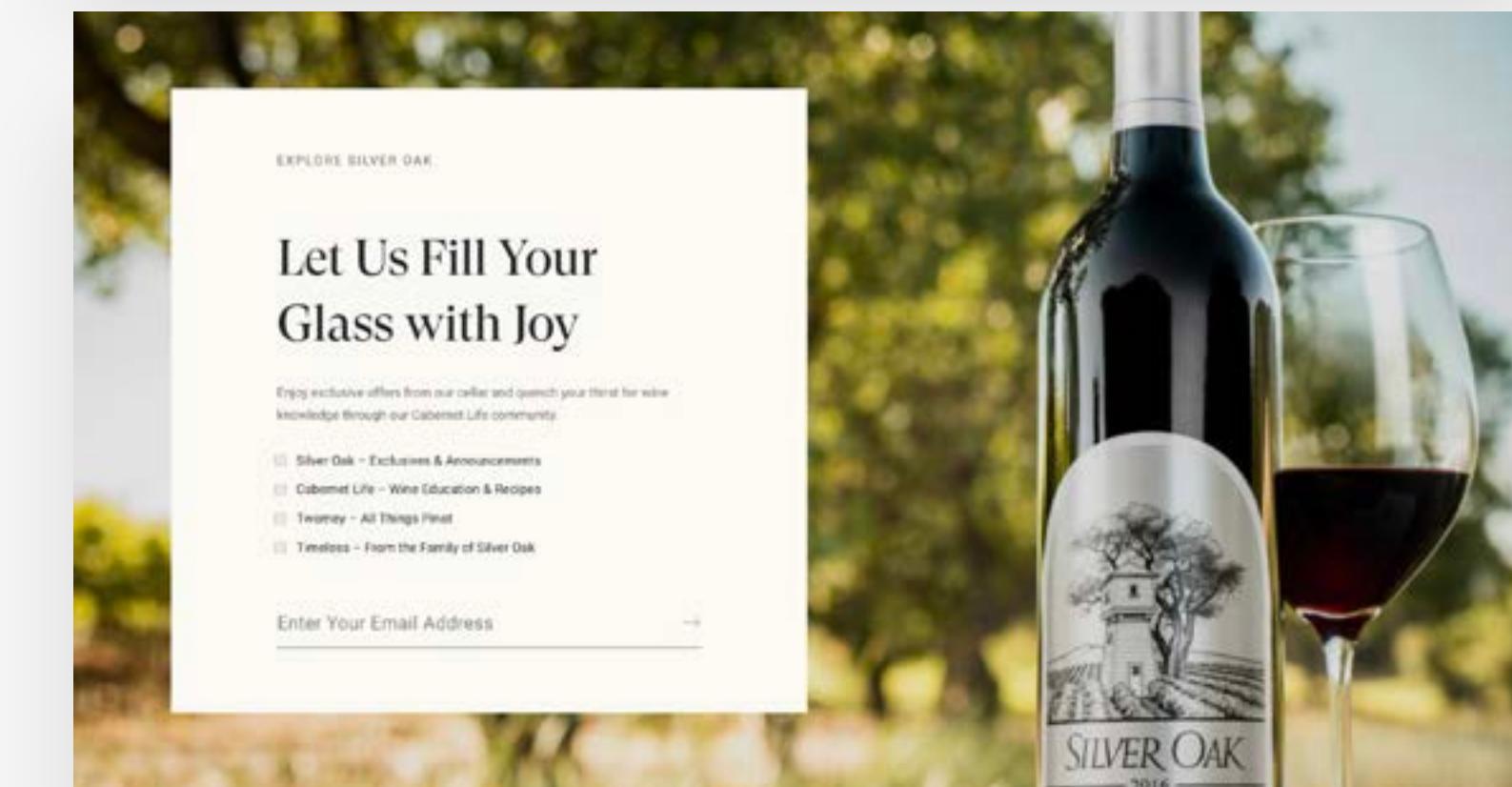
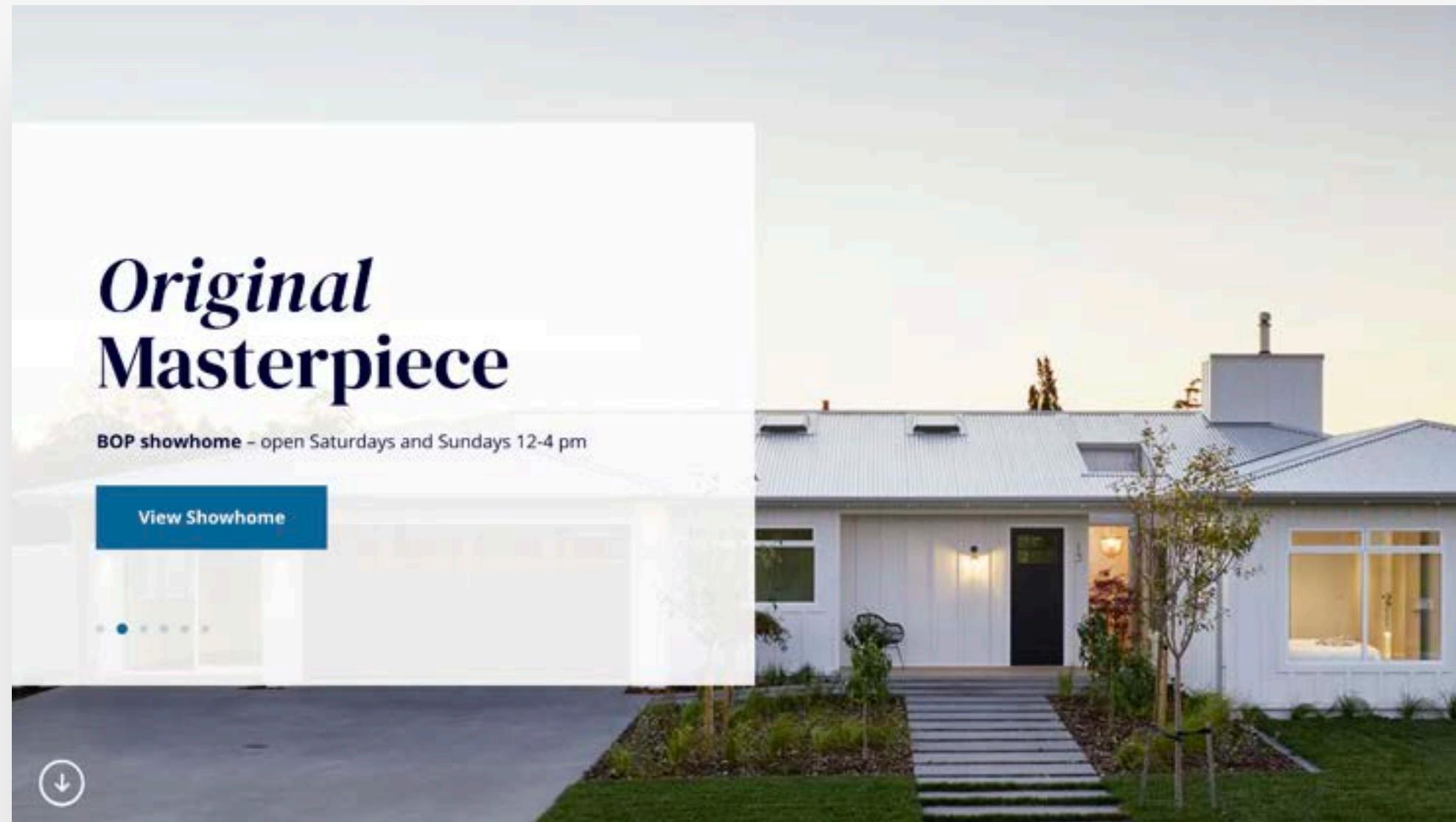
HANDLING TEXT ON IMAGES

- 7 Method #1: Darker or brighten image (completely or partially, using a gradient)
- 8 Method #2: Position text into neutral image area



HANDLING TEXT ON IMAGES

- 7 **Method #1:** Darker or brighten image (completely or partially, using a gradient)
- 8 **Method #2:** Position text into neutral image area
- 9 **Method #3:** Put text in a box



SOME TECHNICAL DETAILS

10

To account for **high-res screens**, make image dimensions **2x as big** as their displayed size

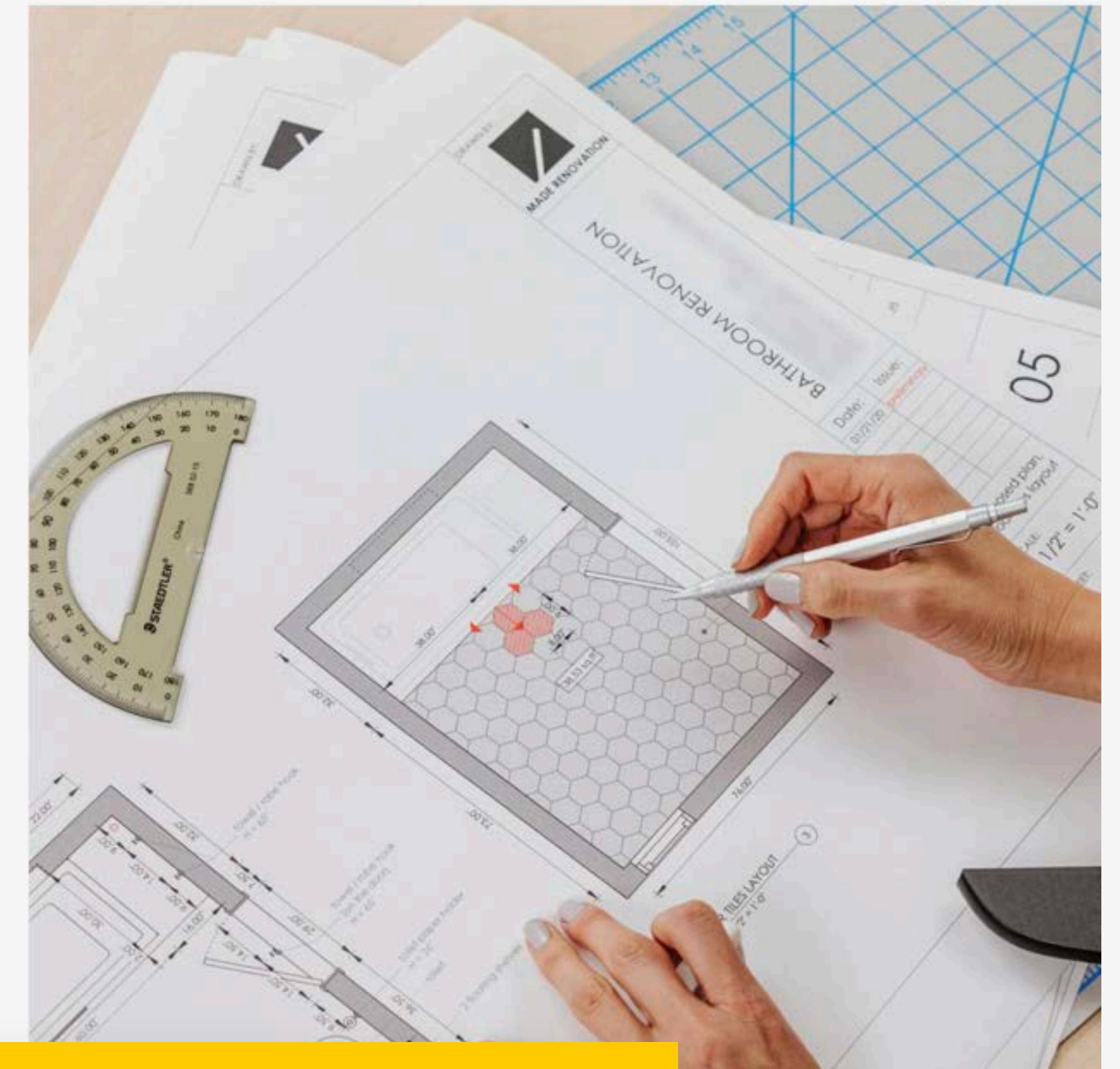
- 👉 **Scale factor:** Actual pixels the screen contains / Pixels represented on screen
- 👉 On high-res screens, scale factor is **2x** or even **3x**, on “normal” screens it’s just **1x** (1 physical pixel = 1 design pixel)



@2x



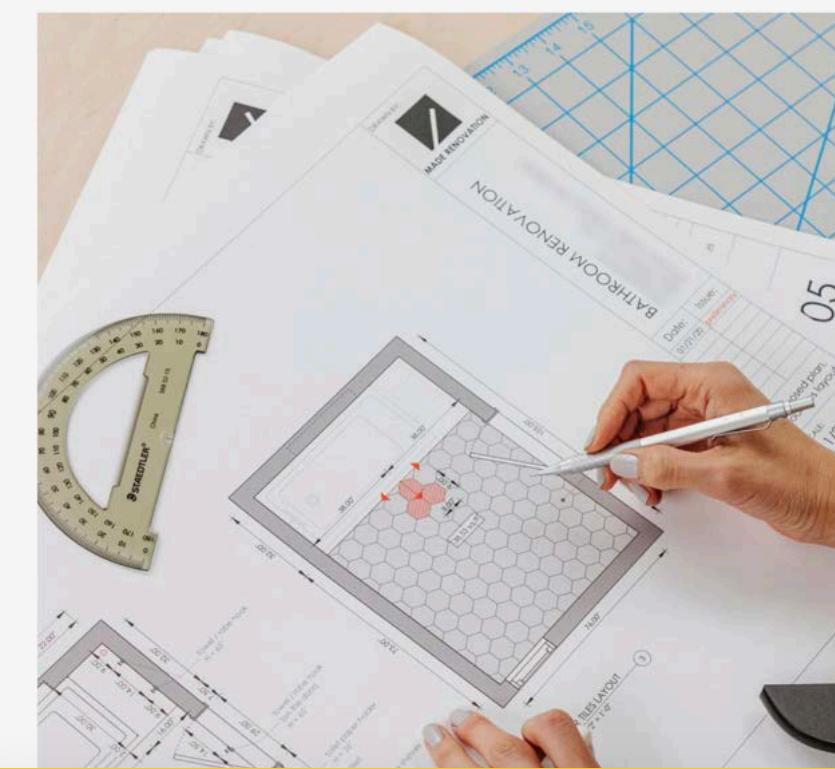
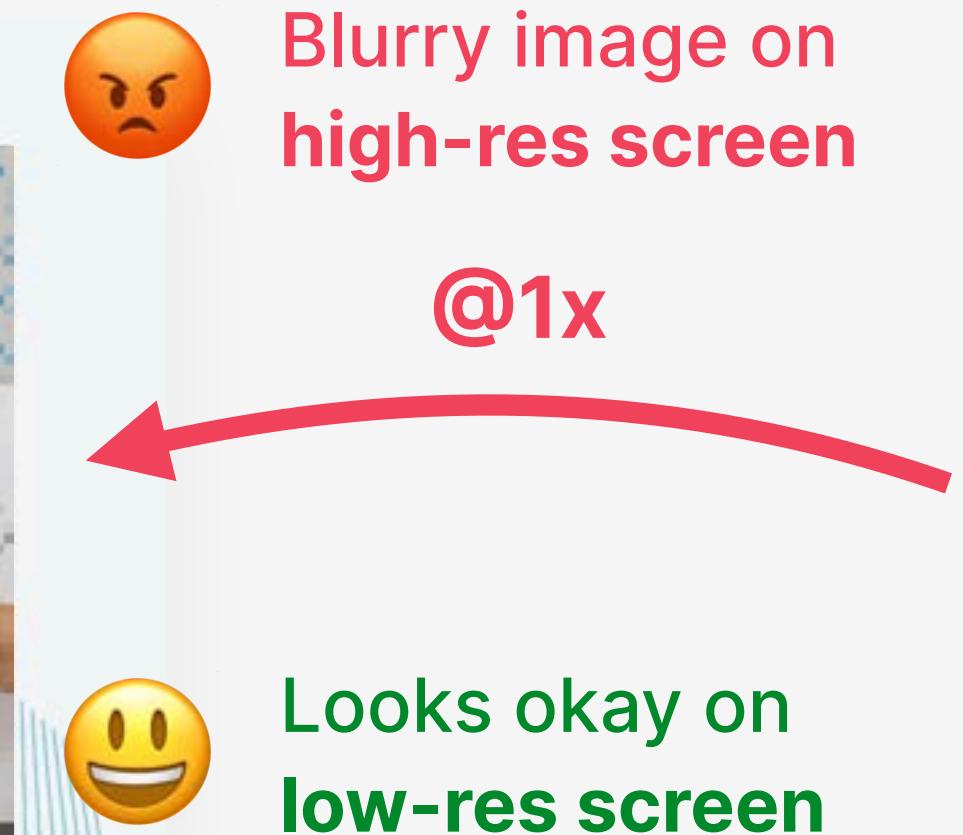
Original image: 600 x 600 px



SOME TECHNICAL DETAILS

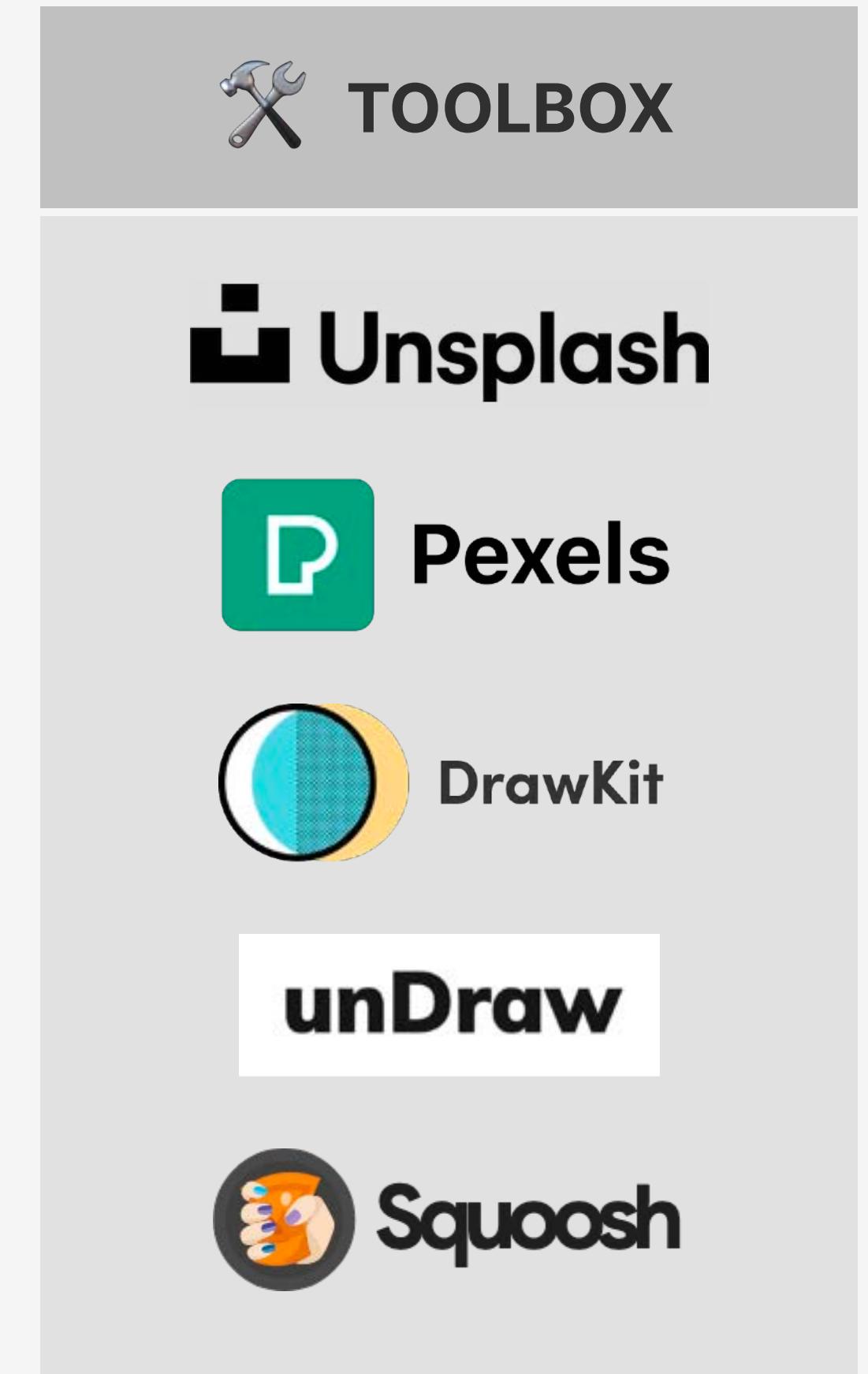
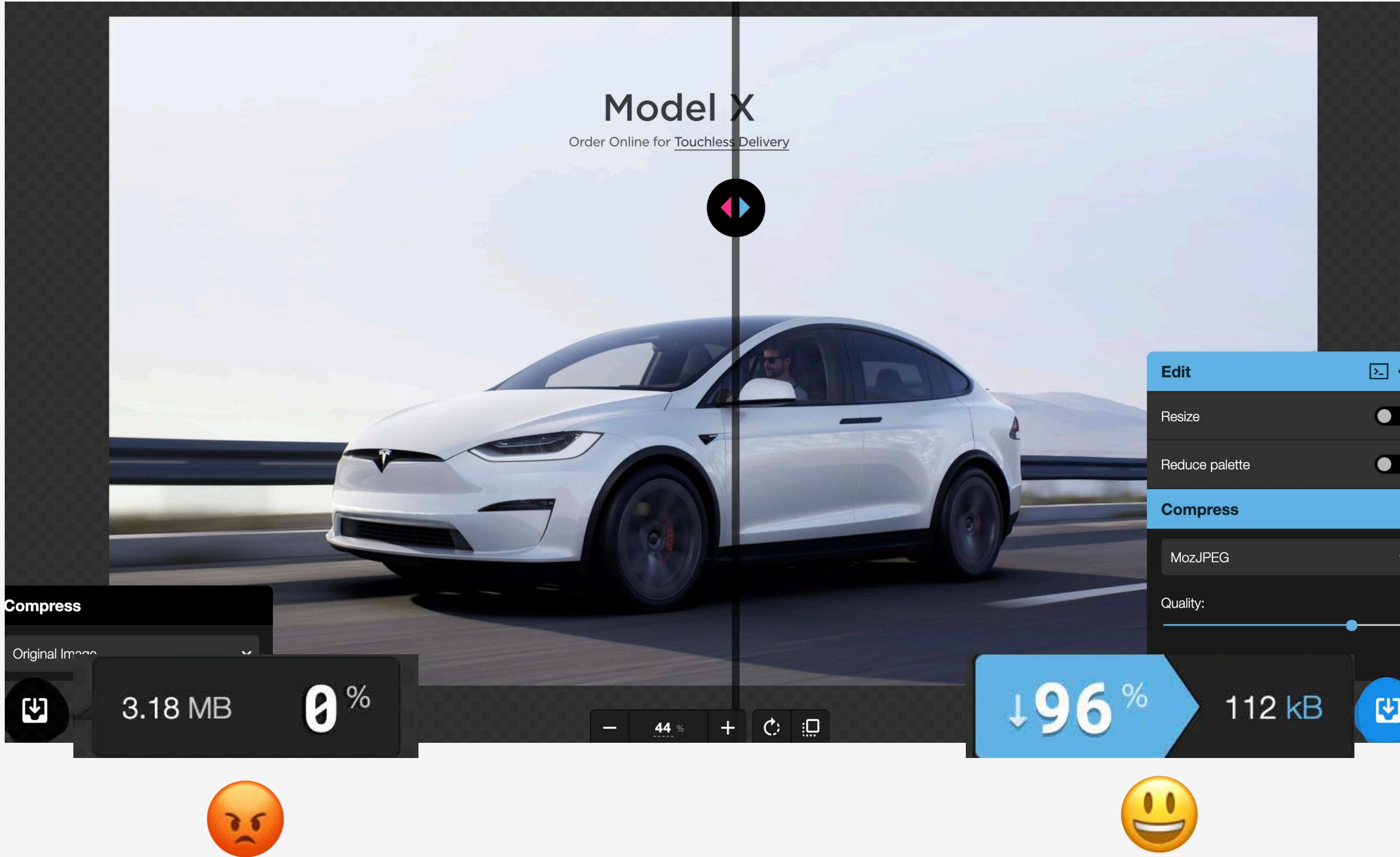
10 To account for **high-res screens**, make image dimensions **2x as big** as their displayed size

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SOME TECHNICAL DETAILS

- 10 To account for **high-res screens**, make image dimensions **2x as big** as their displayed size
- 11 **Compress images** for a lower file size and better performance



SOME TECHNICAL DETAILS

- 10 To account for **high-res screens**, make image dimensions **2x as big** as their displayed size
- 11 **Compress images** for a lower file size and better performance
- 12 When using multiple images side-by-side, make sure they have the **exact same dimensions**



The new IBM z15



EAM



The hybrid cloud advantage



Cloud without compromise, for businesses of all sizes

Rapidly deploy access to critical applications for remote workforces

Build once, run anywhere, and adapt to change without compromise

[Learn more about the new IBM z15 single-frame system →](#)

[Register to qualify for a free 60-day trial →](#)

[Find your hybrid solution → →](#)



The new IBM z15



EAM



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BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS



SECTION

WEB DESIGN RULES AND
FRAMEWORK

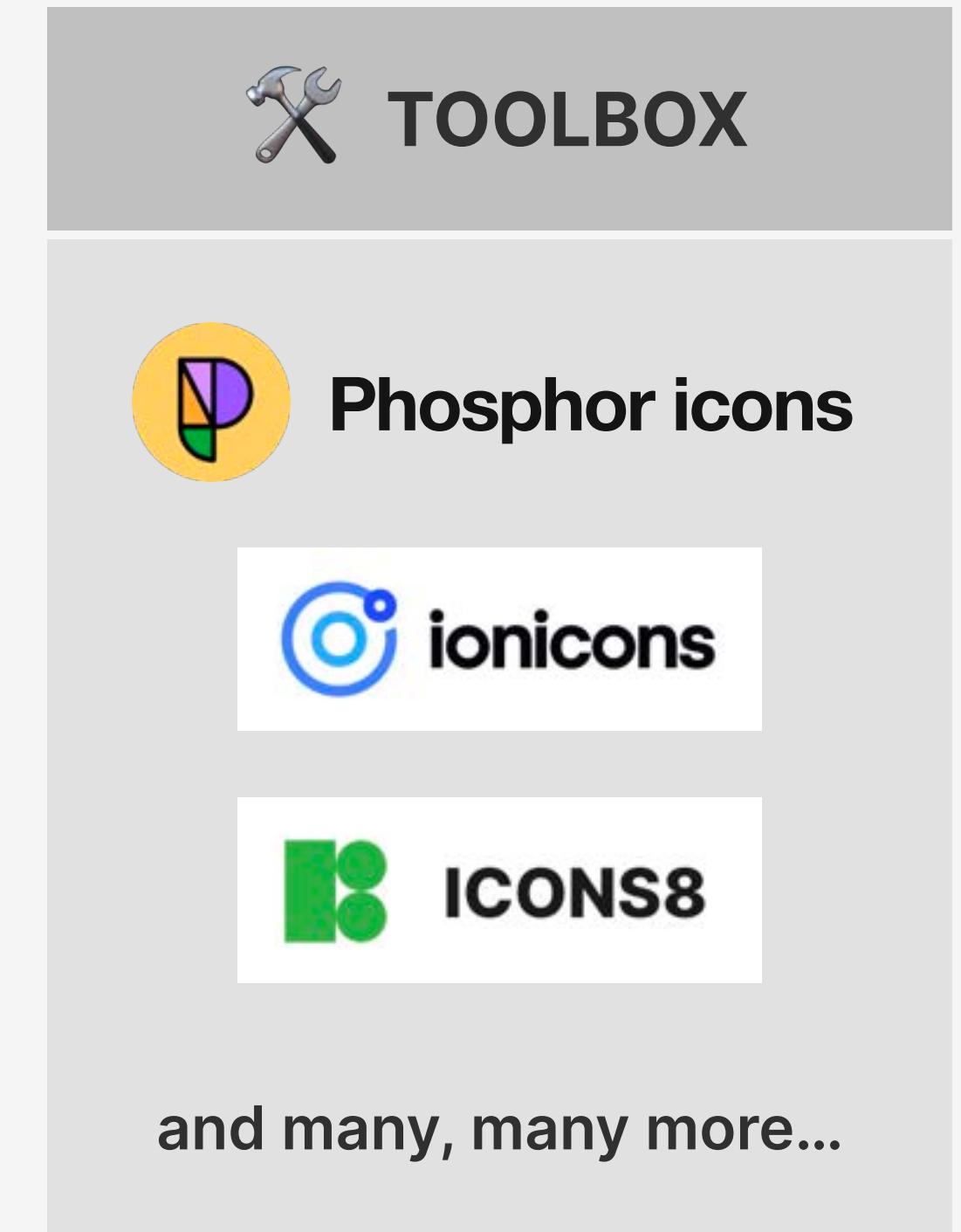
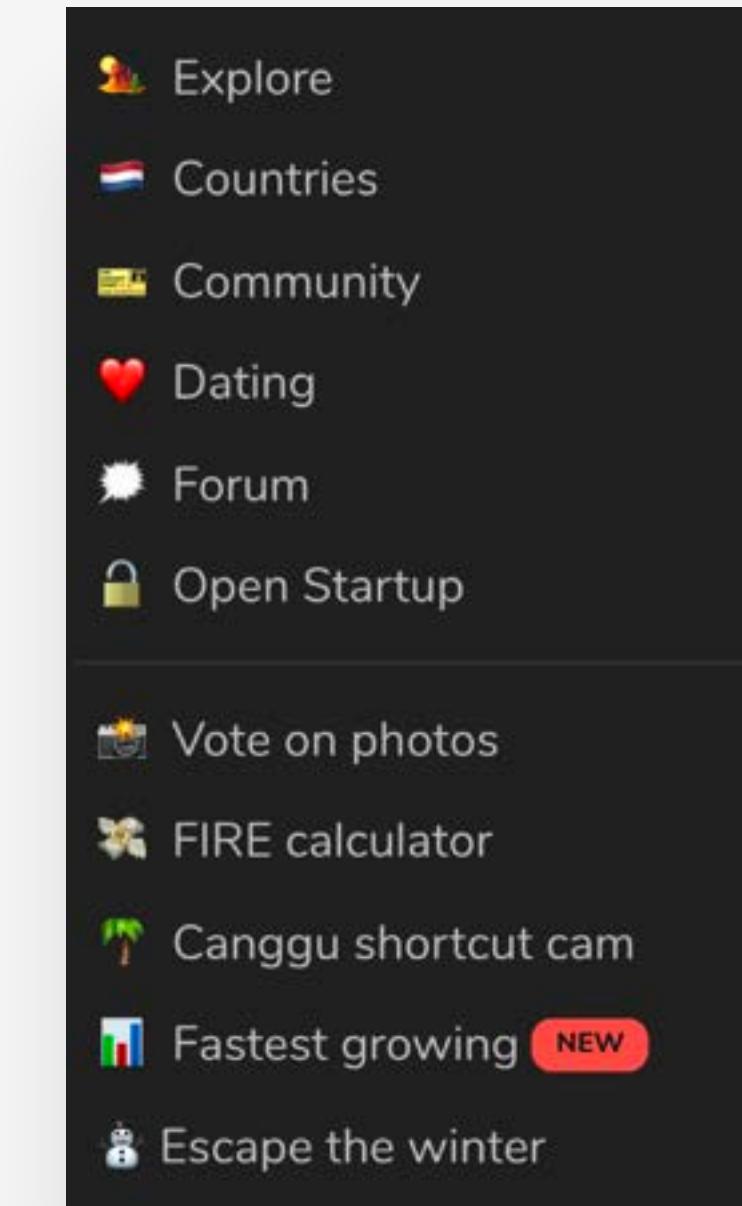
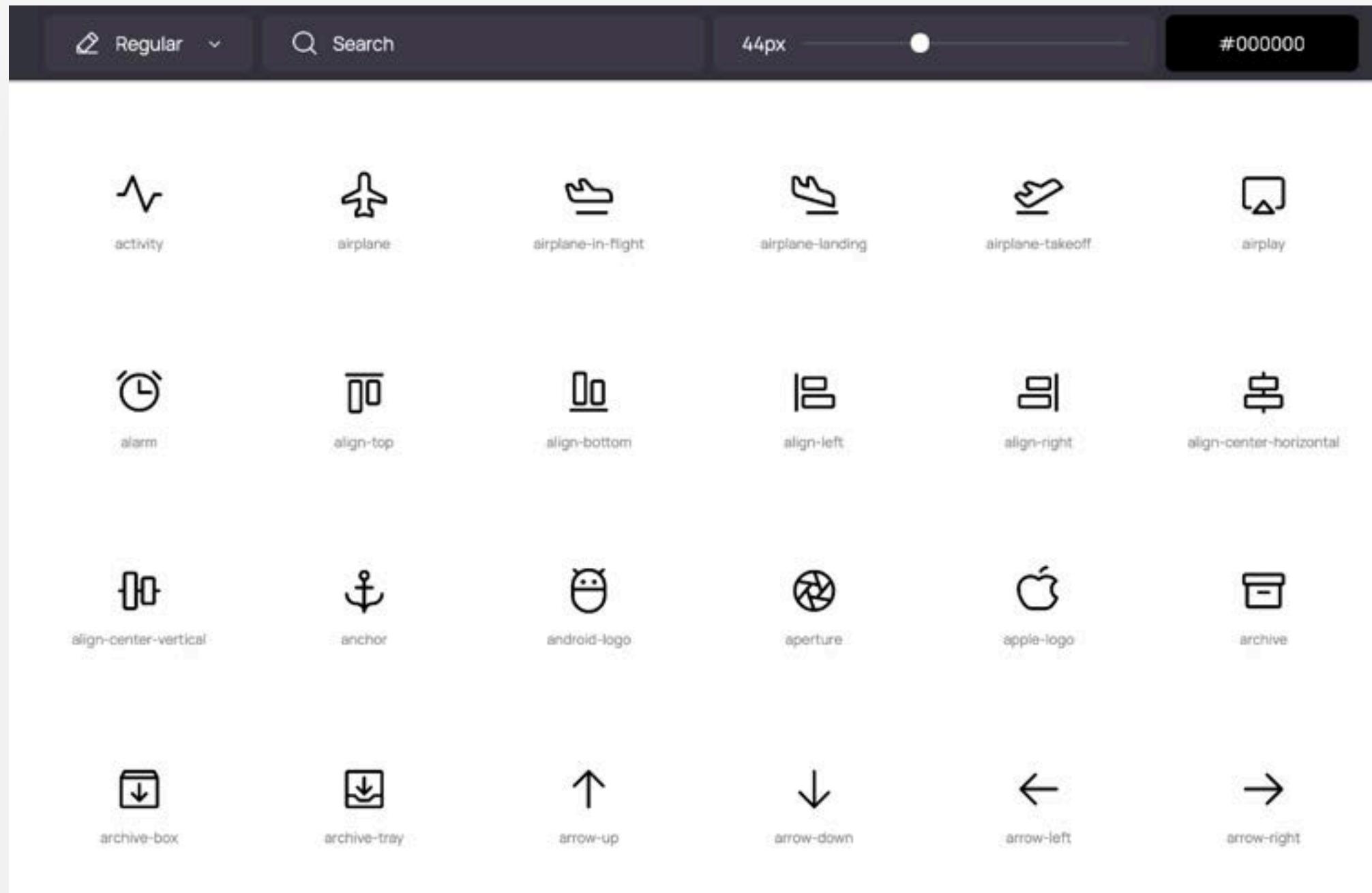
LECTURE

WEB DESIGN RULES #4: ICONS

USE GOOD ICONS

1

Use a good icon pack, there are tons of free and paid icons packs

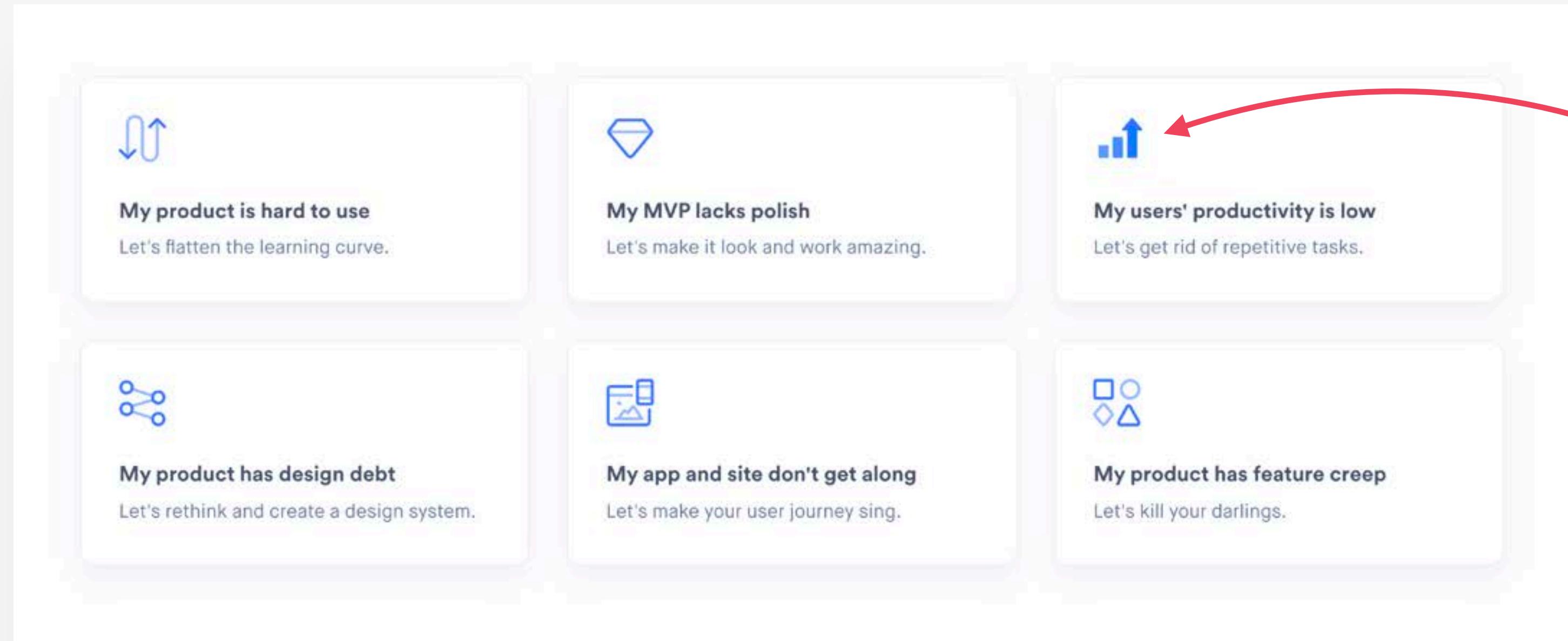


Phosphor icons

✌️ You can just use
emojis too

USE GOOD ICONS

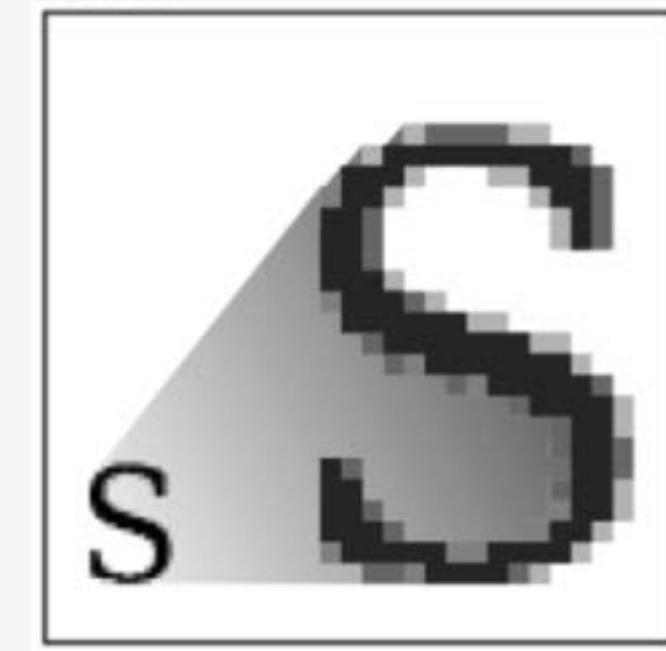
- 1 Use a **good icon pack**, there are tons of **free** and paid icons packs
- 2 Use only one icon pack. **Don't mix** icons from different icon packs



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

USE GOOD ICONS

- 1 Use a **good icon pack**, there are tons of **free** and paid icons packs
- 2 Use only one icon pack. **Don't mix** icons from different icon packs
- 3 Use **SVG icons or icon fonts**. Don't use bitmap image formats (.jpg and .png)!



BITMAP



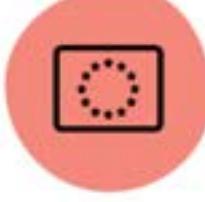
VECTOR-BASED

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

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

USE GOOD ICONS

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

-  **Secure**
Safeguard your agreements
-  **Legally binding**
Time-stamped proof file
-  **Hosted in the EU**
GDPR and eIDAS compliant

HAPPINESS GUARANTEE

Love it, or it's on us.

Here's why we know you will.

-  **Try Feals risk-free**
Free shipping and free returns.
-  **No fuzzy haze**
Feel better and keep a clear head.
-  **All natural ingredients**
Grown with care by US farmers.

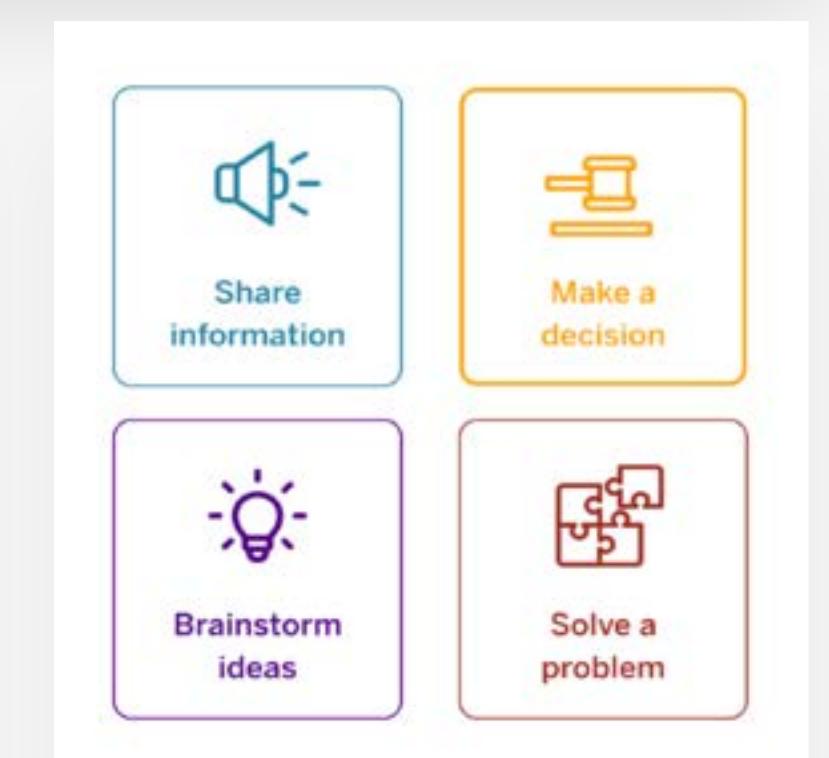
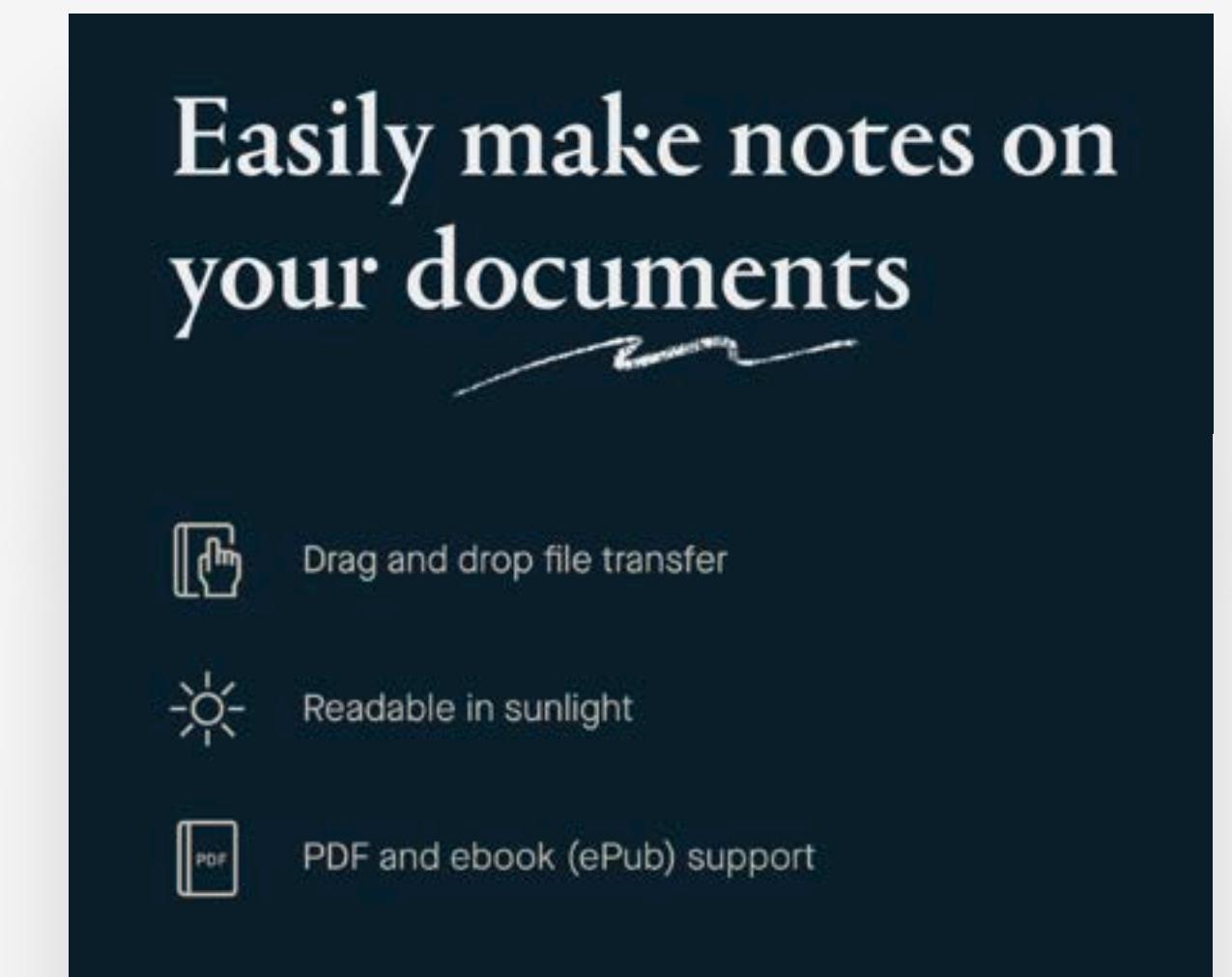
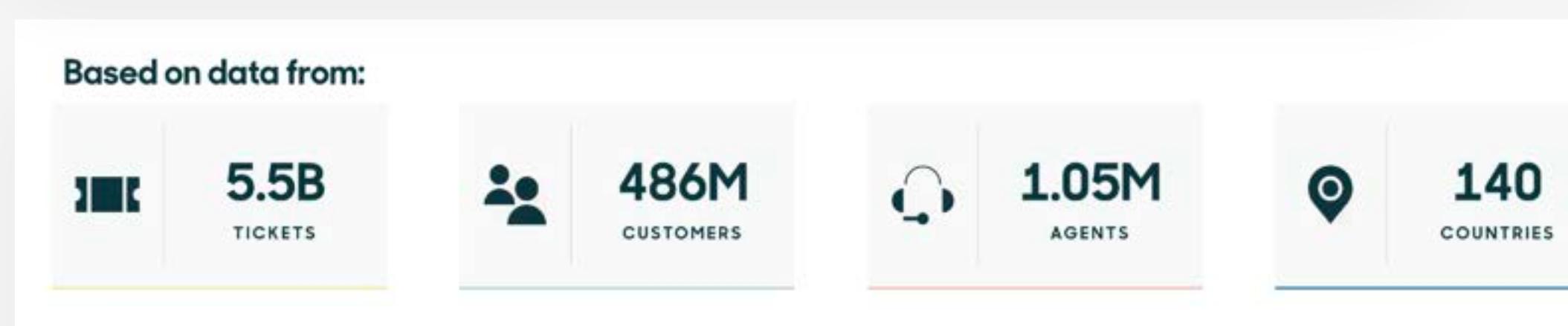
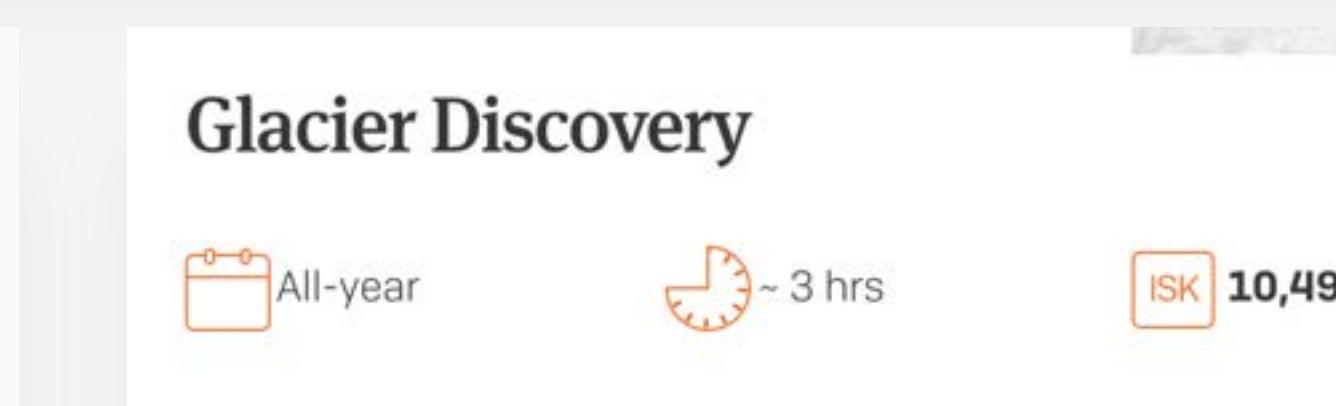
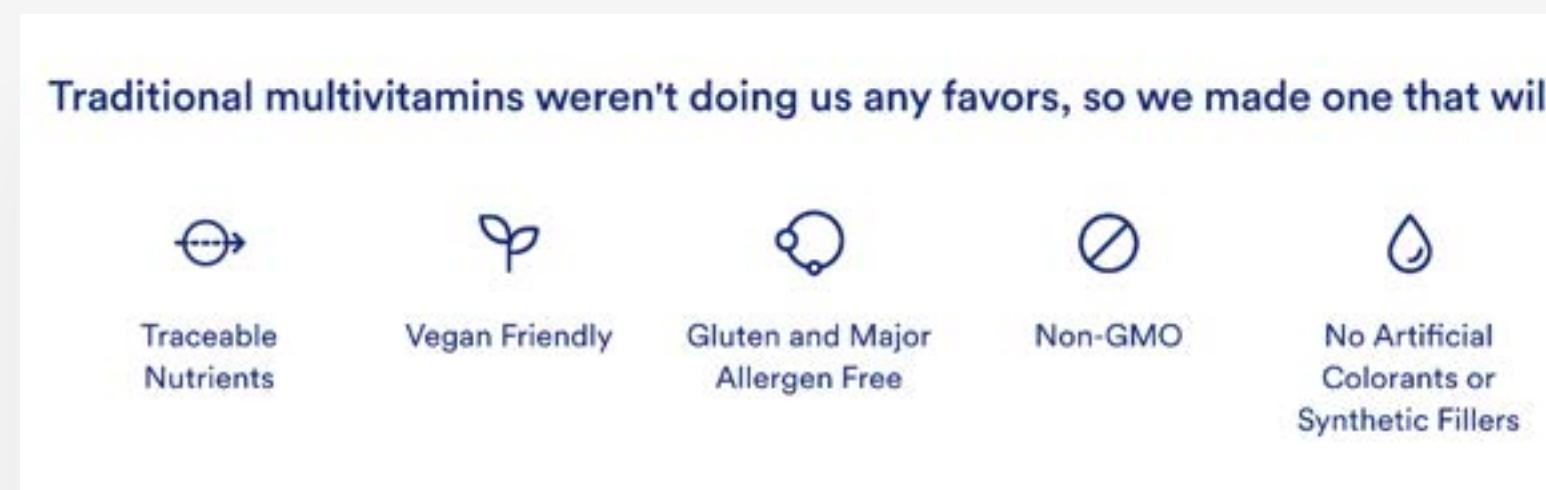
Trust our team of experts to deliver

-  **Design consultants**
Our team can help you create your FF&E specification, keeping it on time and in budget.
-  **One point of contact**
You have one point of contact — us. We'll handle every supplier and all the admin.
-  **Installation**
On-site installation including assembly, positioning, snagging and packaging removal.
-  **Consolidated delivery**
We'll consolidate orders from multiple suppliers and deliver when required.

WHEN TO USE ICONS

5

Use icons to provide visual assistance to text



WHEN TO USE ICONS

5

Use icons to provide visual assistance to text

6

Use icons for product feature blocks

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

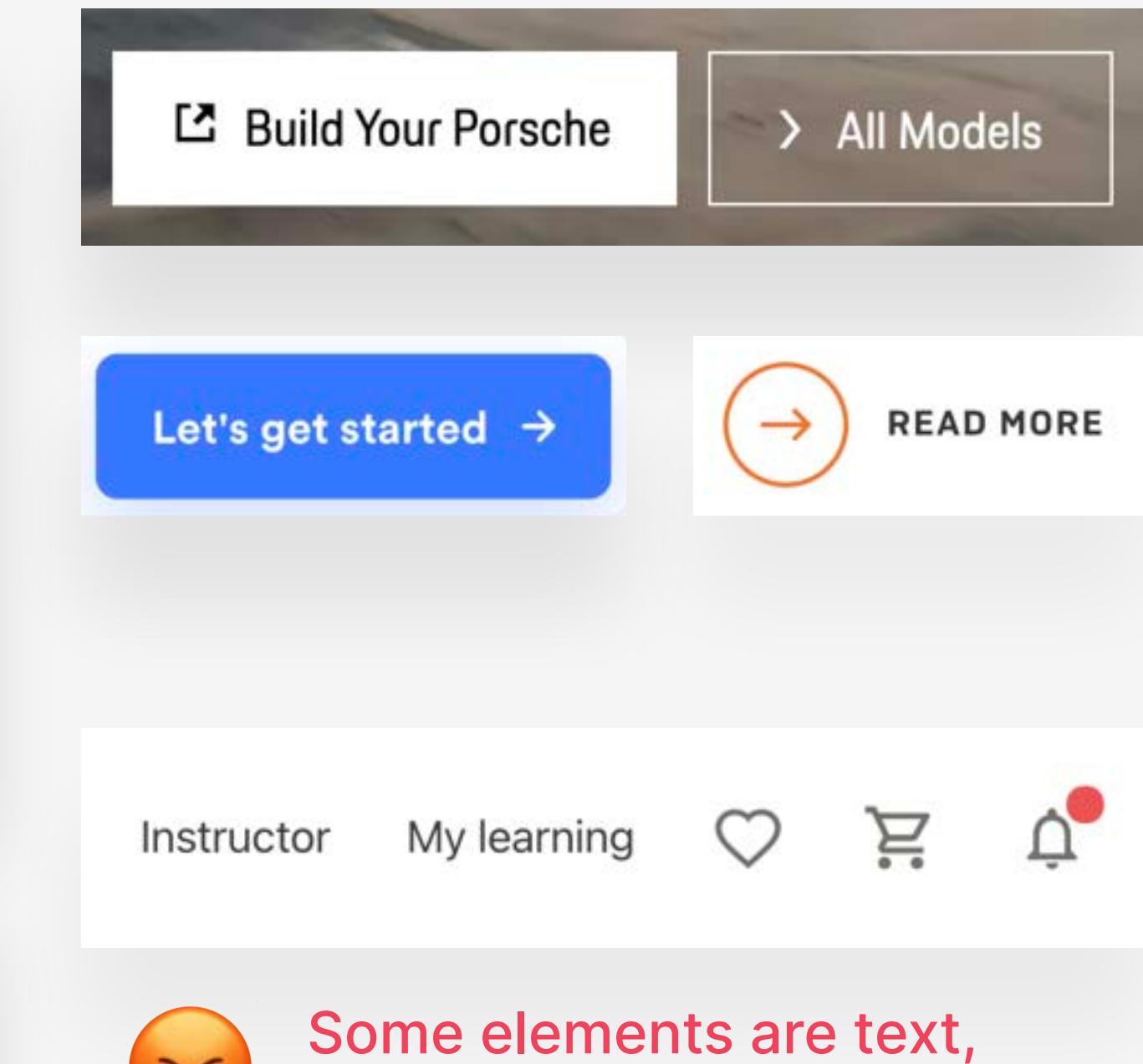
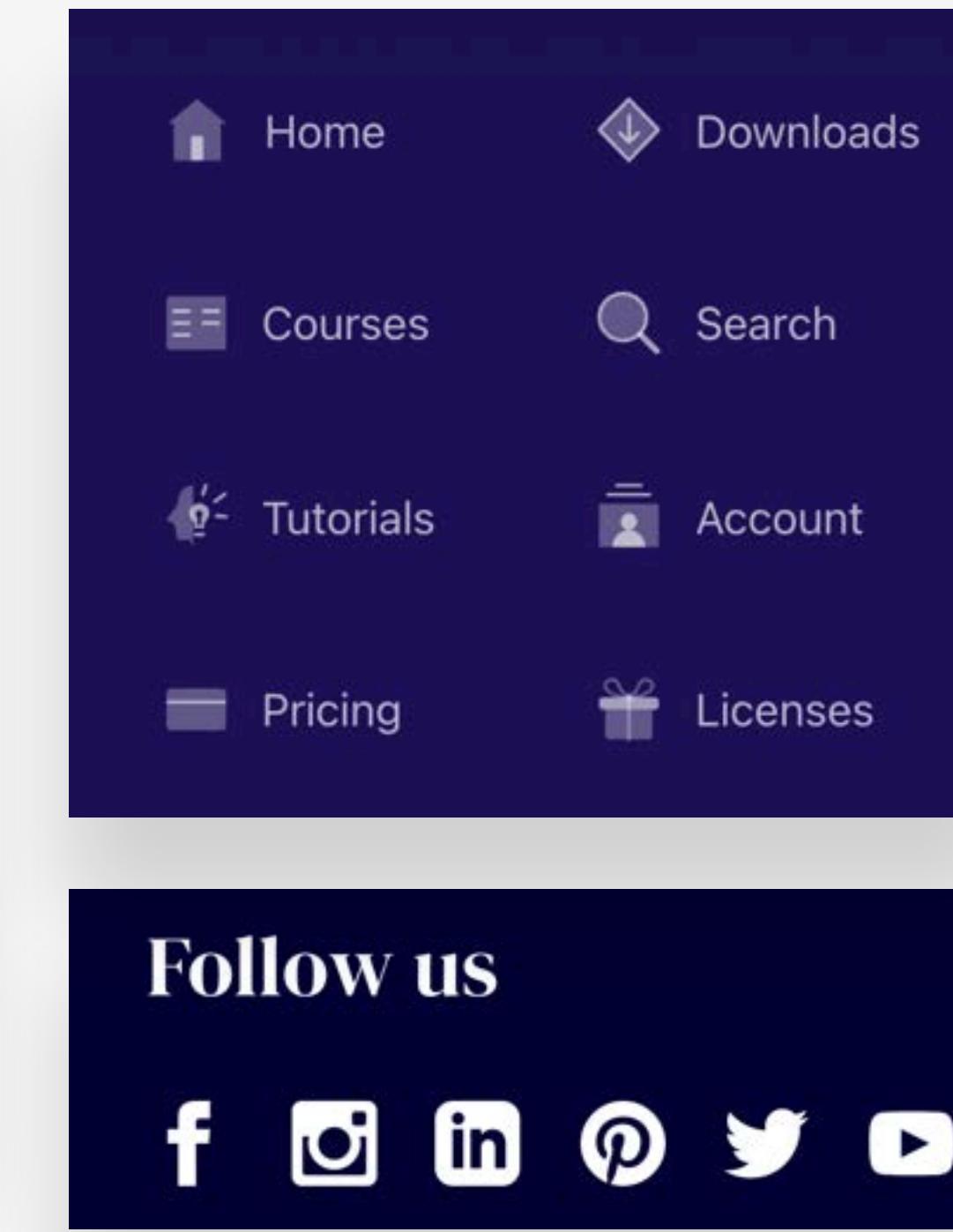
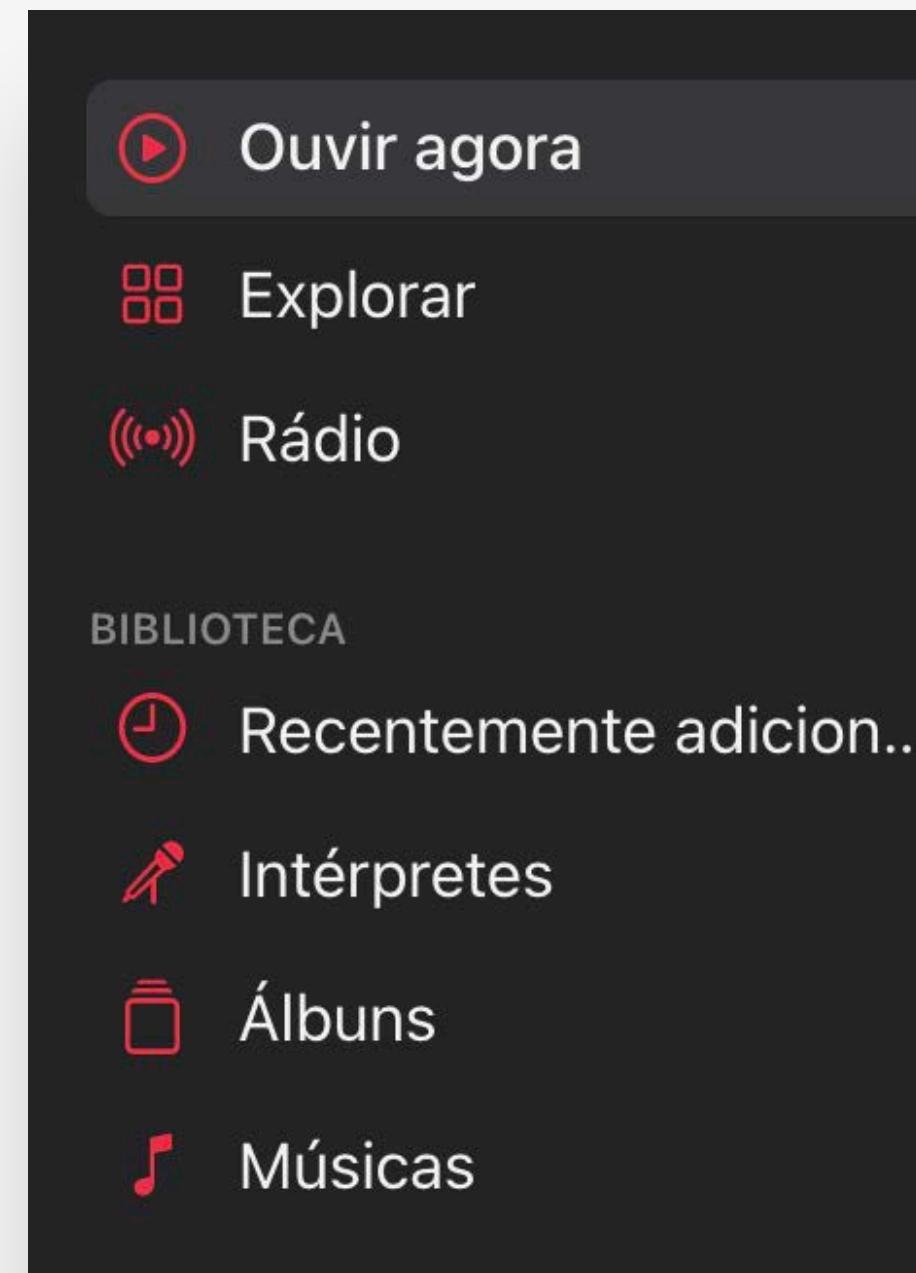
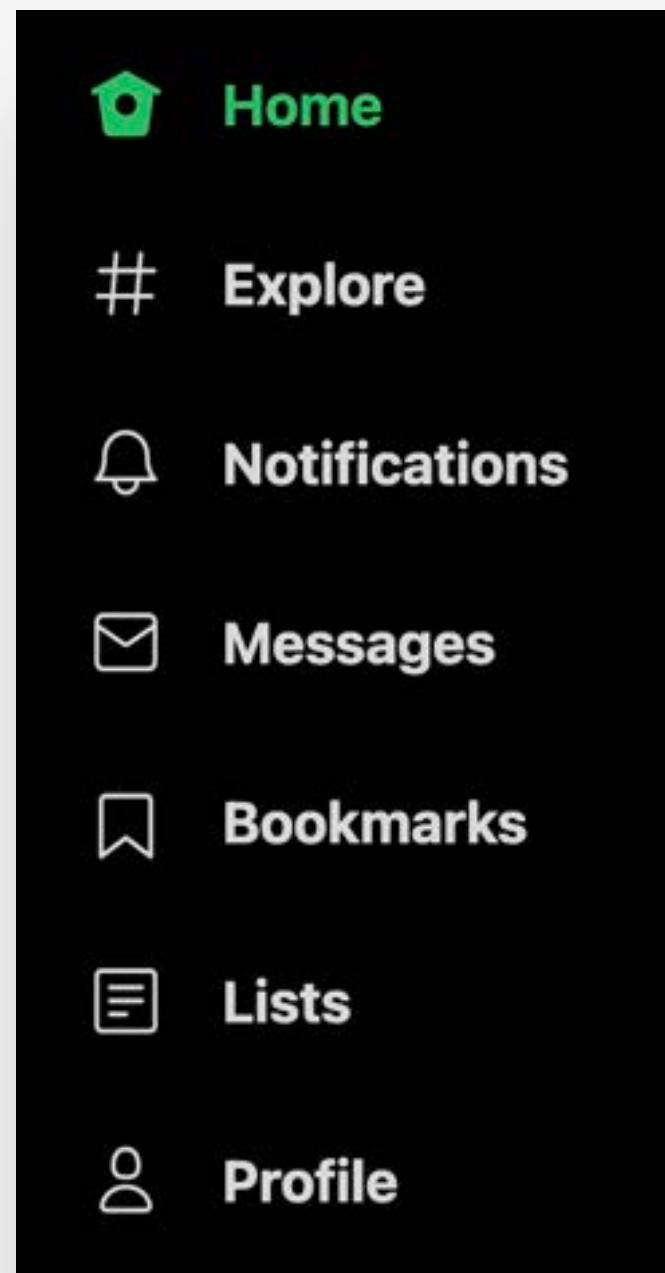
Low minimums
Order as few as [20 shirts](#) to get your project started.

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

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

WHEN TO USE ICONS

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



Some elements are text, others are unlabeled icons...

WHEN TO USE ICONS

5 Use icons to provide visual assistance to text

6 Use icons for product feature blocks

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

8 Use icons as bullet points

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

✓ Caffeine keeps you alert. [1]
✓ Coffee contains helpful antioxidants. [2]
✗ Anxiety: Caffeine increases the body's stress hormone (cortisol). [3]
✗ Sleeplessness: Excess caffeine decreases sleep quality, requiring even more caffeine the next day for the same alertness. [4]
✗ Harmful: Many energy drinks include harmful compounds like L-tyrosine and excessive amounts of sugar. [5]

✗ Program Administration
Blair handles all operational duties to facilitate the ISA program including the process of all applications, repayments and customer support. Lean back and focus on the education of your students.
+ Regulatory Framework
+ Technical Infrastructure
+ Financing Solutions

Sustainable aluminum bottle
 Only clean and natural ingredients
 No petrochemicals
 Saves clean water
 Renewable active ingredients
 Made locally with minimal outsourcing
 Reduces greenhouse gas emissions
 Proven to perform

We partner closely with you.

✓ Dedicated support over Slack
✓ ATS integrations
✓ Strategy meetings to hone in the search
✓ Scheduling management
✓ Weekly performance reports
✓ Consultation on job description and messaging

USE ICONS WELL

9

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

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

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

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

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

	Inbox
	Starred
	Snoozed
	Important
	Sent
	Drafts
	Trash

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

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

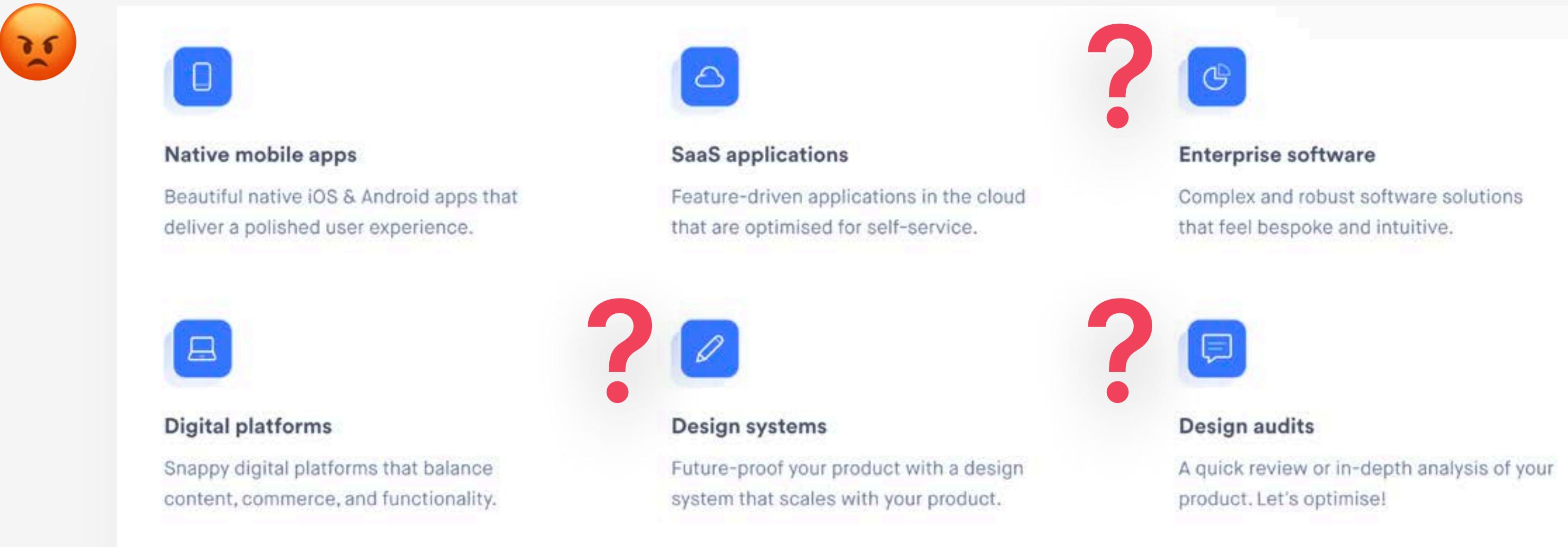
Lost Money
Get alerts if you're overpaying on bills, and switch to a cheaper supplier in seconds

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

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

USE ICONS WELL

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



USE ICONS WELL

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



The image shows two side-by-side sections of a user interface. Both sections feature three items, each with an icon and text. In the first section (left), the icons are small and neutral-colored (purple lock, blue speech bubble, green shield). In the second section (right), the same icons are larger and have a different color scheme (orange lock, orange speech bubble, green shield). This visual comparison illustrates how icon size and color can affect their perceived importance and meaning.

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



The image shows two side-by-side sections of a user interface. Both sections feature three items, each with an icon and text. In the first section (left), the icons are small and neutral-colored (purple lock, blue speech bubble, green shield). In the second section (right), the same icons are larger and have a different color scheme (orange lock, orange speech bubble, green shield). This visual comparison illustrates how icon size and color can affect their perceived importance and meaning.

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The image shows two side-by-side sections of a user interface. Both sections feature three items, each with an icon and text. In the first section (left), the icons are small and neutral-colored (bed icon, sofa icon, spray bottle icon). In the second section (right), the same icons are larger and have a different color scheme (bed icon, sofa icon, spray bottle icon). This visual comparison illustrates how icon size and color can affect their perceived importance and meaning.

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



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



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS



SECTION

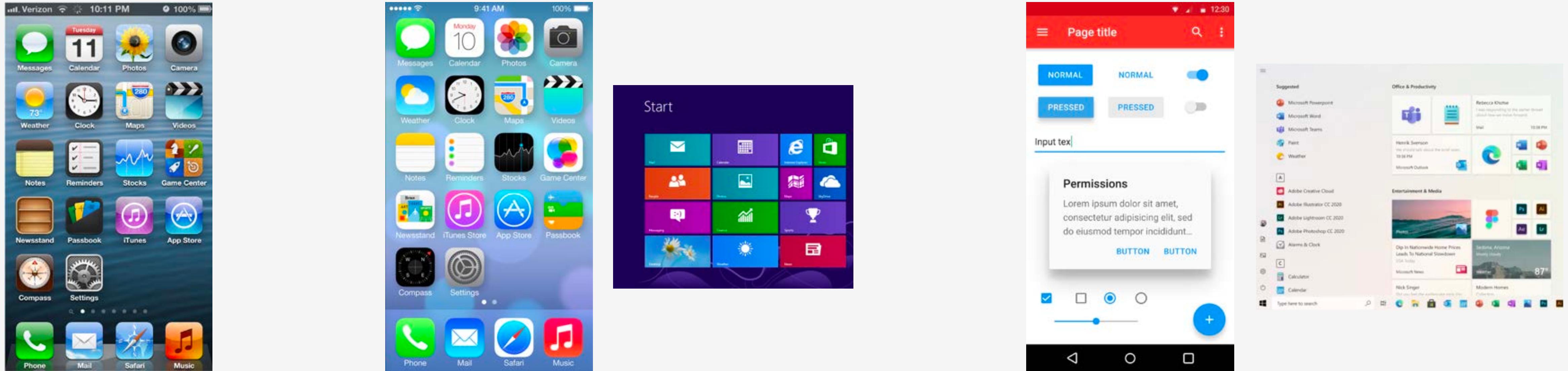
WEB DESIGN RULES AND
FRAMEWORK

LECTURE

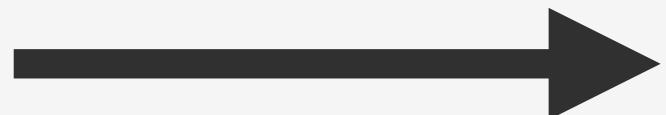
WEB DESIGN RULES #5:
SHADOWS

SOME CONCEPTS FIRST...

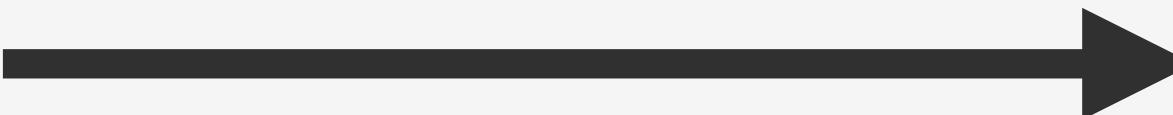
👉 After an era of 100% flat design, we're now **back to using shadows** in UI design ("flat design 2.0")



SKEUOMORPHIC
DESIGN



FLAT DESIGN
(MINIMAL)

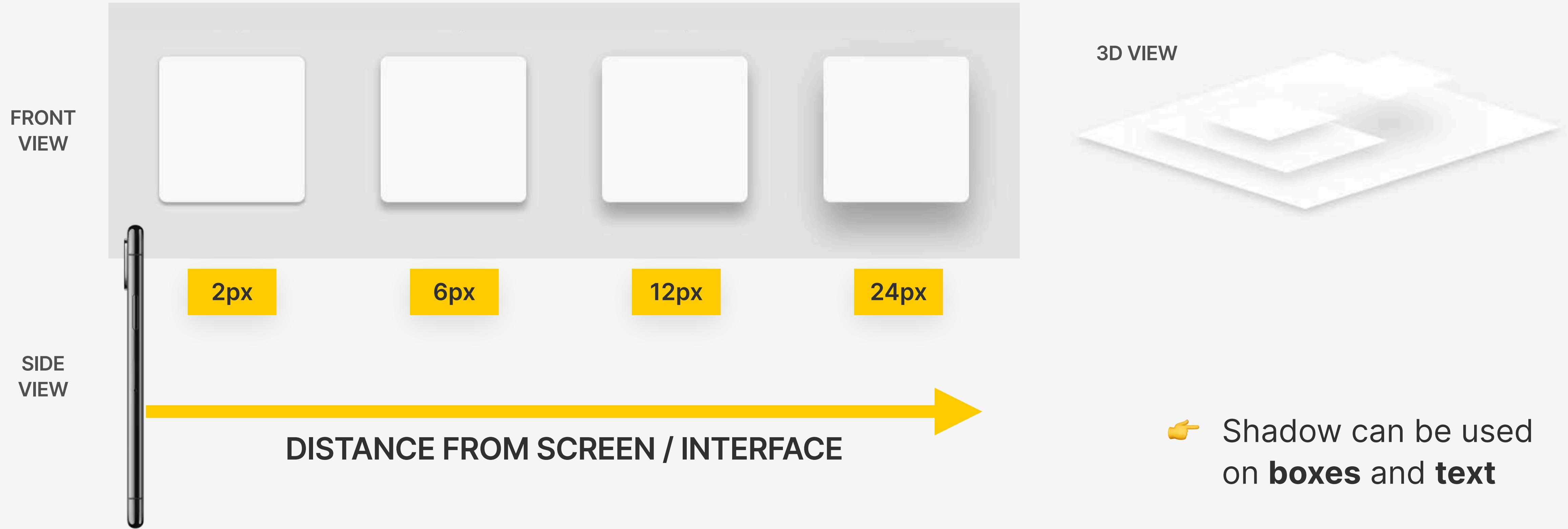


FLAT DESIGN 2.0

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

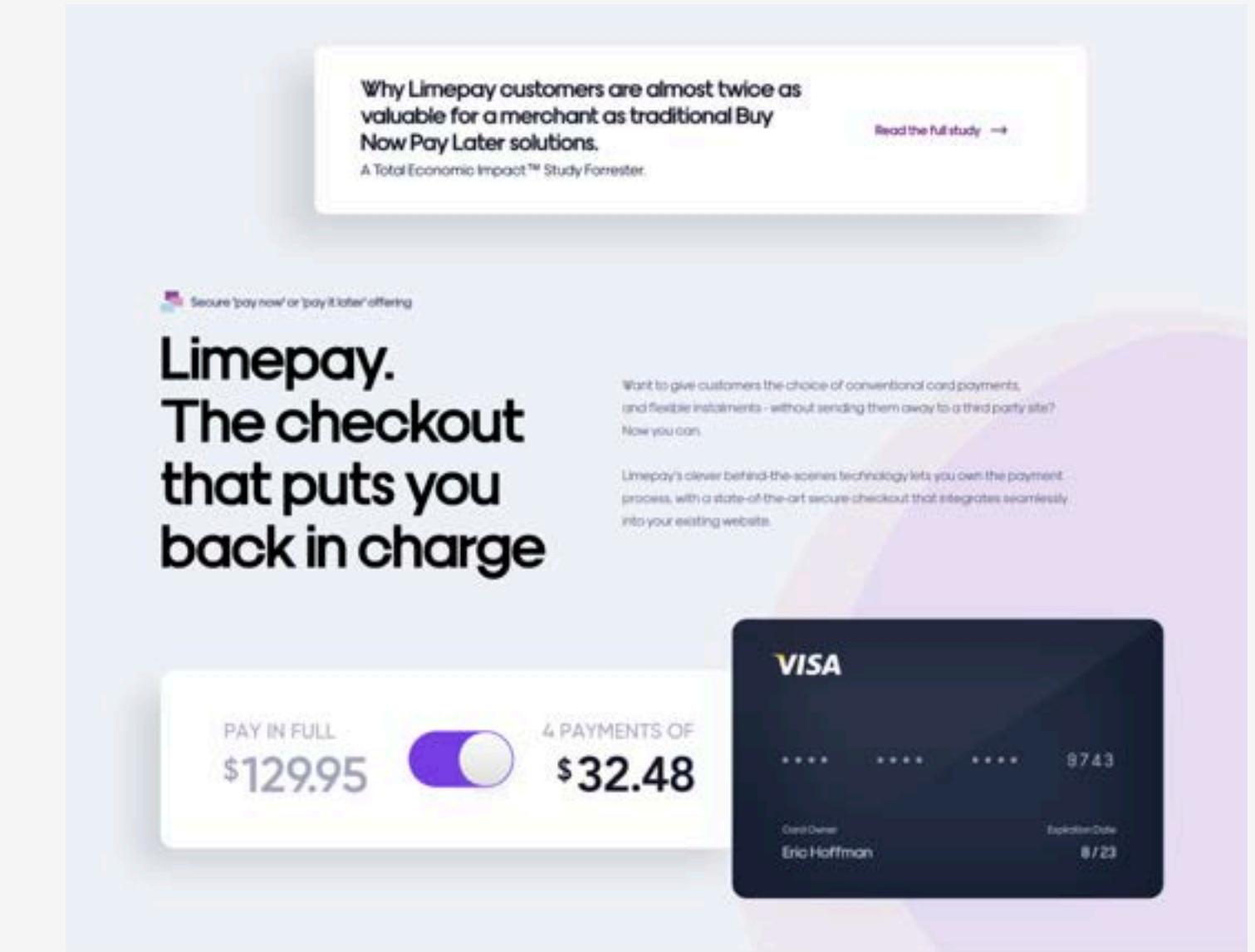
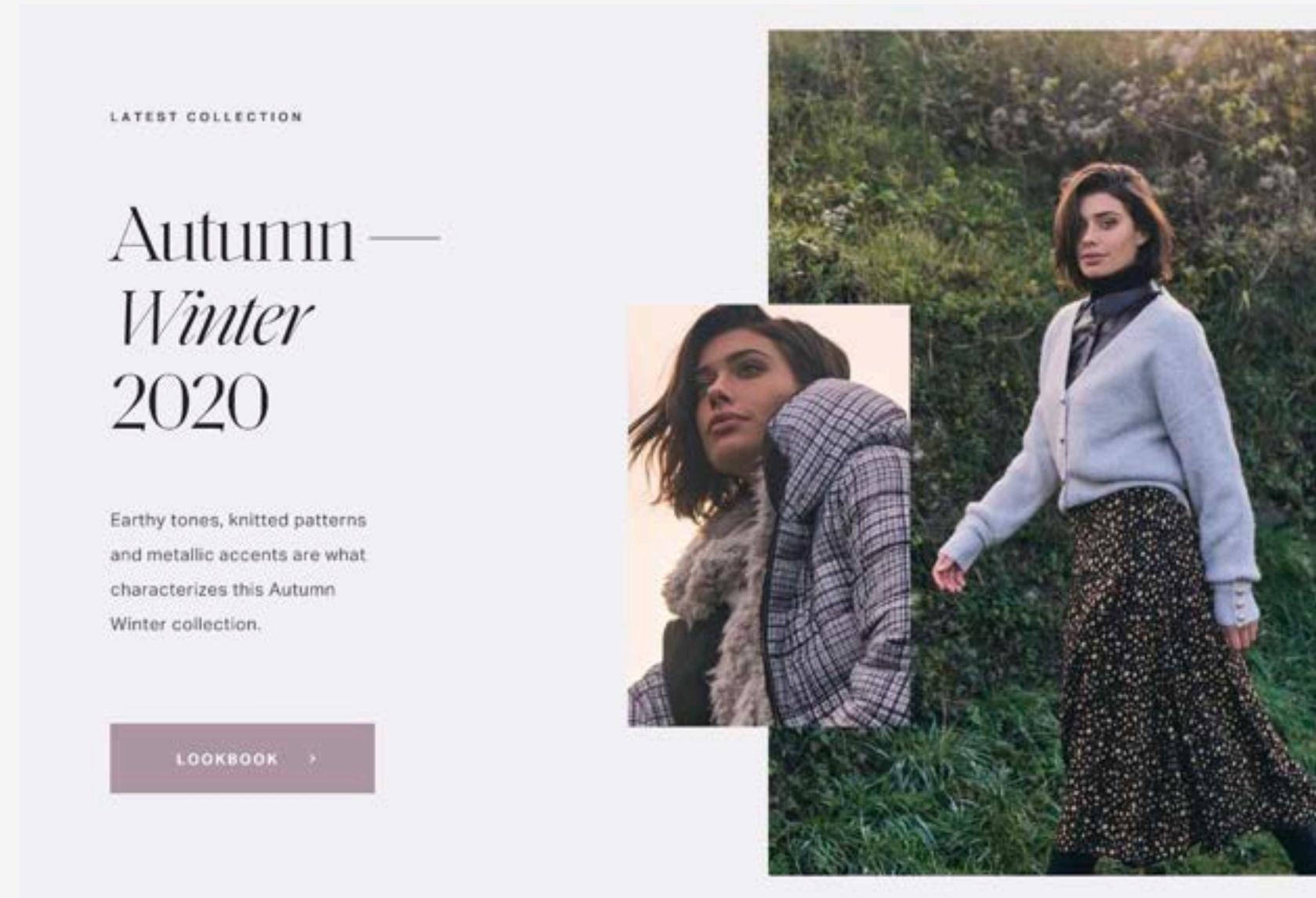
SOME CONCEPTS FIRST...

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



USE SHADOWS WELL

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



Less shadows

More shadows

SERIOUS / ELEGANT

PLAYFUL / FUN

USE SHADOWS WELL

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

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



This screenshot shows a website page with several elements featuring shadows. At the top, there's a hero section with a large shadowed image of a person. Below it, a testimonial box has a shadow, and the 'Ways we can help' cards at the bottom also feature shadows. The overall aesthetic is cluttered and visually noisy due to the widespread use of shadows.



This screenshot shows the same website page as the first one, but with more controlled use of shadows. The main image and testimonial box still have shadows, but the 'Ways we can help' cards at the bottom no longer do. This demonstrates how shadows can be used effectively without being applied to every element.



USE SHADOWS WELL

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



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

Correctness
Eliminate grammar, spelling, and punctuation errors.

Clarity
Make every sentence concise and easy to follow.

Engagement
Find vivid words to enliven each and every message.

Appropriate tone
Choose the right tone and formality level.



Correctness	Clarity	Engagement	Appropriate tone
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Correctness
Eliminate grammar, spelling, and punctuation errors.

Clarity
Make every sentence concise and easy to follow.

Engagement
Find vivid words to enliven each and every message.

Appropriate tone
Choose the right tone and formality level.

Align Your Team With Your Company's Style

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

The screenshot shows the Grammarly Business interface for creating a company style guide. On the left, there's a table titled "Company Style Guide" with columns for "CHANGE FROM", "CHANGE TO", and "DESCRIPTION". It lists several pairs such as "acme company" to "AcmeCo", "users" to "customers", "Jamie Leigh" to "James Leigh", and "Grammarly" to "Grammarly". On the right, there's a preview window showing a message from "Staci, on the support team, resolving a customer's issue". The message says: "We appreciate your business. Please rate our QoS with this short survey." Below the message, there's a button labeled "QoS → quality of service". A tooltip for "QoS" explains: "Most of our customers won't understand what this abbreviation means."

Align Your Team With Your Company's Style

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

This screenshot is identical to the one on the left but includes a prominent shadow effect around the entire interface. The shadow is a soft, light gray that creates a sense of depth and highlights the rounded corners of the windows. The overall appearance is more three-dimensional and professional.

USE SHADOWS IN THE RIGHT SITUATION

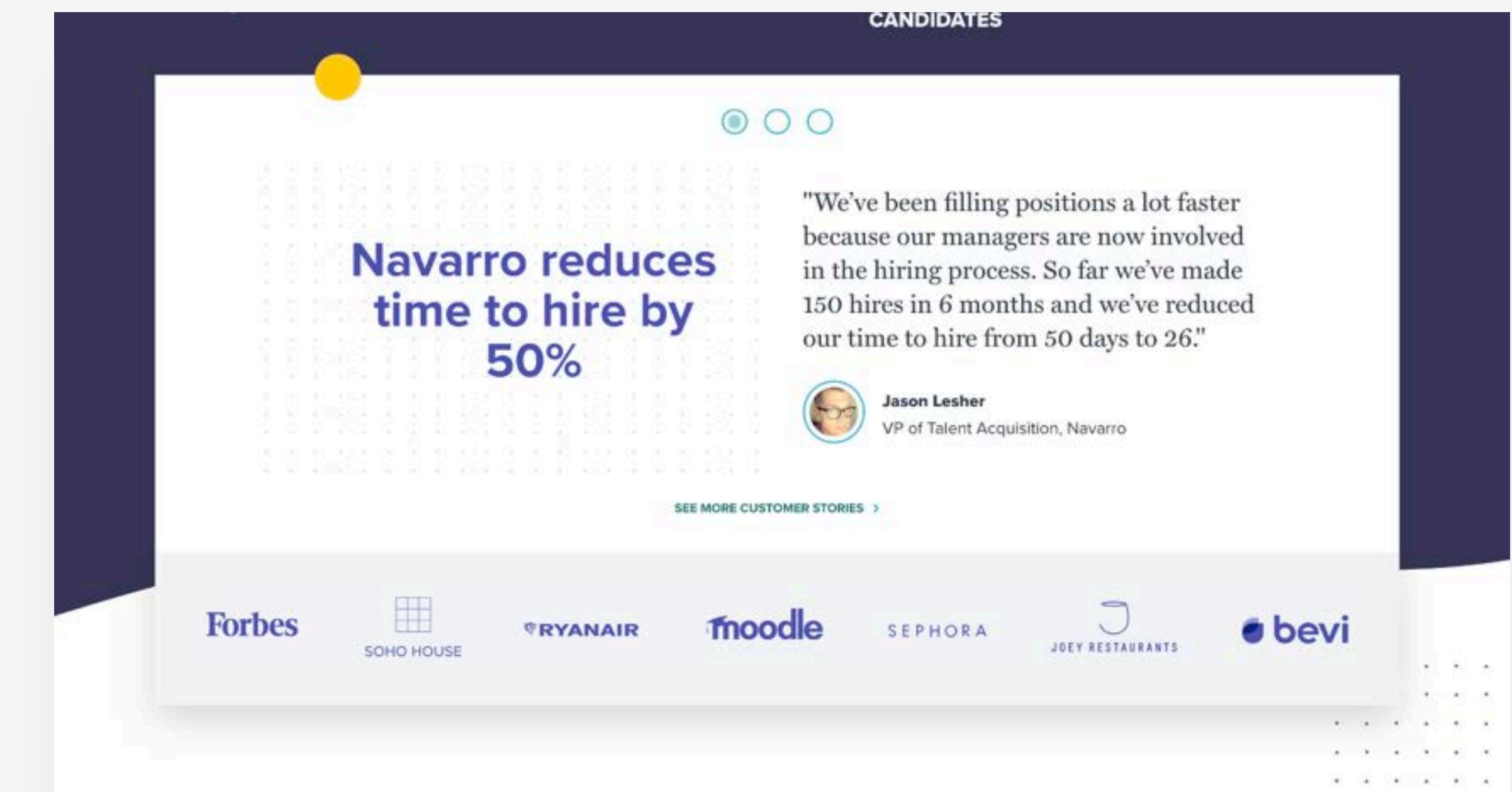
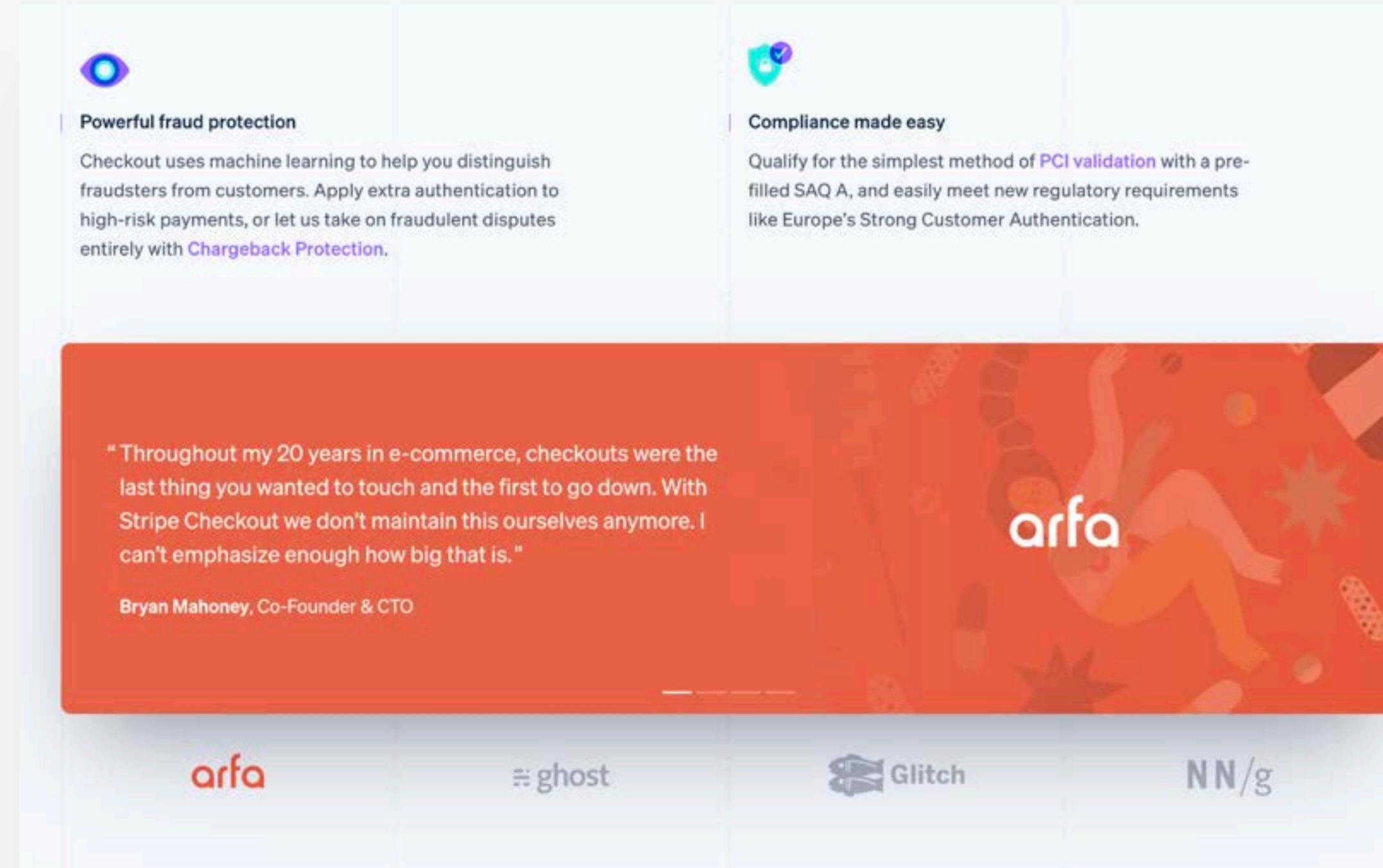
4 Use small shadows for smaller elements that should stand out (to draw attention)

The image is a collage of various user interface snippets illustrating the use of shadows to emphasize certain elements:

- Predictive Insights:** A snippet from a mobile application showing a woman at a desk. It includes a testimonial from "Christina - Support" and a quote from "Sian Carter, Director of Operations at Ordo".
- Natural Language Processing:** A snippet from a website featuring a pencil icon and text about Narrative BI's language generation engine.
- Dashboard:** A screenshot of a dashboard interface showing a map with several orange location markers.
- SDK:** A snippet of code demonstrating the use of Geofences and location tracking options.
- Start for Free:** A large yellow button with white text.
- Retail Banks:** A snippet showing a bank building icon and text about Advanced KYC & KYT Technology.
- Commercial Banks:** A snippet showing a bank building icon and text about AML Compliance Technology.
- Testimonials:** Two quotes from users: "As usual, Capsule go over and beyond to help with any query!" by Sian Carter and "Everybody has a unique story to tell, and UGV allows you to do that, and it is still professional storytelling at the end of the day!" by Scott DeFillipo.
- Testimonials:** Two quotes from users: "Seenit presents a huge opportunity for us, both for our employees and with the outside world" by Laura Turkington and "Our ultimate AML Compliance Technology will make you compliant with regulations" by an unnamed user.

USE SHADOWS IN THE RIGHT SITUATION

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



USE SHADOWS IN THE RIGHT SITUATION

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

THE PARK CAMPER

MEDIUM 10-DAY TOUR

Breathing in Nature in America's most spectacular National Parks

Las Vegas, USA | August 2021

4 stops | 15 people

\$1497 per person

4.6 rating (8)

DETAILS

PRODUCTIVITY

Why coaching should be available to every employee

Published on January 12th, 2021

Why Workable Product ▾ Customers Pricing Log in Get started ➤

ACCOR PLUS

EB GAMES

Feeling Sexy

Customer Story

"As the most extensive travel, dining and lifestyle programme in Asia Pacific, we wanted a native payment solution that works for our brand. We wanted the ability to offer our members a full range of payment options without bouncing them to third party platforms and requiring them to sign up to other accounts - and Limepay delivers that perfectly."

Wayne Greenwood
Vice President for the Pacific, Accor Plus

Customer Story

"EB is always looking to innovate. With the demand for BNPL increasing, we wanted to offer our customers a way to engage directly with us when they transact. Limepay's white-label offering is unique and keeps customers on our site."

Shane Stockwell
Senior Director, EB Games

Customer Story

"We decided to implement Limepay to test the hypothesis we had developed and were astounded with the results. In our first four weeks with Limepay, we saw improved basket sizes by 12.5% and a reduced checkout abandonment rate of 30%, growing our average daily revenues by over 18%."

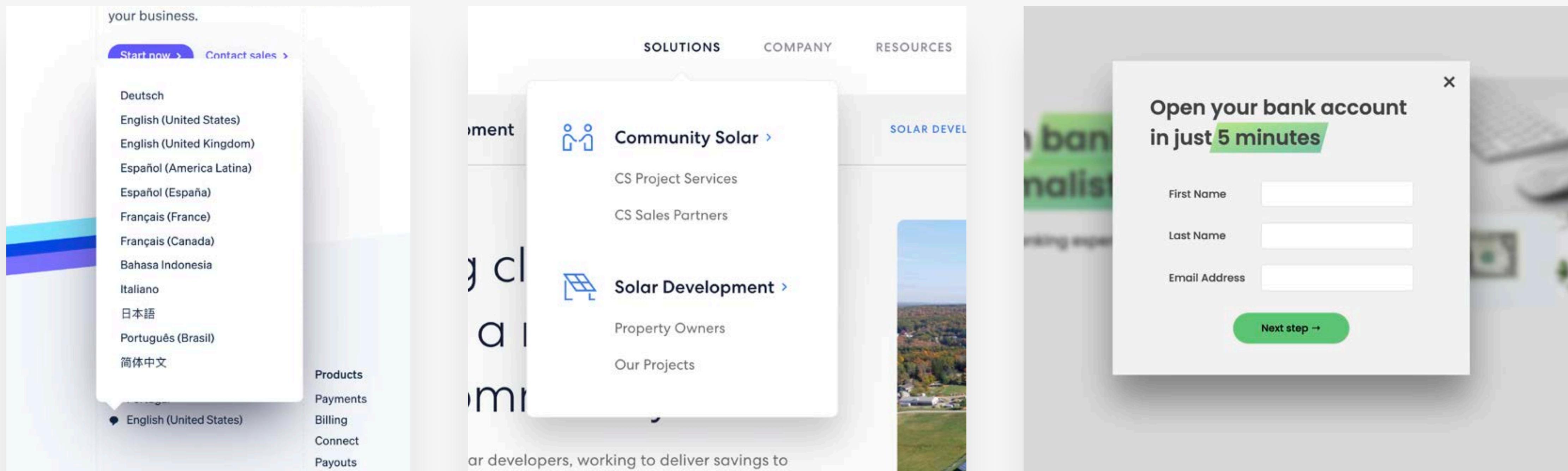
Mia Hudson
Director, Feeling Sexy

[Read the story ➤](#)

[Read the case study ➤](#)

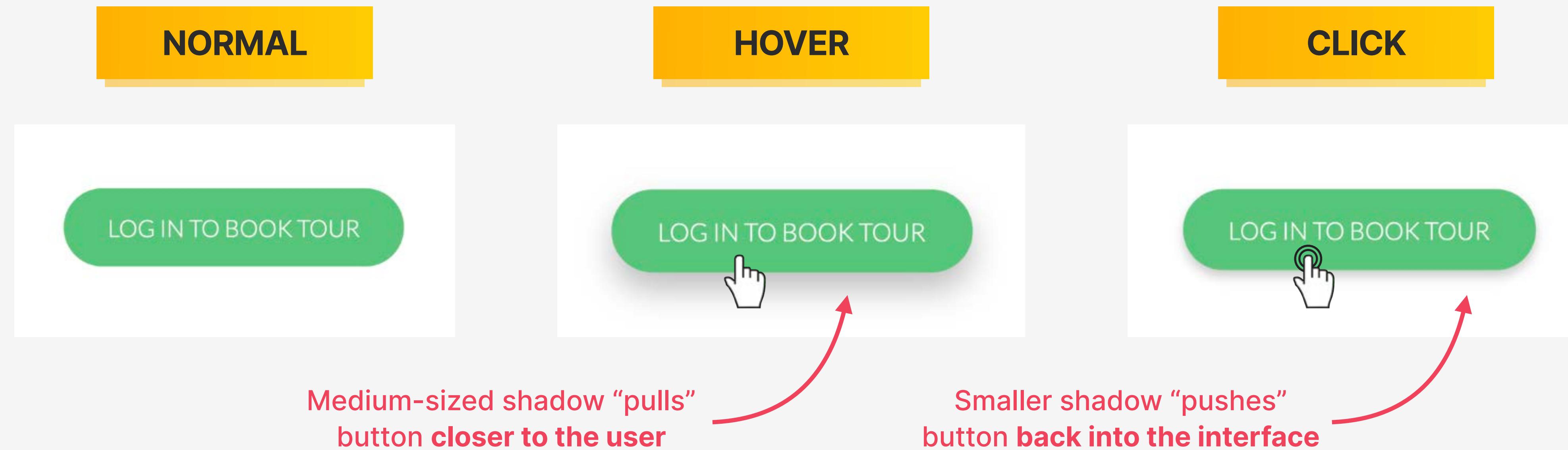
USE SHADOWS IN THE RIGHT SITUATION

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



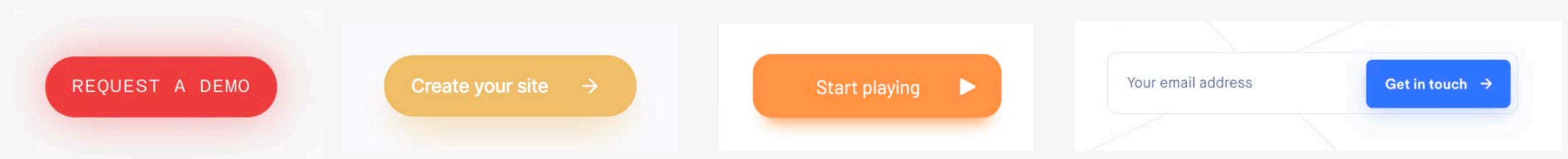
USE SHADOWS IN THE RIGHT SITUATION

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



USE SHADOWS IN THE RIGHT SITUATION

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





BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION

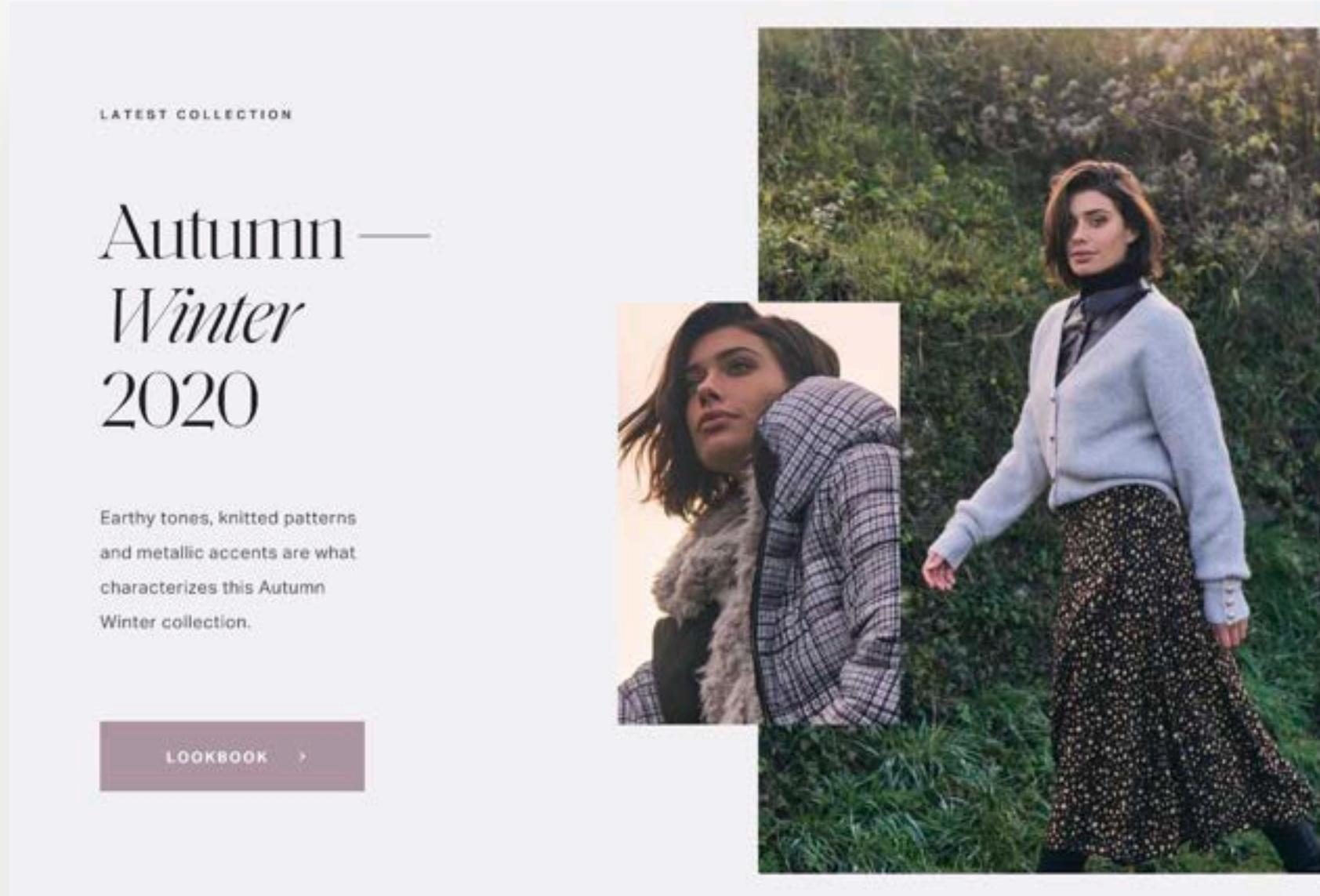
WEB DESIGN RULES AND
FRAMEWORK

LECTURE

WEB DESIGN RULES #6:
BORDER-RADIUS

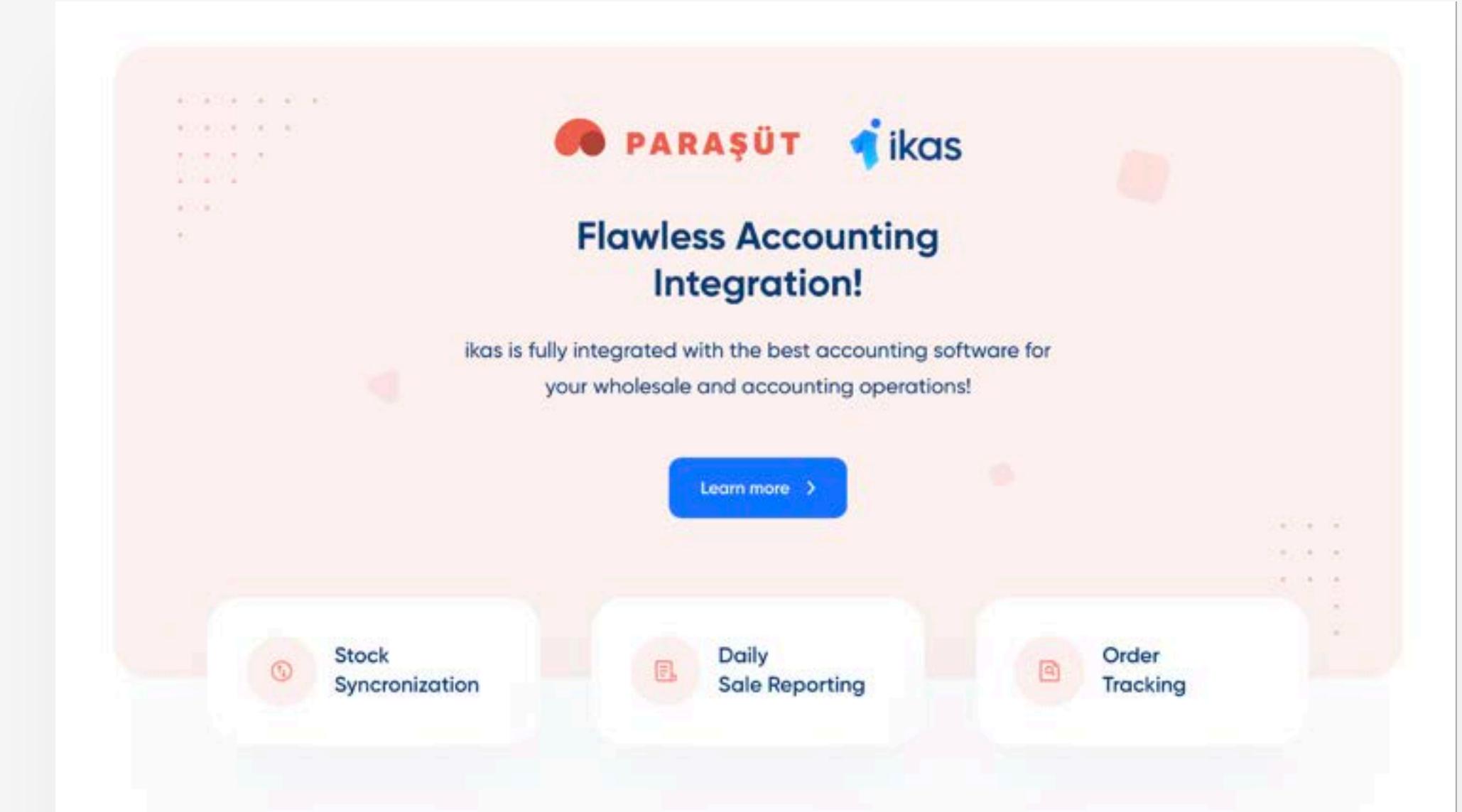
USE BORDER-RADIUS WELL

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



Less border-radius

SERIOUS / ELEGANT



More border-radius

PLAYFUL / FUN

USE BORDER-RADIUS WELL

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

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

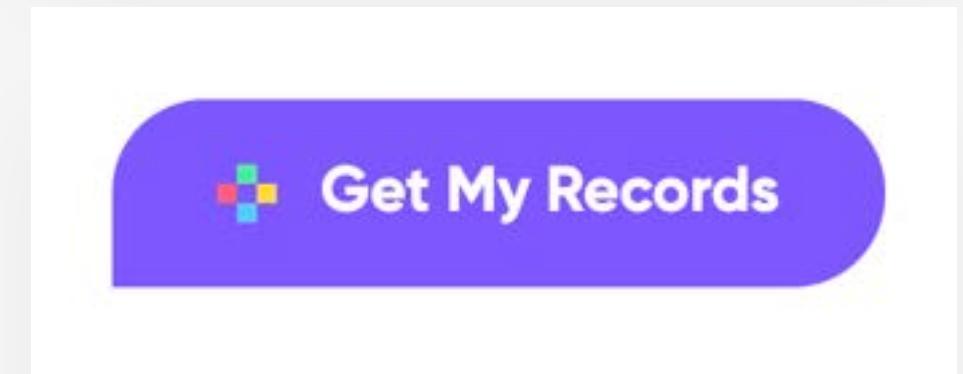
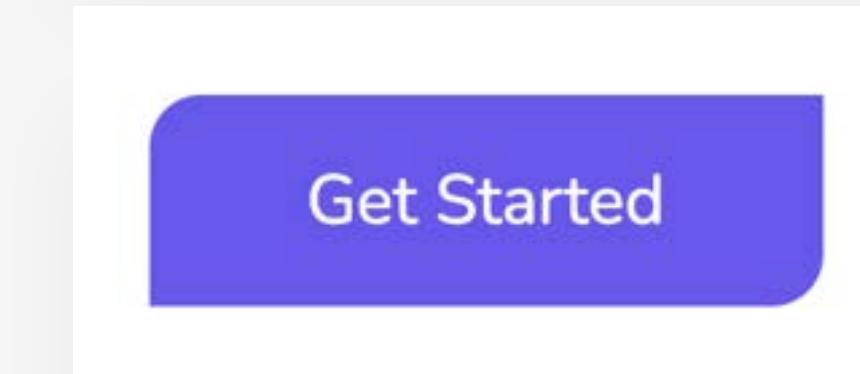
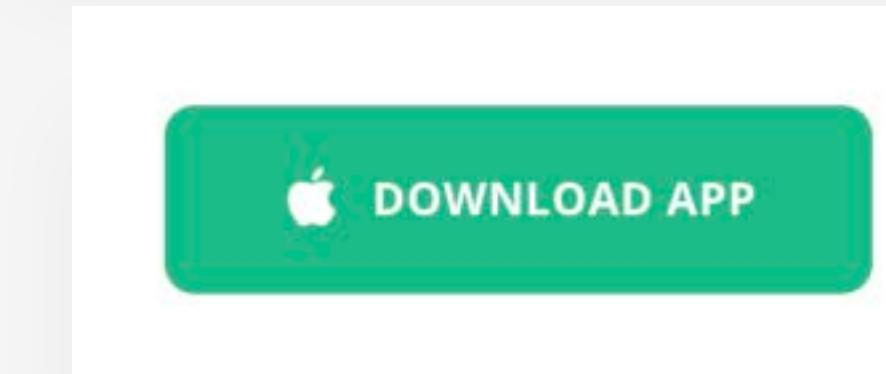
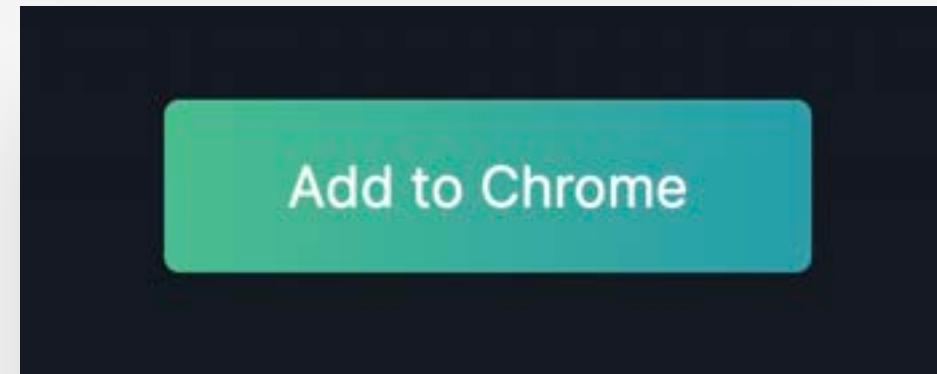
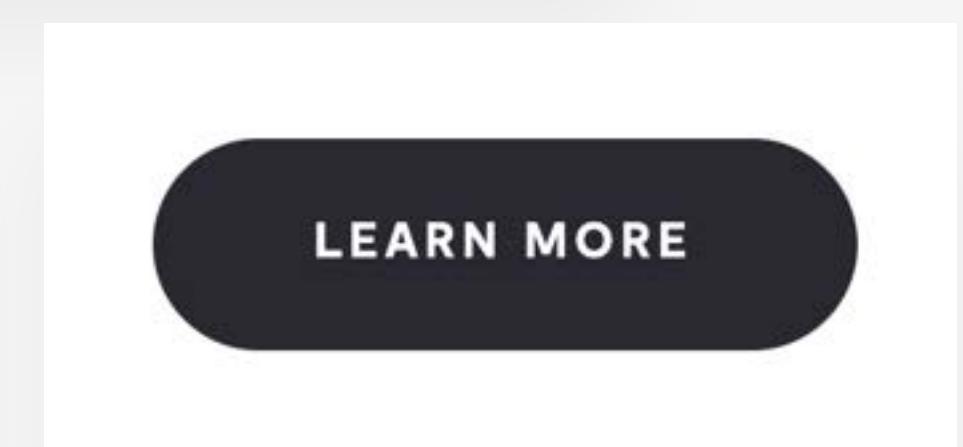
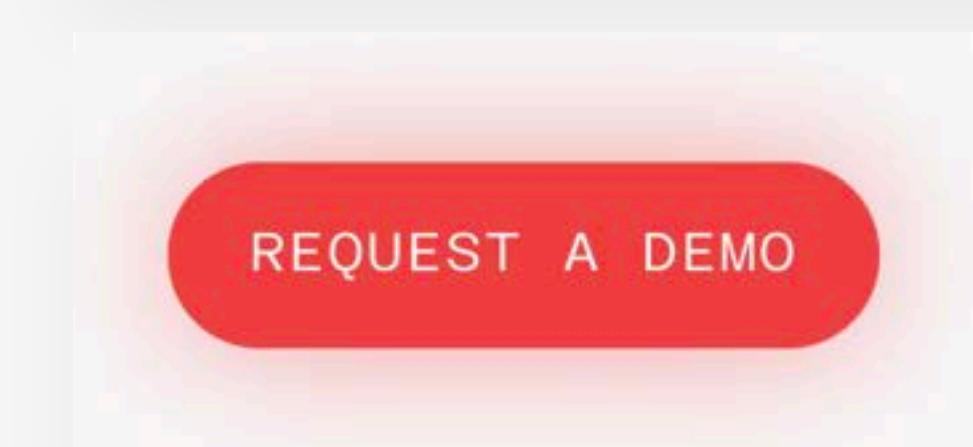
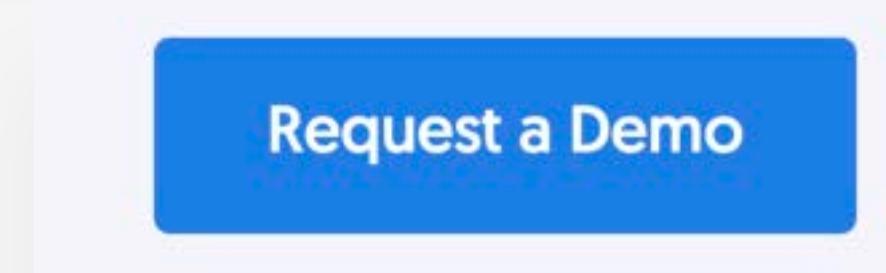
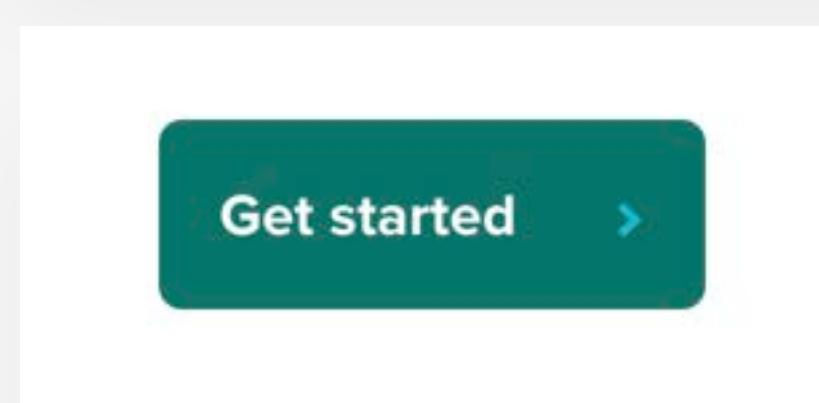
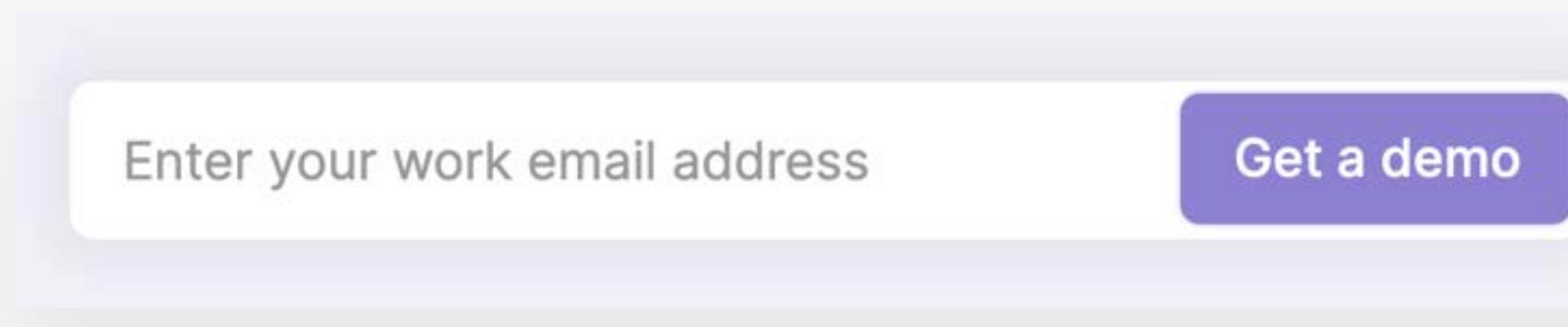
The screenshot shows a website for "Ship.". The word "Ship." is written in a large, bold, orange and yellow gradient font. Below the main title are two buttons: a dark blue one on the left labeled "Start Deploying" and a white one on the right labeled "Get a Demo". Red arrows point to the top-left corner of the "Start Deploying" button and the top-right corner of the "Get a Demo" button. Below the buttons is a block of text: "Vercel combines the best developer experience with an obsessive focus on end-user performance. Our platform enables frontend teams to do their best work."

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

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

USE BORDER-RADIUS WELL

- 1 Use border-radius to **increase the playfulness** and fun of the design, to make it **less serious**
- 2 Typefaces have a certain roundness: make sure that border-radius **matches that roundness!**
- 3 Use border-radius on **buttons, images, around icons, standout sections and other elements**



USE BORDER-RADIUS WELL

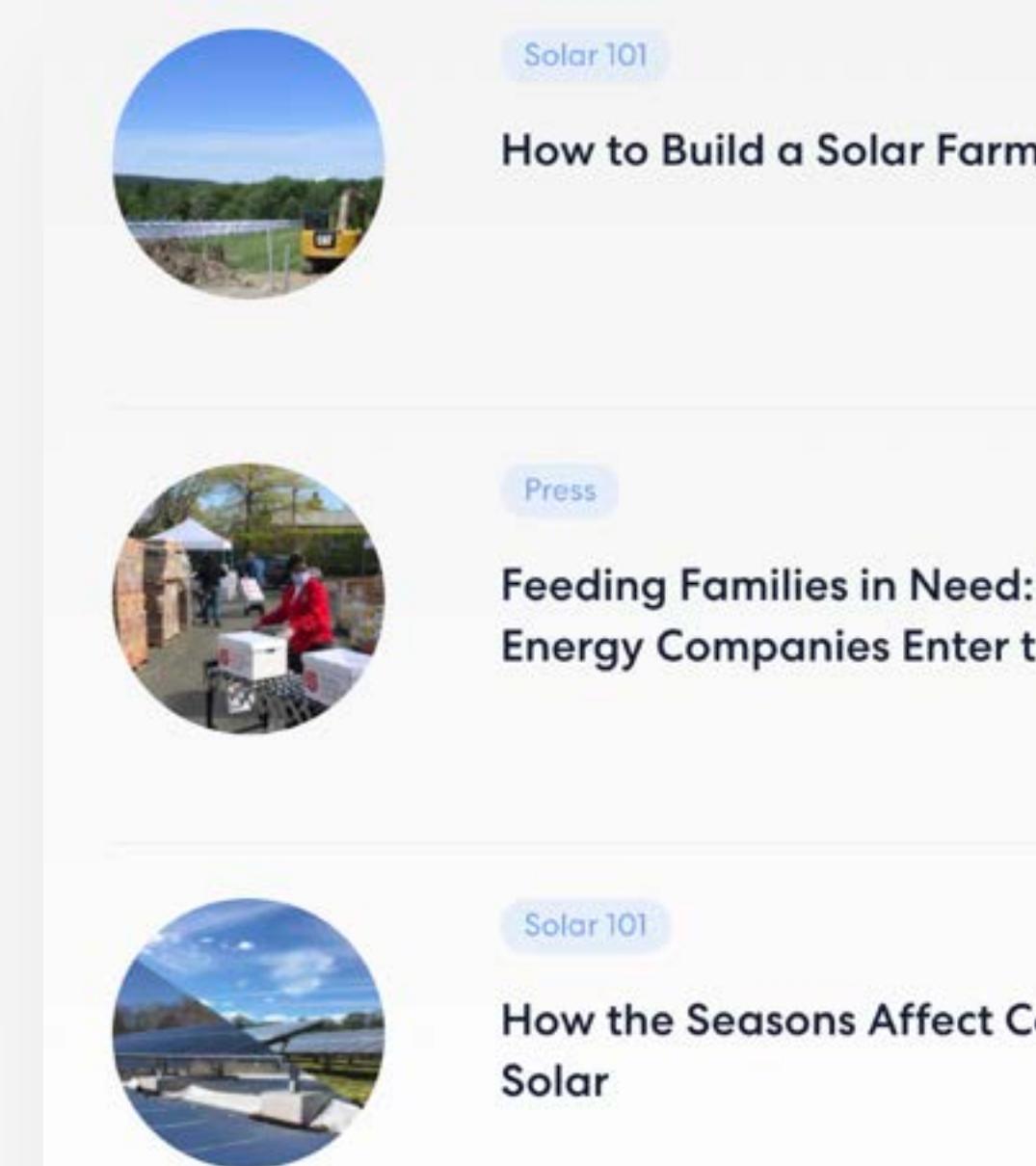
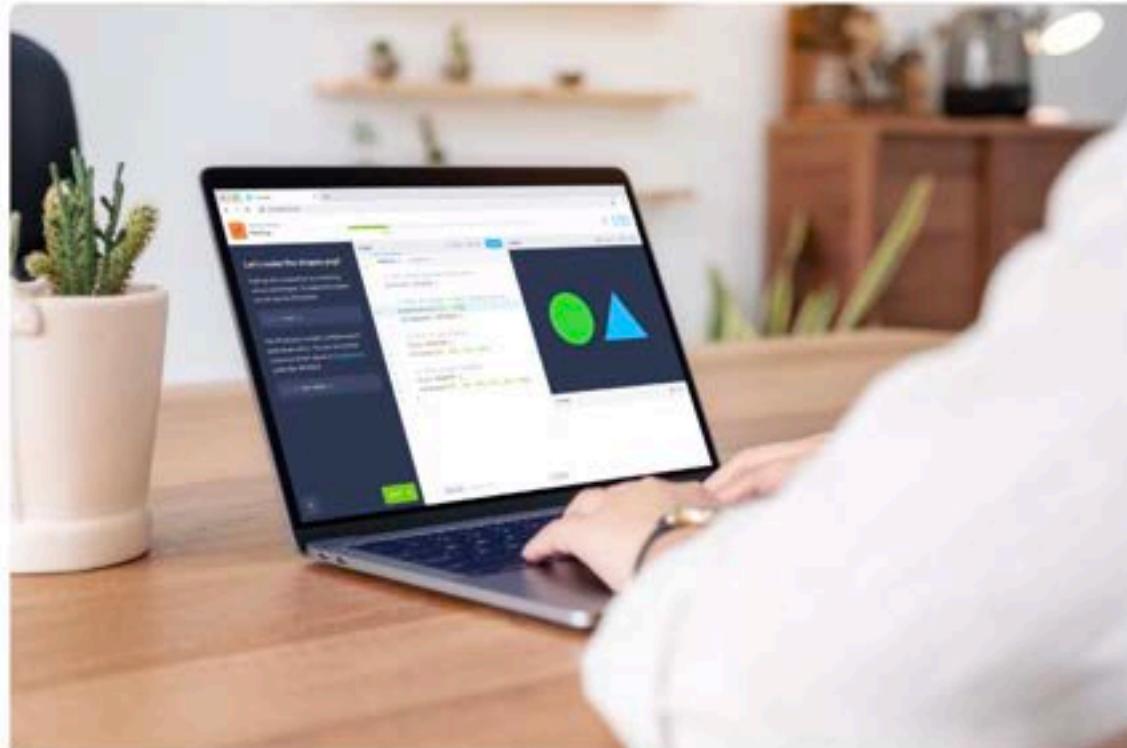
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Work - 01

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

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

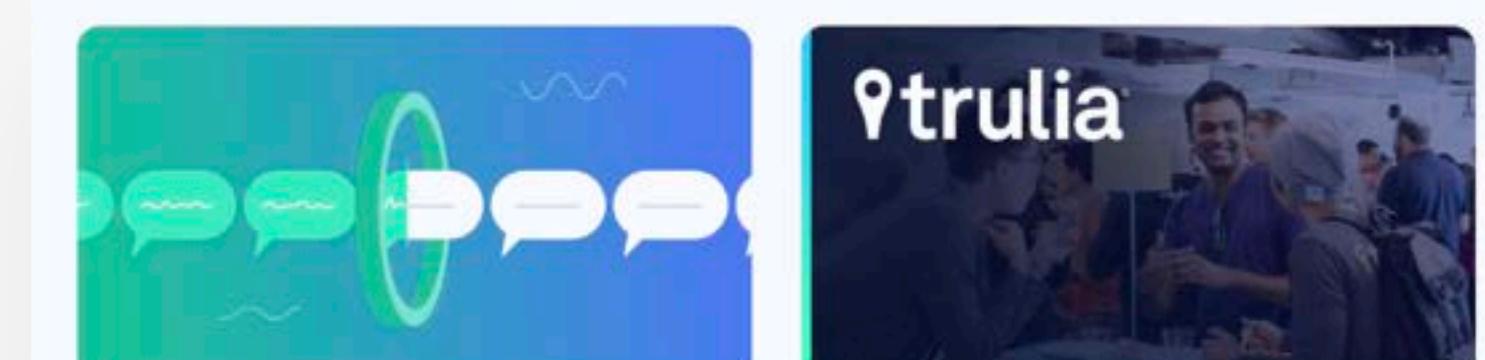
Sam Green
Co-founder & CEO of Turinglab



Solar 101
How to Build a Solar Farm

Press
Feeding Families in Need: Renewable Energy Companies Enter the Market

Solar 101
How the Seasons Affect Commercial Solar



RESEARCH
Under the Hood at Grammarly: Transforming Writing Style with AI

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

[Take a deep dive >](#) [Get inspired >](#)

USE BORDER-RADIUS WELL

- 1 Use border-radius to **increase the playfulness** and fun of the design, to make it **less serious**
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- 3 Use border-radius on **buttons, images, around icons, standout sections and other elements**

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

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

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

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

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

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

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

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

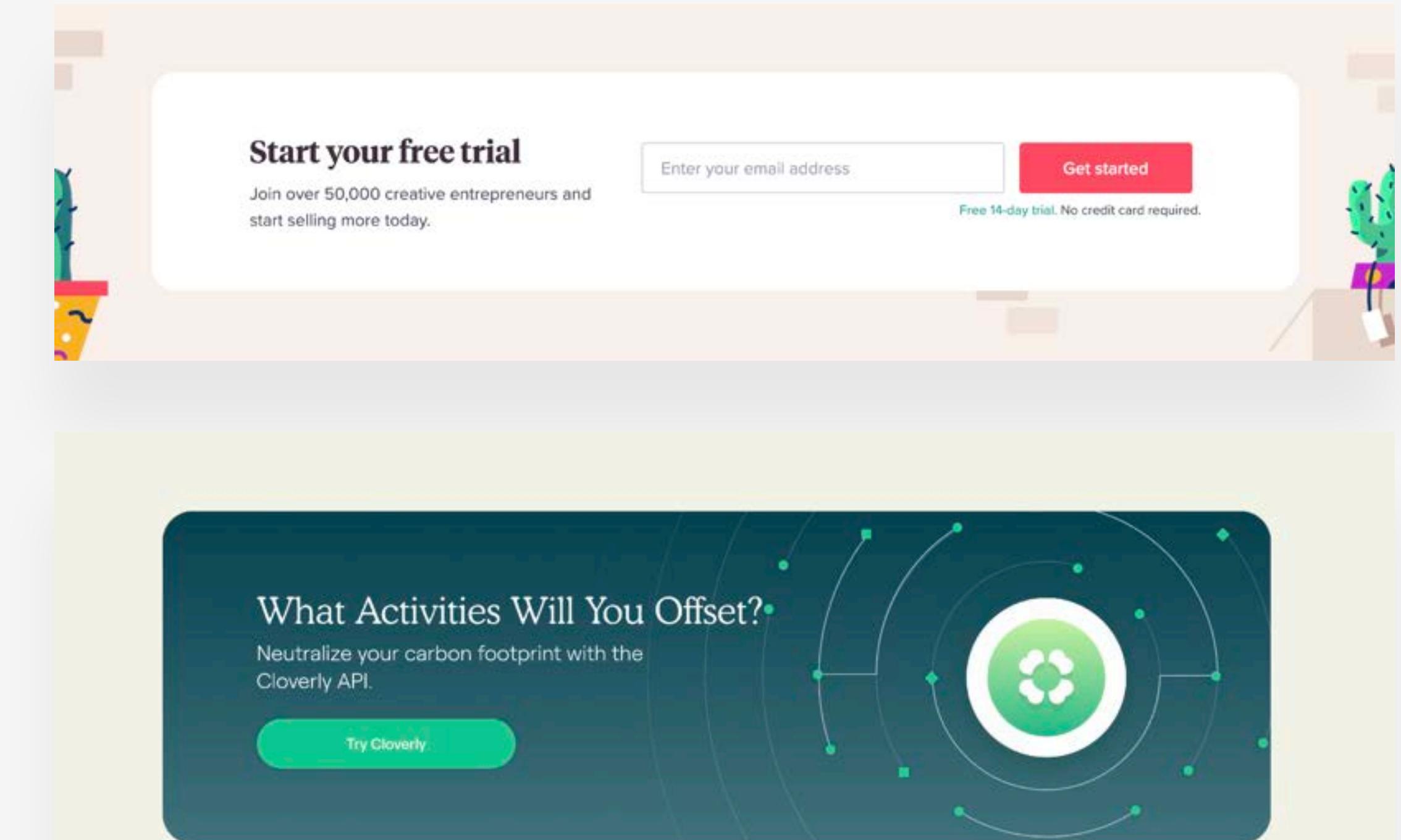
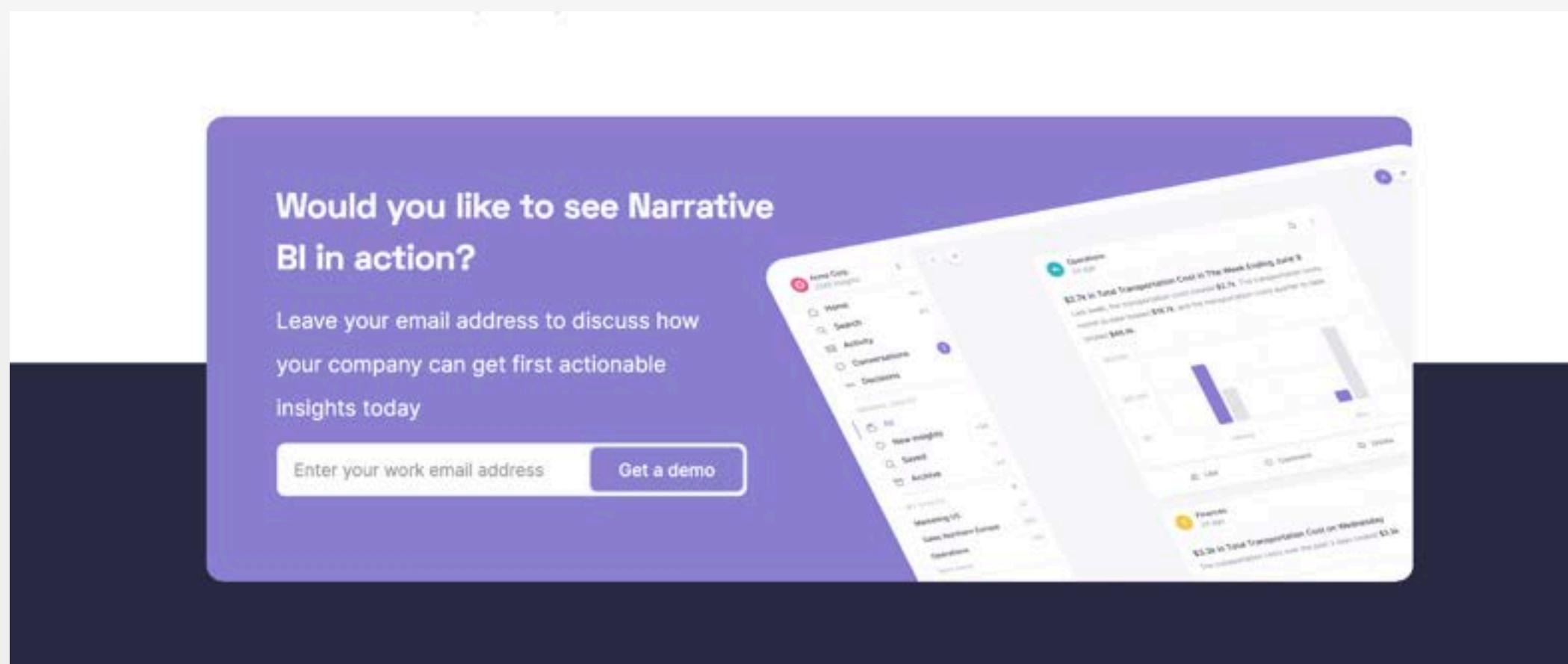
Strong privacy
We never share your data with any other parties without your consent.

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

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

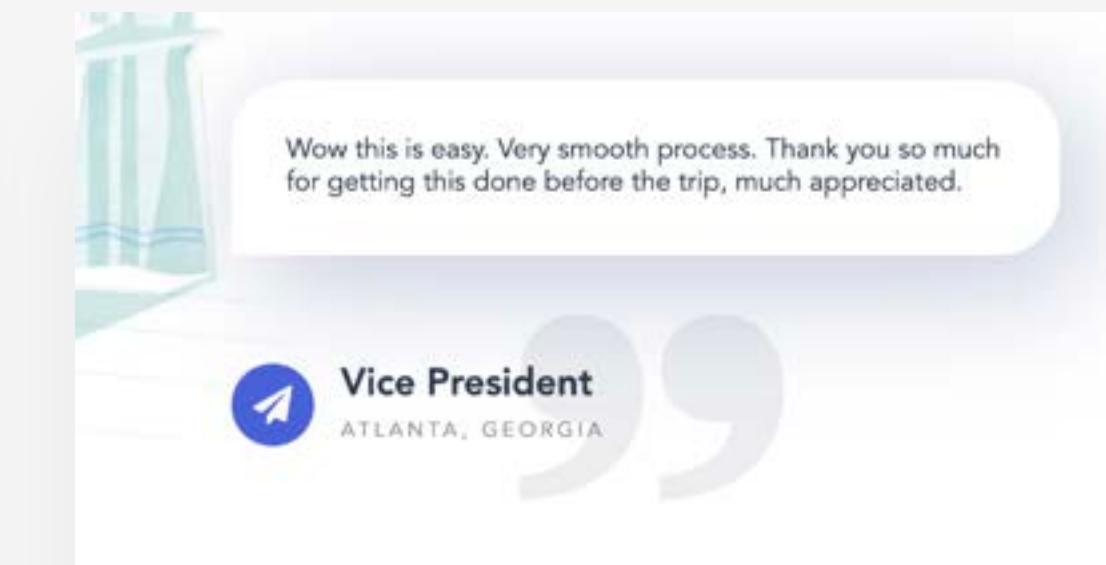
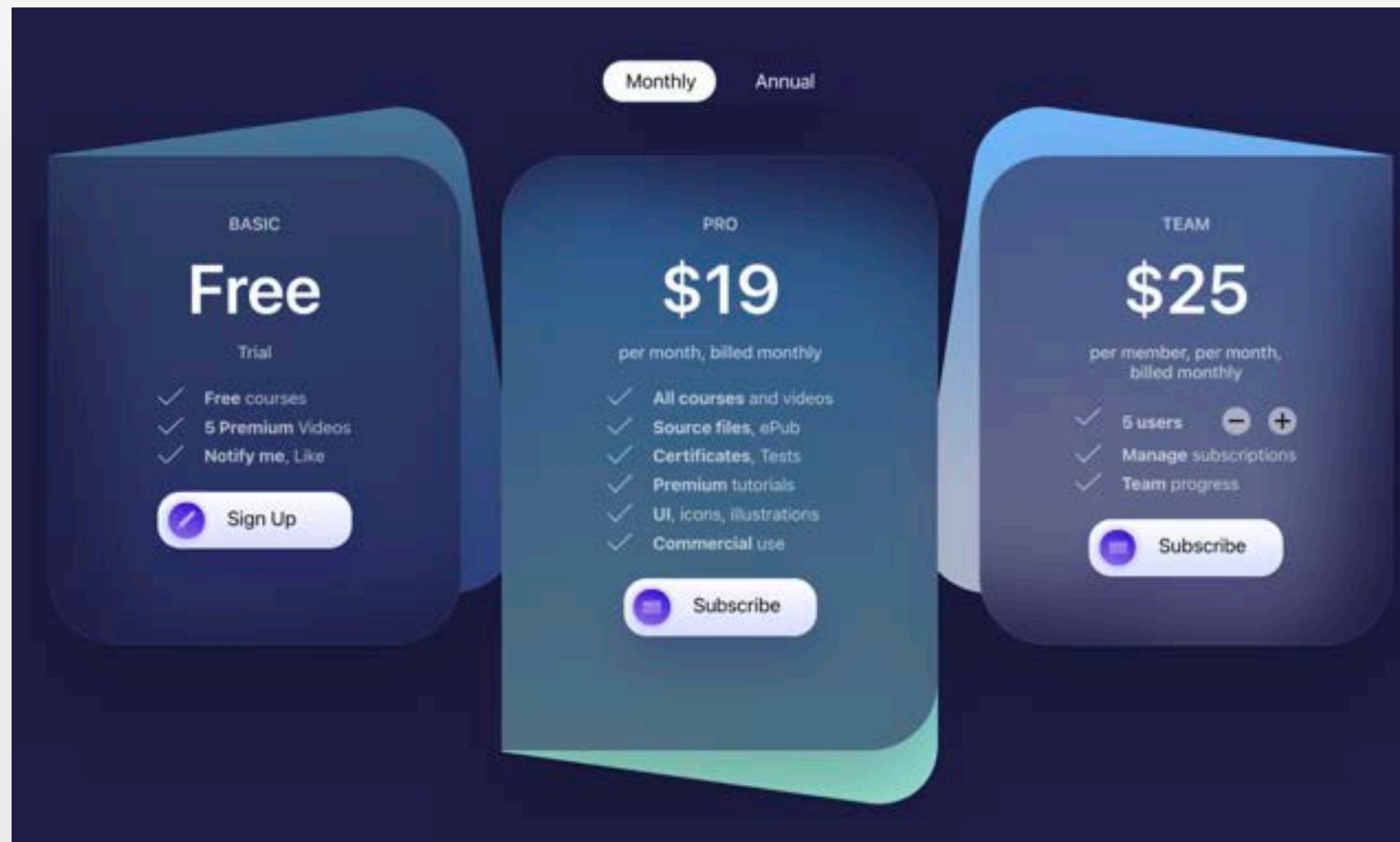
USE BORDER-RADIUS WELL

- 1 Use border-radius to **increase the playfulness** and fun of the design, to make it **less serious**
- 2 Typefaces have a certain roundness: make sure that border-radius **matches that roundness!**
- 3 Use border-radius on **buttons, images, around icons, standout sections** and other elements



USE BORDER-RADIUS WELL

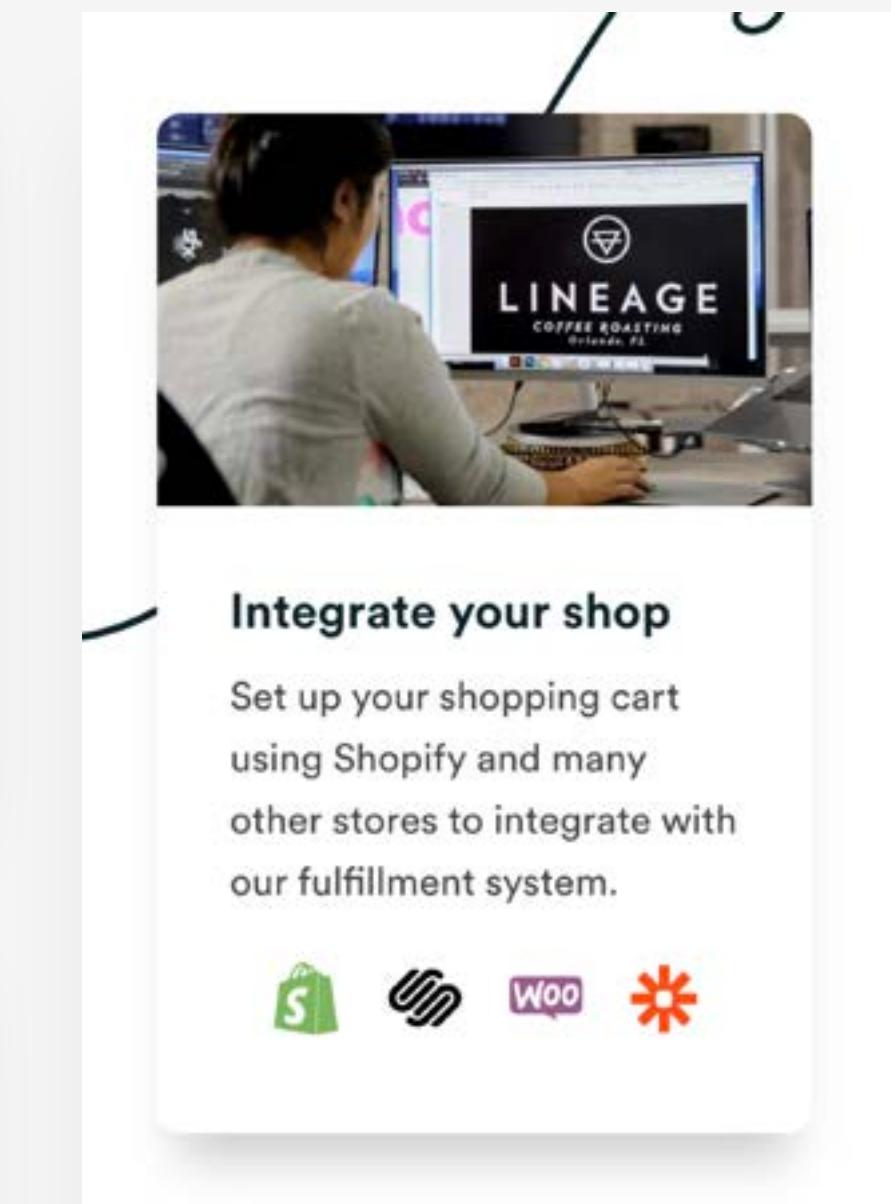
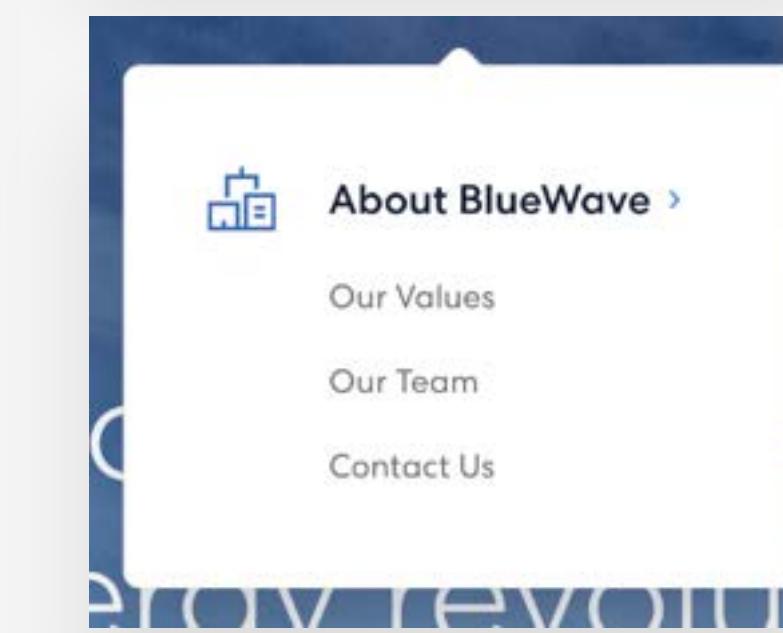
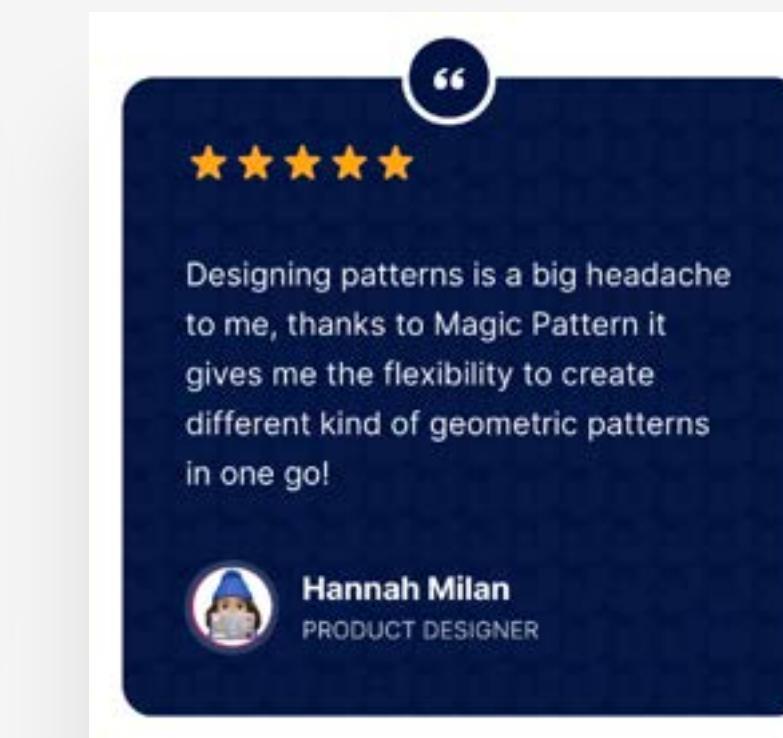
- 1 Use border-radius to **increase the playfulness** and fun of the design, to make it **less serious**
- 2 Typefaces have a certain roundness: make sure that border-radius **matches that roundness!**
- 3 Use border-radius on **buttons, images, around icons, standout sections and other elements**



Add dates for prices ★ 5.0 (12)

CHECK-IN Add date	CHECKOUT Add date
GUESTS 1 guest	

Check availability





BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS



SECTION

WEB DESIGN RULES AND
FRAMEWORK

LECTURE

WEB DESIGN RULES #7:
WHITESPACE

WHY WHITESPACE



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

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

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

The leading geofencing platform

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

Enter your email [GET STARTED](#)

Questions? Contact our sales team

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

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

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

Build location-based experiences across the customer journey

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

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

On the way to a location
Increase efficiency and improve the customer experience with trip tracking and live ETAs.

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

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

Dashboard
Configure geofences and visualize, analyze, and segment your location data. [VIEW DOCUMENTATION](#)

SDK
Open-source iOS, Android, and web SDKs that make adding location to your app simple. [VIEW DOCUMENTATION](#)

Integrations
Send Radar events to other systems via webhooks and turnkey integrations. [VIEW INTEGRATIONS](#)

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

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

Enter your email [GET STARTED](#)

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Integrations
Send Radar events to other systems via webhooks and turnkey integrations. [VIEW INTEGRATIONS](#)

WHERE TO USE WHITESPACE

1

Use tons of whitespace between sections

The screenshot shows the homepage of the Radar geofencing platform. It features a large header section with a map and a search bar. Below this, there are three main benefit sections: "Developer-first", "Extensible", and "Enterprise-ready", each with a small icon and a brief description. A large yellow callout box on the right indicates a vertical whitespace of 192px between the top header and the benefit sections. The next section, "Build location-based experiences across the customer journey", is separated by another large amount of whitespace. This section includes a map with location markers and a brief description. A second yellow callout box indicates a vertical whitespace of 192px between the benefit sections and this new section. The final section at the bottom, "Trusted by thousands of developers, processing 100B+ queries per year", is also separated by a large amount of whitespace. This section includes a map, a dashboard screenshot, and icons for "Dashboard", "SDK", and "Integrations". A third yellow callout box indicates a vertical whitespace of 192px between the "customer journey" section and the bottom section.

The leading geofencing platform

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

Enter your email GET STARTED

Questions? Contact our sales team.

KEY /route/distance

192px

Developer-first

Extensible

Enterprise-ready

Build location-based experiences across the customer journey

Searching for locations

On the way to a location

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

Dashboard

SDK

Integrations

VIEW DOCUMENTATION

VIEW DOCUMENTATION

VIEW INTEGRATIONS

192px

192px

WHERE TO USE WHITESPACE

1 Use tons of whitespace between sections

The AI assistant that grows your money.

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

Download on the App Store GET IT ON Google Play

From 22,000+ reviews 1 million+ customers Capital at risk when investing

Bank, meet Plum.

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

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

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

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

Save money automatically

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

Learn more about our Account →

0.40%

Your Plum balance is £420.96. Set aside £7519 for your last month.

£420.96

Deposit Withdraw

Pockets

Primary Pocket £322.51

Secondary Pocket £98.45

£350m+ Set aside by 1 million+ people across the UK Learn more

11.92% Avg. annual return last 5 years across all Plum investment funds (Jan 20) Learn more

£179/year Average savings per customer on regular bills Learn more

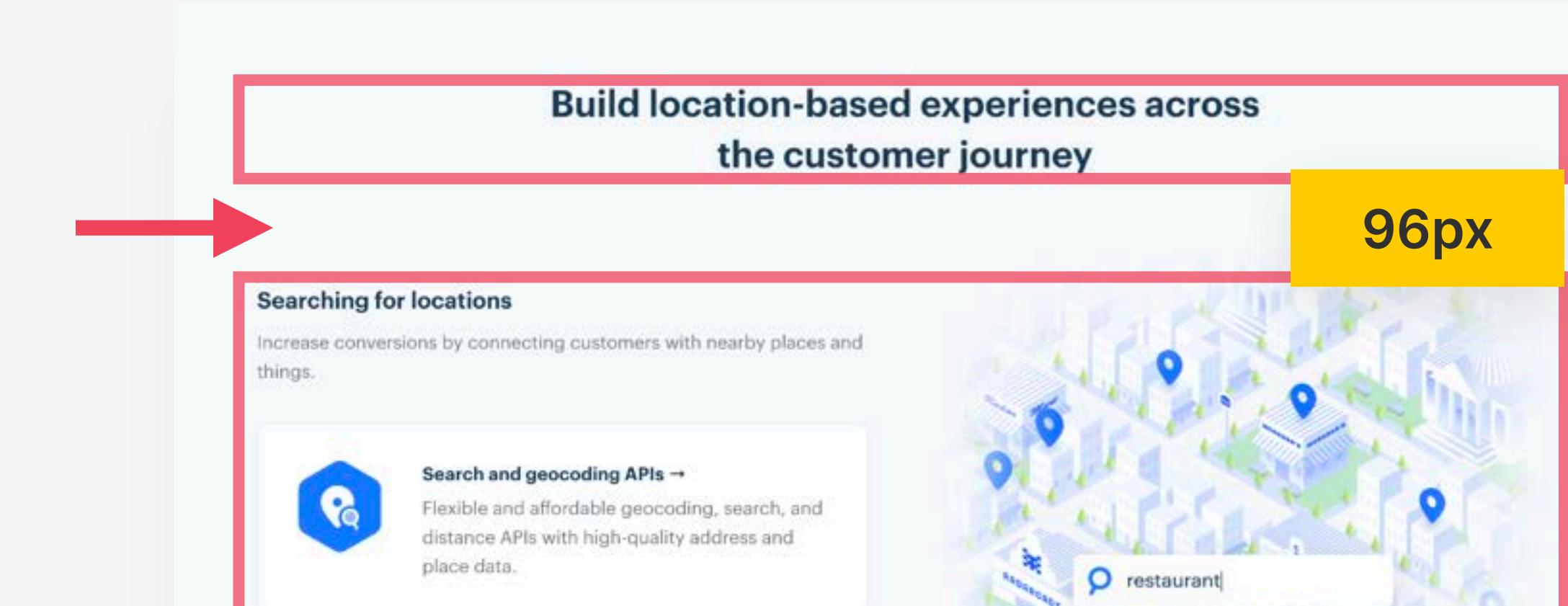
140px

160px

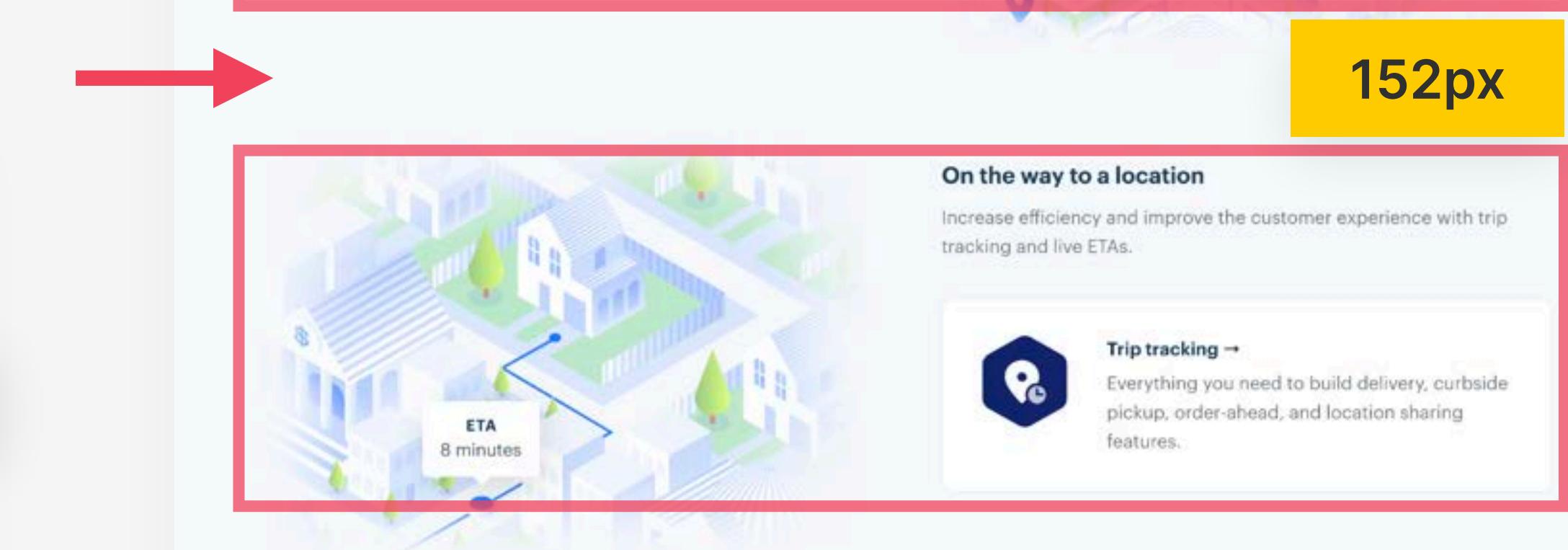
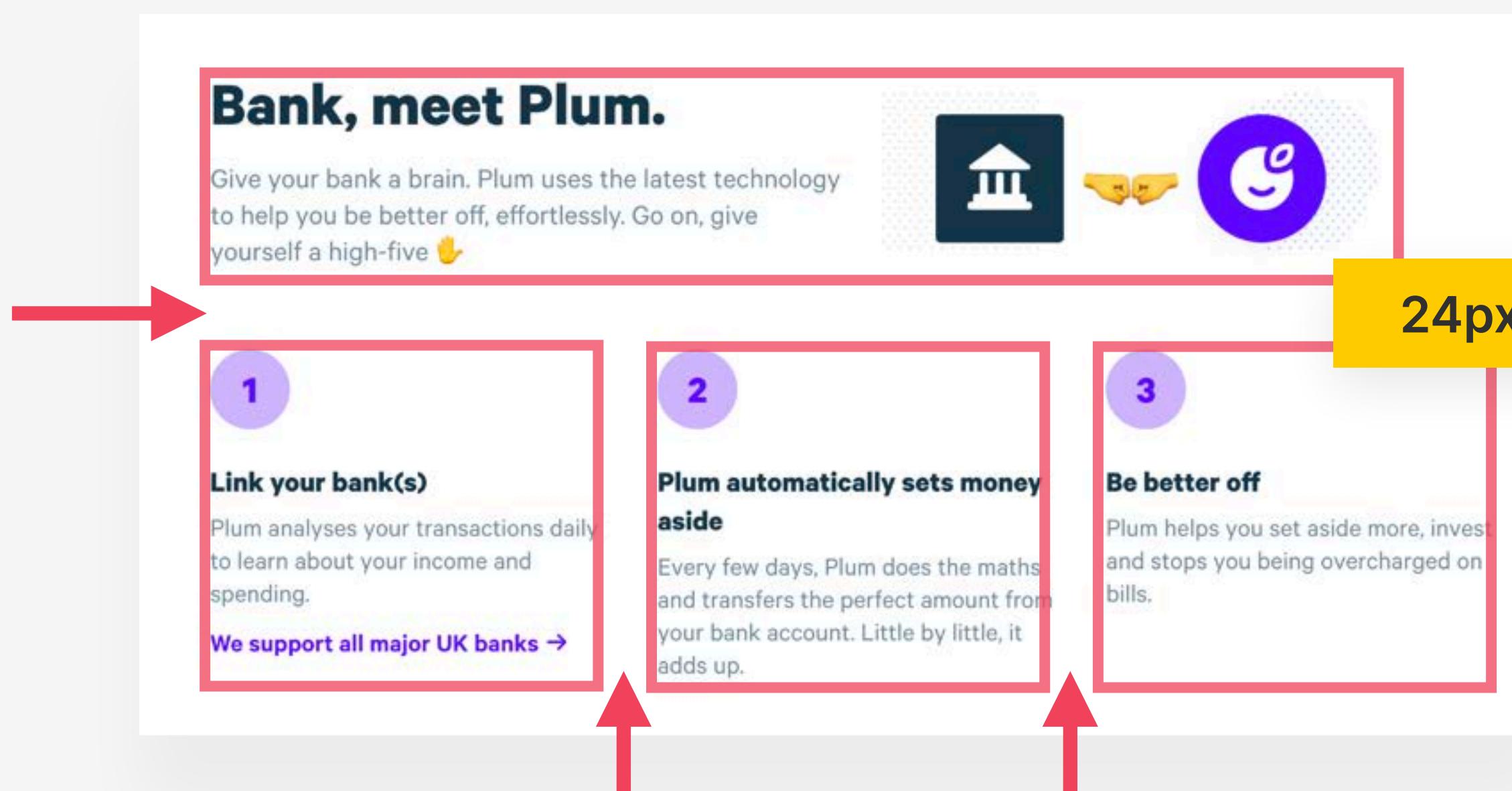
140px

WHERE TO USE WHITESPACE

1 Use tons of whitespace **between sections**



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



WHERE TO USE WHITESPACE

1 Use tons of whitespace **between sections**

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

What makes Narrative BI so unique?

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

Predictive Insights

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

Natural Language Processing

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

THREE STRENGTHS

Something for everyone.

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

600 MG \$74.95 1200 MG \$134.95 2400 MG \$244.95

Best Seller

★★★★★ 2080 Reviews

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

Learn More

\$134.95 | Get Monthly & Save 30%

fealsTM

CBD EXTRACT + MCT OIL

WHERE TO USE WHITESPACE

1 Use tons of whitespace between sections

2 Use a lot of whitespace between groups of elements

3 Use whitespace between elements



The image shows two examples of effective whitespace usage. On the left, the Plum landing page uses large amounts of white space to separate sections and highlight features like linking bank accounts and automatic money setting aside. On the right, a geocoding API interface shows how whitespace can be used to separate search results and provide clear calls to action.

Bank, meet Plum.

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

1

Link your bank(s)
Plum analyses your transactions daily to learn about your income and spending.

We support all major UK banks →

2

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

3

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

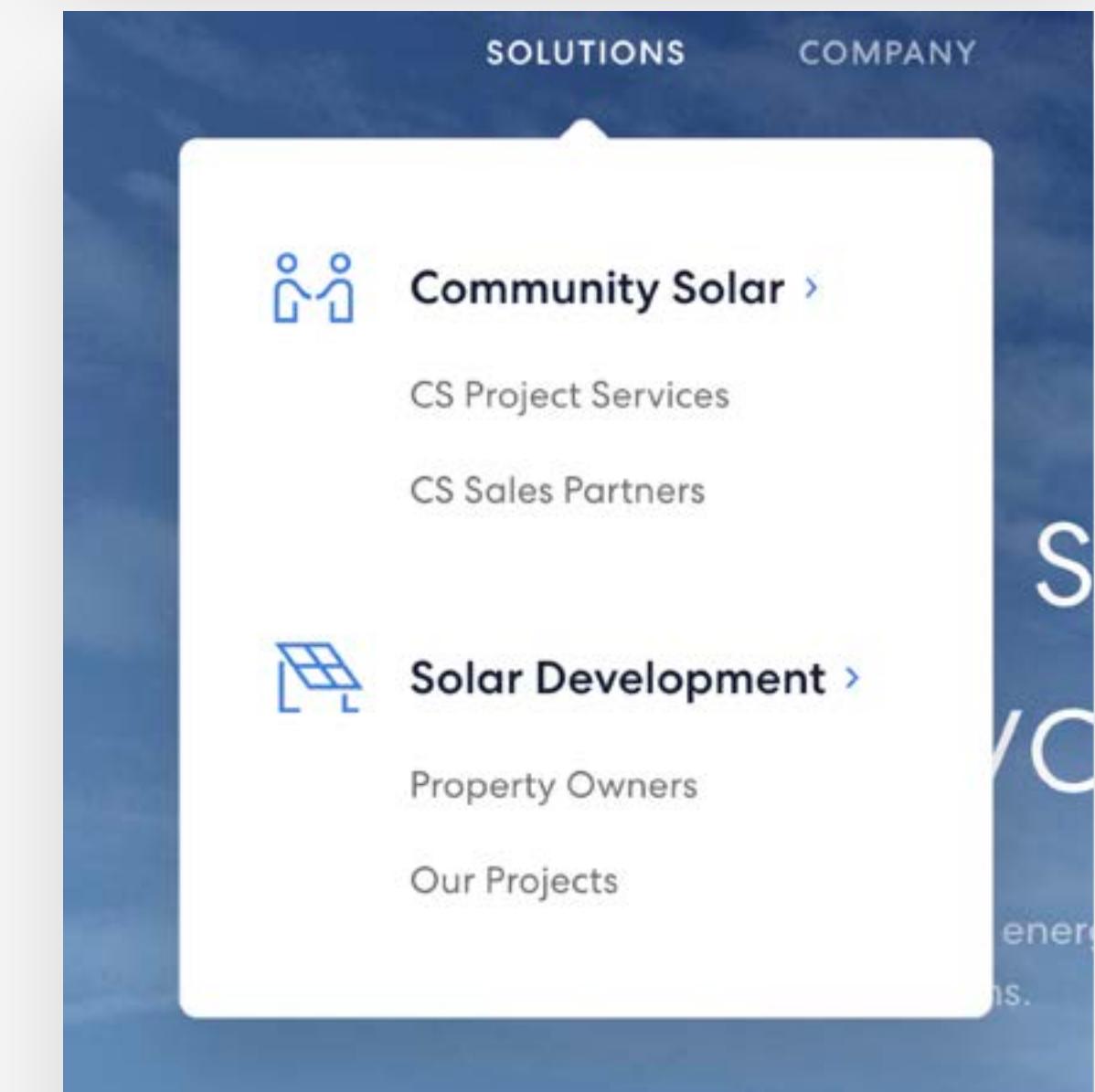
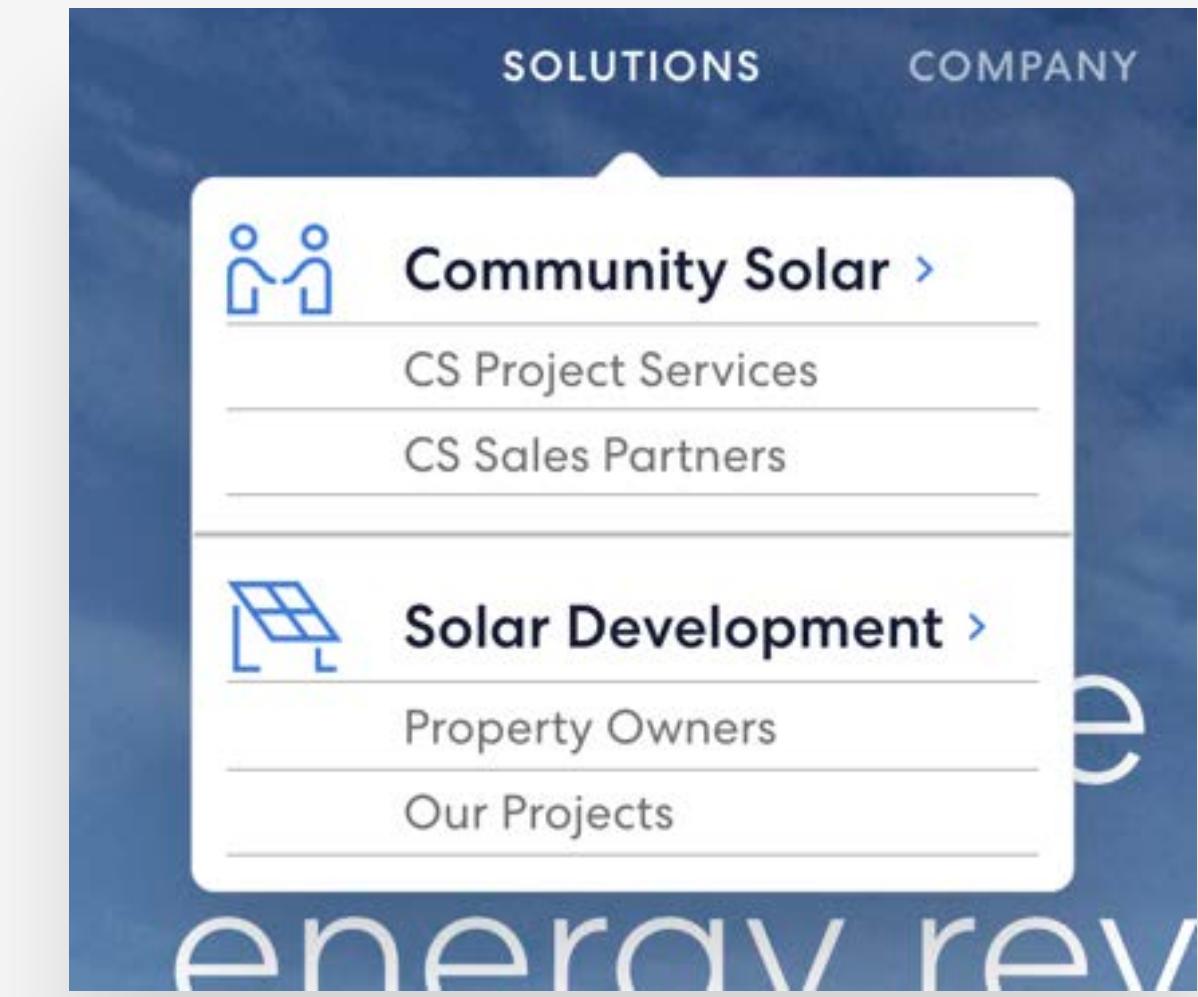
Searching for locations
Increase conversions by connecting customers with nearby places and things.

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

A map showing various locations with blue pins, and a search bar at the bottom labeled 'restaurant'.

WHERE TO USE WHITESPACE

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



HOW MUCH WHITESPACE

5

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

The “Law of Proximity”



No separation between elements, confusing spacing



Developer-first

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



Extensible

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



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



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



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HOW MUCH WHITESPACE

5

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



Ambiguous spacing.
What field do labels
belong to?!

Contact support

Question

Select your question...

Tell us more—how can we help?

Your email address ⓘ

Send email

Contact support

Question

Select your question...

Tell us more—how can we help?

Your email address ⓘ

Send email



Each label clearly
belongs to a certain
input field

HOW MUCH WHITESPACE

5

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



Why is the button closer to the lower section?

Community Solar

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

[Learn More](#)

[Community Solar Project Services >](#)

You develop the project, let our team acquire and manage the customers.

[Community Solar Sales Partners >](#)

Broaden your customer base with access to the solar solution for more people in more places.

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](#)

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You develop the project, let our team acquire and manage the customers.

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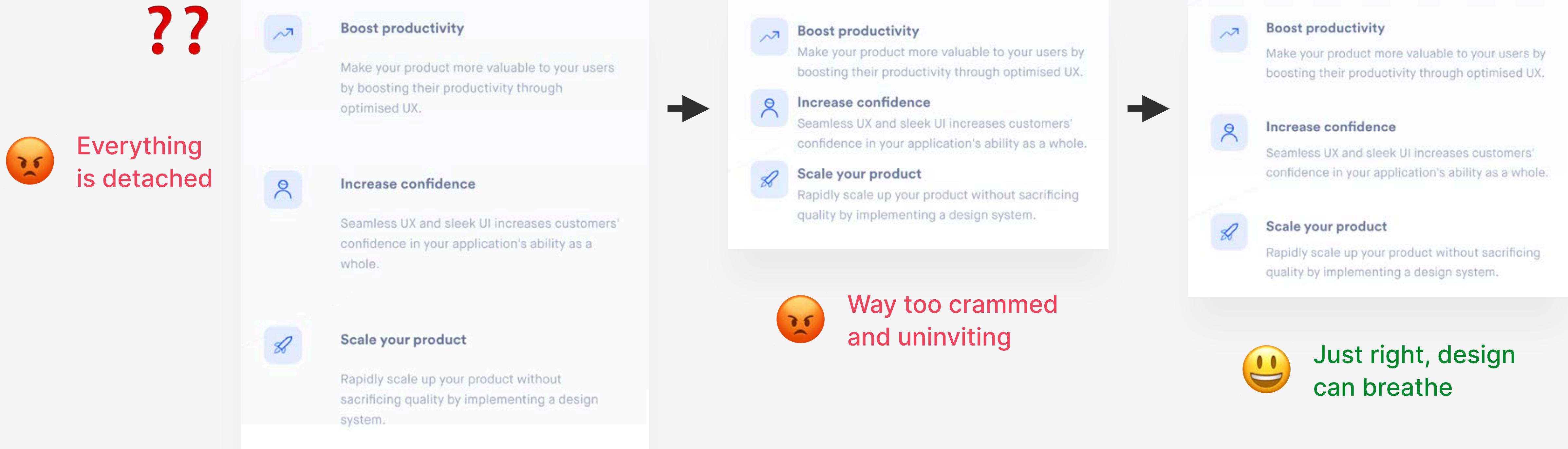
Broaden your customer base with access to the solar solution for more people in more places.



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

HOW MUCH WHITESPACE

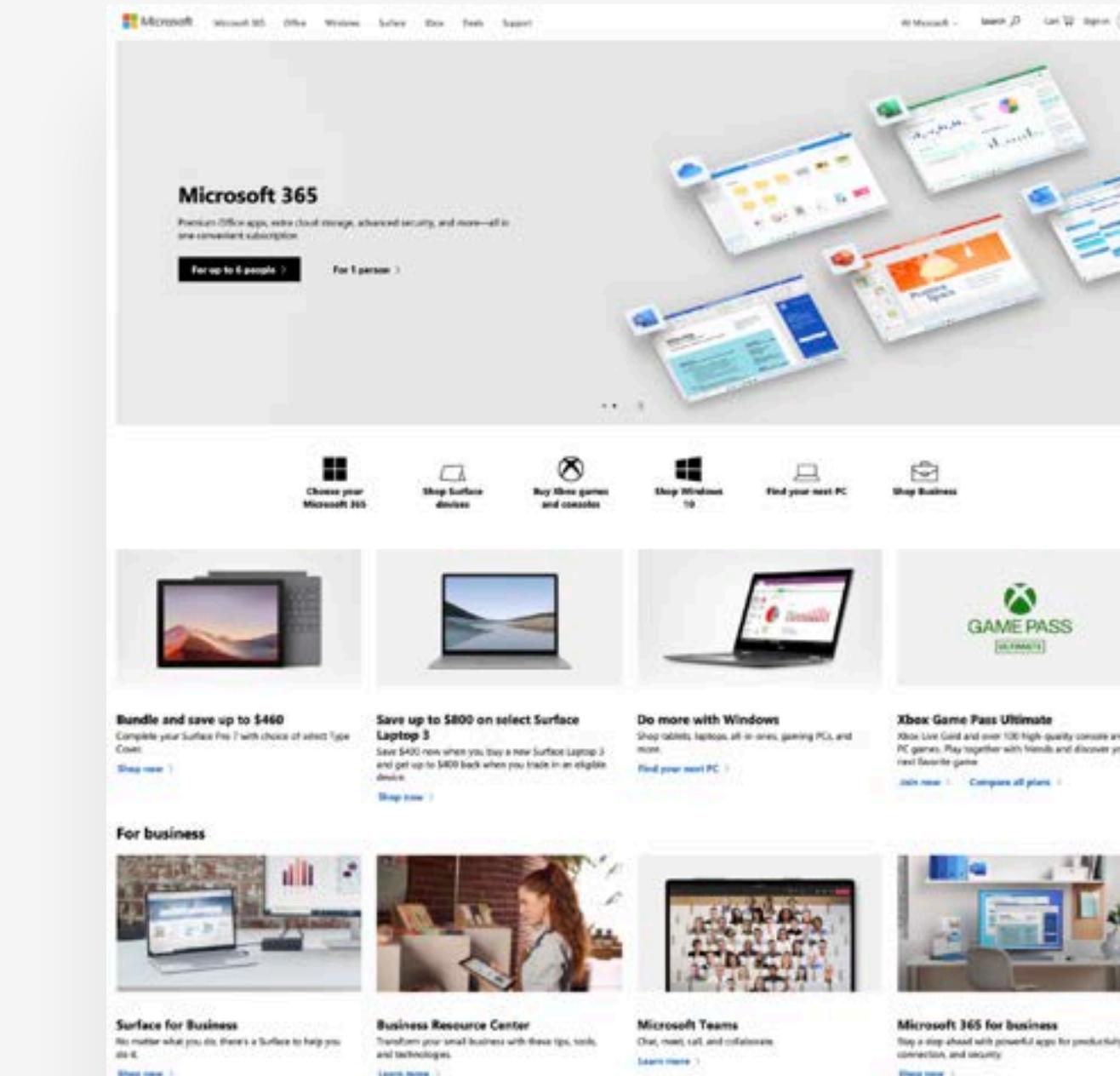
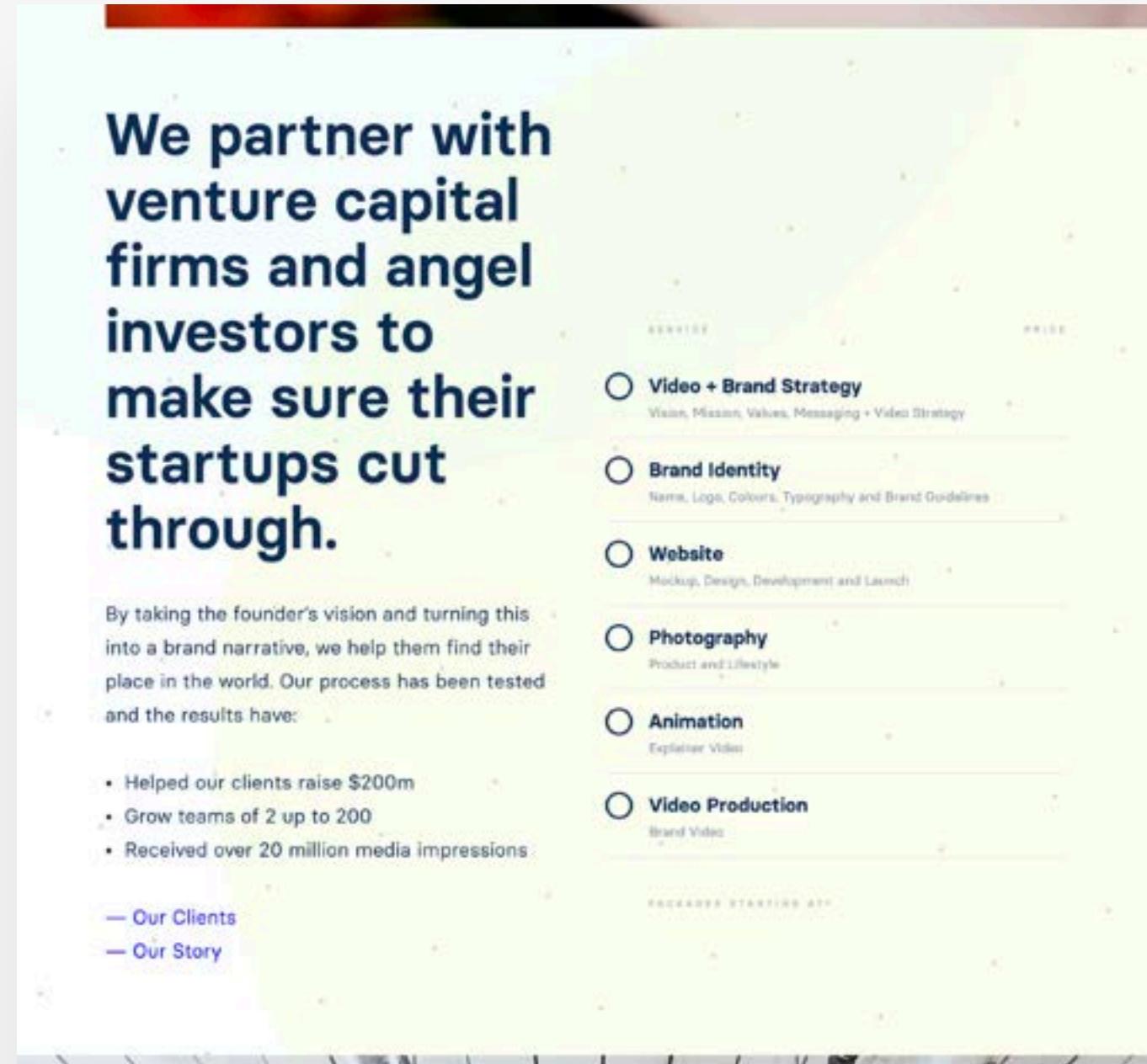
- 5 The more some elements (or groups of elements) belong together, the closer they should be!
- 6 Start with a lot of whitespace, maybe even too much! Then remove whitespace from there
 - 👉 Too much whitespace looks **detached**, too little looks too **crammed**



HOW MUCH WHITESPACE

- 5 The more some elements (or groups of elements) belong together, the closer they should be!
- 6 Start with a lot of whitespace, maybe even too much! Then remove whitespace from there
 - 👉 Too much whitespace looks **detached**, too little looks too **crammed**
- 7 Match other design choices. If you have big text or big icons, you need more whitespace

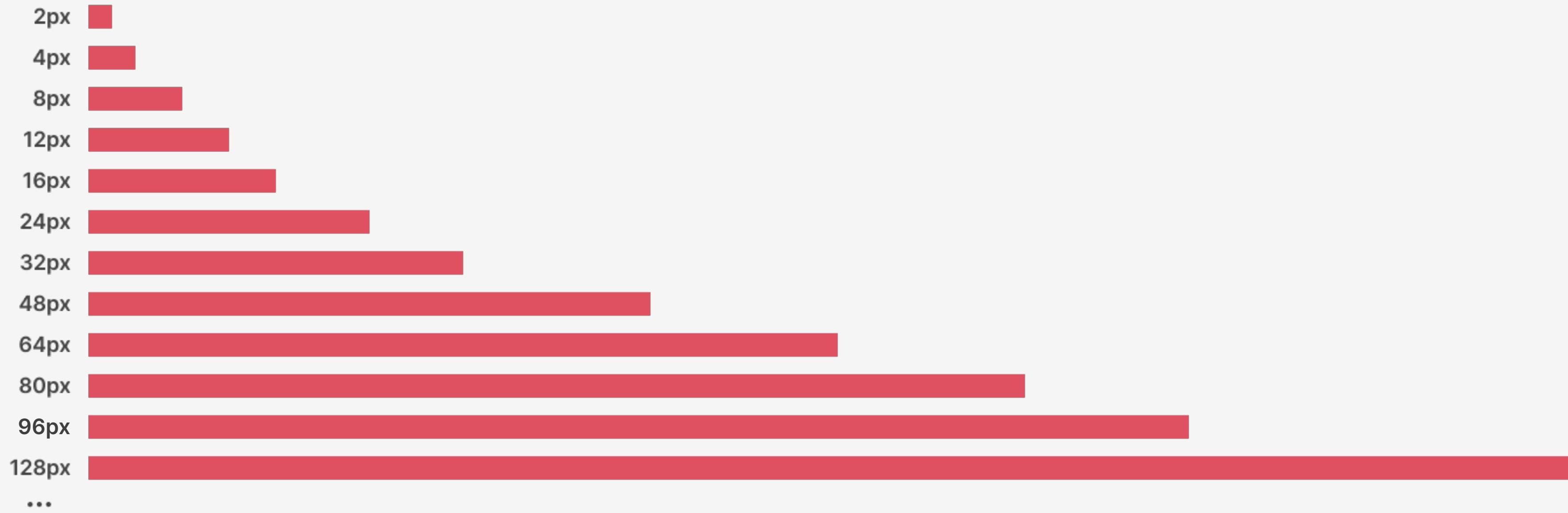
😊 Huge text, lots of whitespace



😊 Small text and images, less space

HOW MUCH WHITESPACE

- 5 The more some elements (or groups of elements) belong together, the closer they should be!
- 6 Start with a lot of whitespace, maybe even too much! Then remove whitespace from there
 - 👉 Too much whitespace looks **detached**, too little looks too **crammed**
- 7 Match other design choices. If you have big text or big icons, you need more whitespace
- 8 Try a hard rule, such as using **multiples of 16px** for all spacing





BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION

WEB DESIGN RULES AND
FRAMEWORK

LECTURE

WEB DESIGN RULES #8: VISUAL
HIERARCHY

WHAT IS VISUAL HIERARCHY?

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

The image shows an Airbnb listing page for 'Eco-Villa Garden Pool & Sea View (Villa Epicurea)'. A large photograph of the villa is at the top, with a red arrow pointing from the text above towards it. Below the photo is a grid of smaller images showing interior and exterior views. A second red arrow points from the text 'We use a combination...' towards the booking information on the right. The booking section includes a summary table and a prominent red 'Reserve' button, both highlighted by a third red arrow.

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

★ 5.0 (12) • Superhost • Sesimbra, Setubal, Portugal

Share Saved

Show all photos

Tiny house hosted by Eco-Lodge Villa Epicurea

4 guests · 1 bedroom · 3 beds · 1 bath

Entire home You'll have the tiny house to yourself.

Enhanced Clean This host committed to Airbnb's 5-step enhanced cleaning process. [Learn more](#)

Eco-Lodge Villa Epicurea is a Superhost Superhosts are experienced, highly rated hosts who are committed to providing great stays for guests.

Free cancellation until 3:00 PM on Mar 8 After that, cancel before 3:00 PM on Mar 8 and get a 50% refund on the first night and service fee. [Get details](#)

House rules This place isn't suitable for infants (0–2 yrs) and the host doesn't allow parties or smoking. [Get details](#)

€106 / night ★ 5.0 (12)

CHECK-IN 3/8/2021 CHECKOUT 3/10/2021

GUESTS 1 guest

Reserve You won't be charged yet

€106 x 2 nights €212

Service fee €0

Total €212

Report this listing

WHAT IS VISUAL HIERARCHY?

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

★ 5.0 (12) · Superhost · Sesimbra, Setubal, Portugal

Share Saved

Show all photos

Tiny house hosted by Eco-Lodge Villa Epicurea

4 guests · 1 bedroom · 3 beds · 1 bath

Entire home

Enhanced Clean

Eco-Lodge Villa Epicurea is a Superhost

Free cancellation until 3:00 PM on Mar 5

House rules

€106 / night

★ 5.0 (12)

CHECK-IN
3/10/2021

CHECKOUT
3/11/2021

GUESTS
1 guest

Reserve

You won't be charged yet

€106 x 1 night

Service fee

Total

Report this listing

WHAT IS VISUAL HIERARCHY?

- 👉 Visual hierarchy is about **establishing which elements** of a design **are the most important ones**
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CHECK-IN
3/10/2021

CHECKOUT
3/11/2021

GUESTS
1 guest

Reserve

You won't be charged yet

€106 x 1 night

Service fee

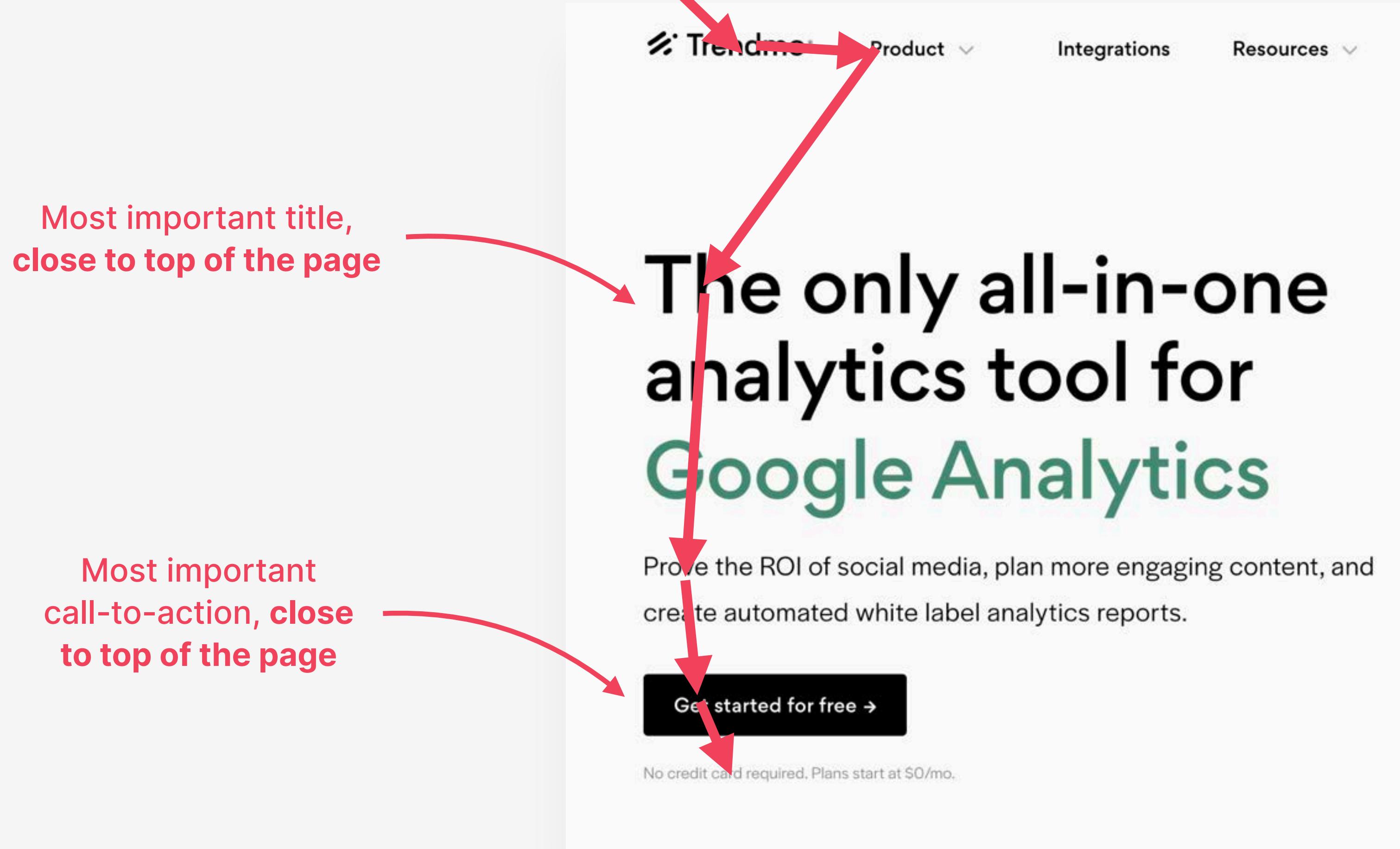
Total

€106

Report this listing

VISUAL HIERARCHY FUNDAMENTALS

- 1 Position important elements **closer to the top the page**, where they get more attention



ATTENTION FLOWS
DOWN THE PAGE
(AND COMPONENTS)

VISUAL HIERARCHY FUNDAMENTALS

- 1 Position important elements **closer to the top the page**, where they get more attention
- 2 Use images mindfully, as they draw **a lot of attention** (larger images get more attention)

The screenshot shows a website for "Community Solar". At the top left is the logo and the heading "Community Solar". Below it is a paragraph of text: "Breaking down barriers to solar benefits. Homeowners, businesses and towns can enjoy savings by signing up for a community solar share. No rooftop panels required!" To the right of the text is a large, blurry photograph of a man lying on his back on a grassy lawn, holding a small child in the air. A red arrow points from the top of the text area down towards the "Learn More" button. Another red arrow points from the top of the image down towards the center of the image.

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.

The screenshot shows an Instagram profile for "pretty.mutts". At the top left is the Instagram logo and the handle "pretty.mutts". To the right is a circular profile picture of a dog's face. A red arrow points from the top of the profile picture down towards the first post thumbnail. Below the profile picture is the bio: "Pretty Mutts Stylish, eco-friendly and vegan dog accessories. Handmade in Portugal Worldwide shipping We donate to local dog shelters Shop now www.etsy.com/shop/prettymutts". Below the bio are three post thumbnails: a close-up of a dog's face, a dog standing in tall grass, and another dog standing in tall grass. Red arrows point from the top of each post thumbnail down towards the center of each image.

Instagram

pretty.mutts

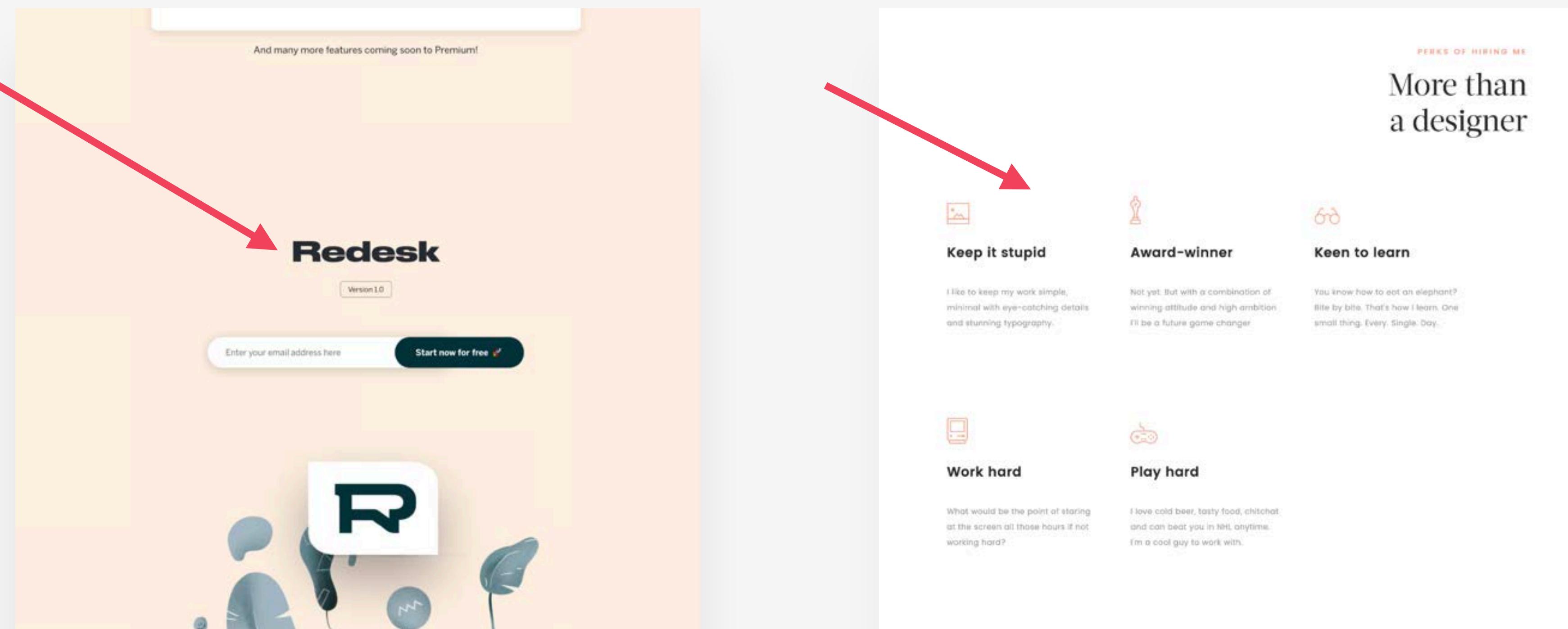
6 posts 78 followers 52 following

Pretty Mutts
Stylish, eco-friendly and vegan dog accessories.
Handmade in Portugal
Worldwide shipping
We donate to local dog shelters
Shop now
www.etsy.com/shop/prettymutts

POSTS TAGGED

VISUAL HIERARCHY FUNDAMENTALS

- 1 Position important elements **closer to the top the page**, where they get more attention
- 2 Use images mindfully, as they draw **a lot of attention** (larger images get more attention)
- 3 Whitespace creates separation, so **use whitespace strategically** to emphasize elements



VISUAL HIERARCHY FOR TEXT ELEMENTS

4 For text elements, use **font size**, **font weight**, **color**, and **whitespace** to convey importance



Confusing! No hierarchy at all

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

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



Increasing font size

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

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



Increasing font weights

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

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



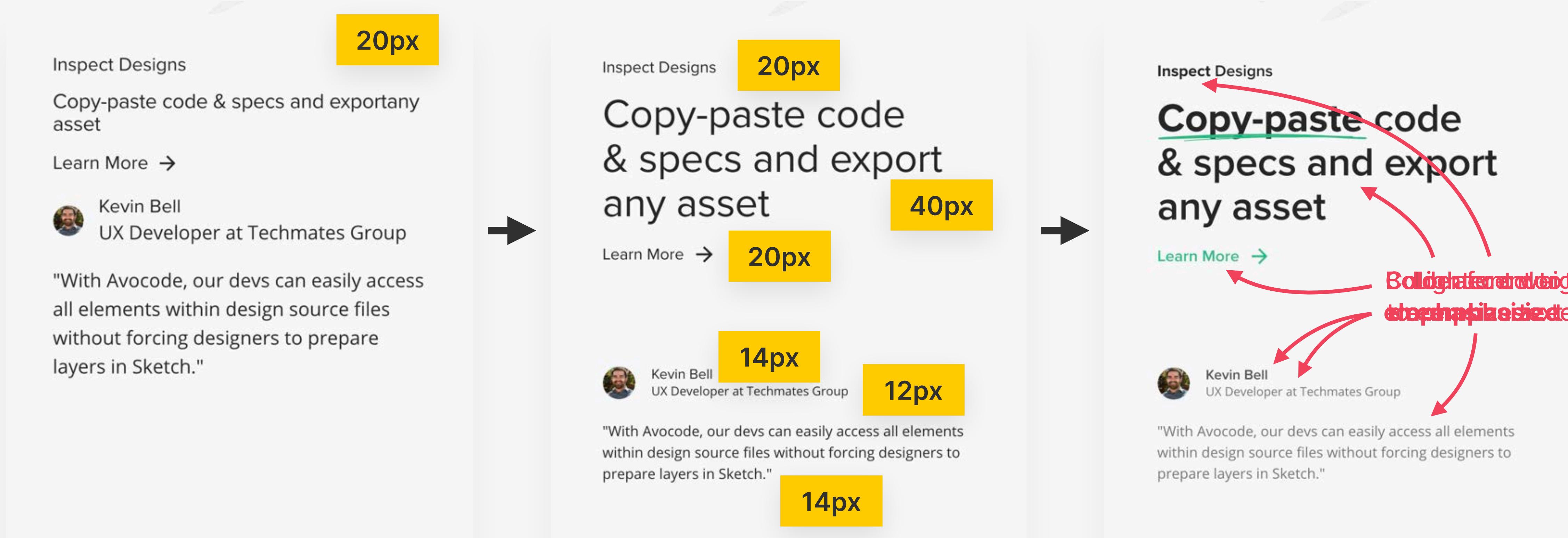
Lightening color of less important text. Perfect!

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

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

VISUAL HIERARCHY FOR TEXT ELEMENTS

4 For text elements, use **font size**, **font weight**, **color**, and **whitespace** to convey importance



Confusing! No hierarchy at all



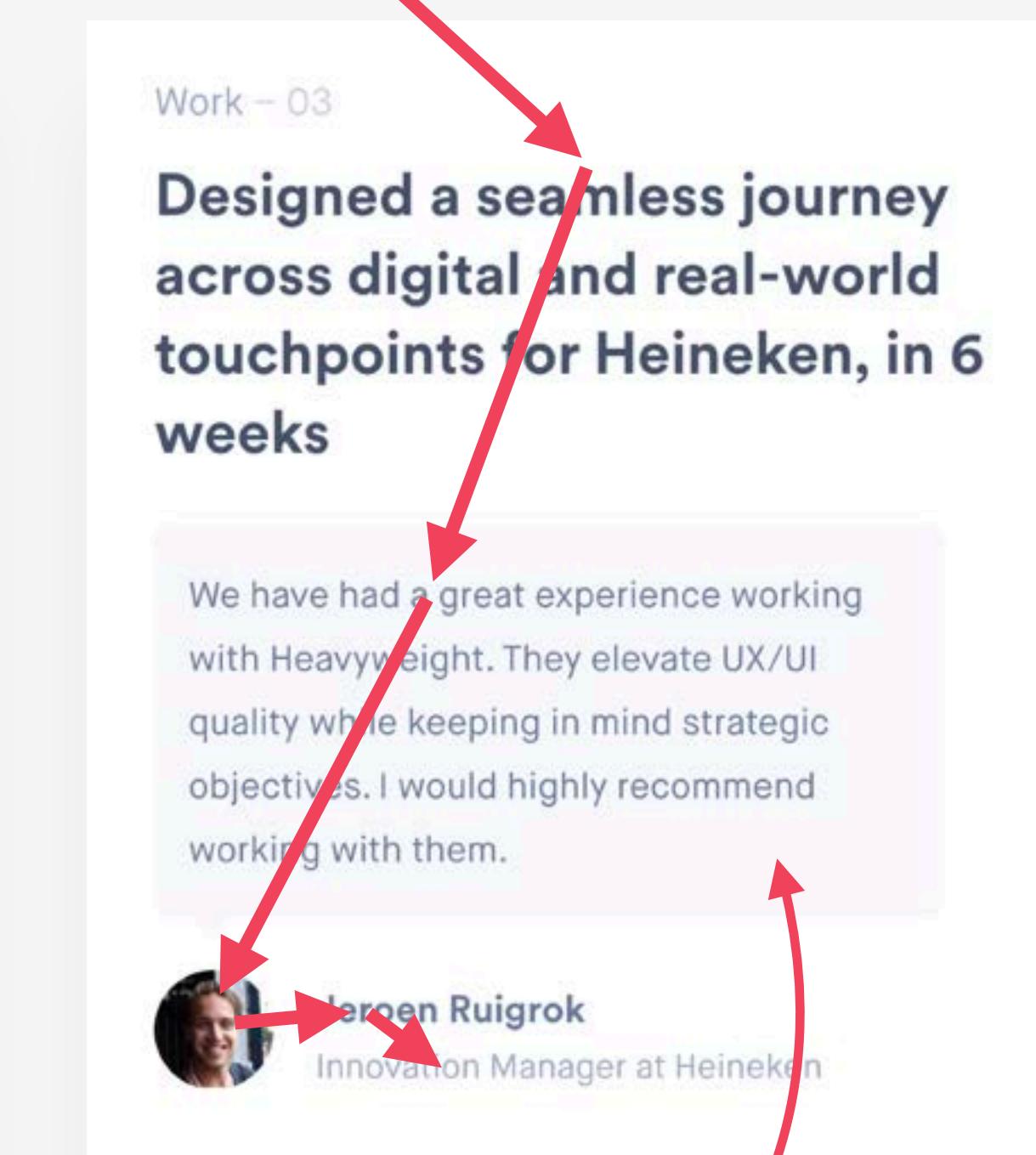
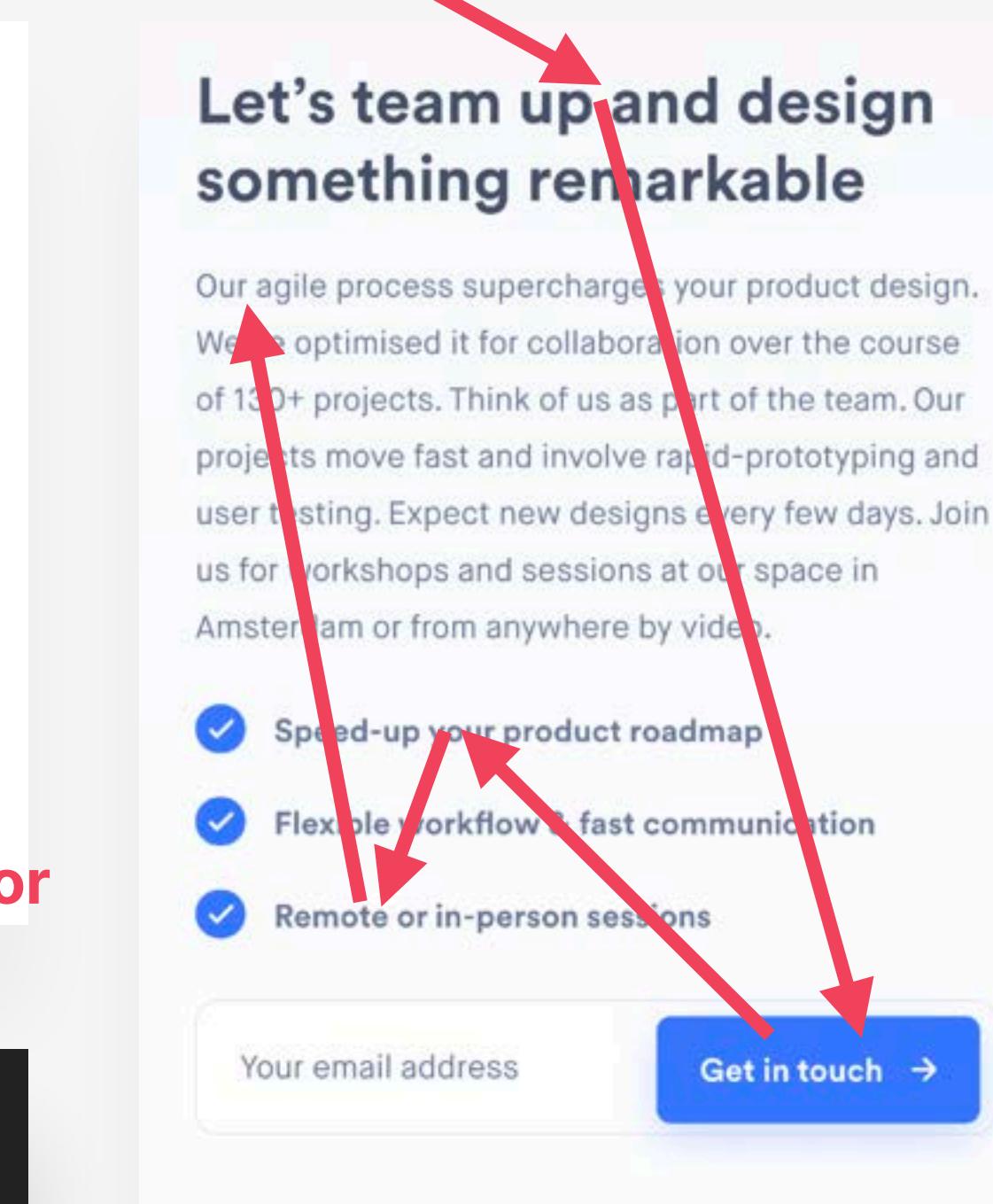
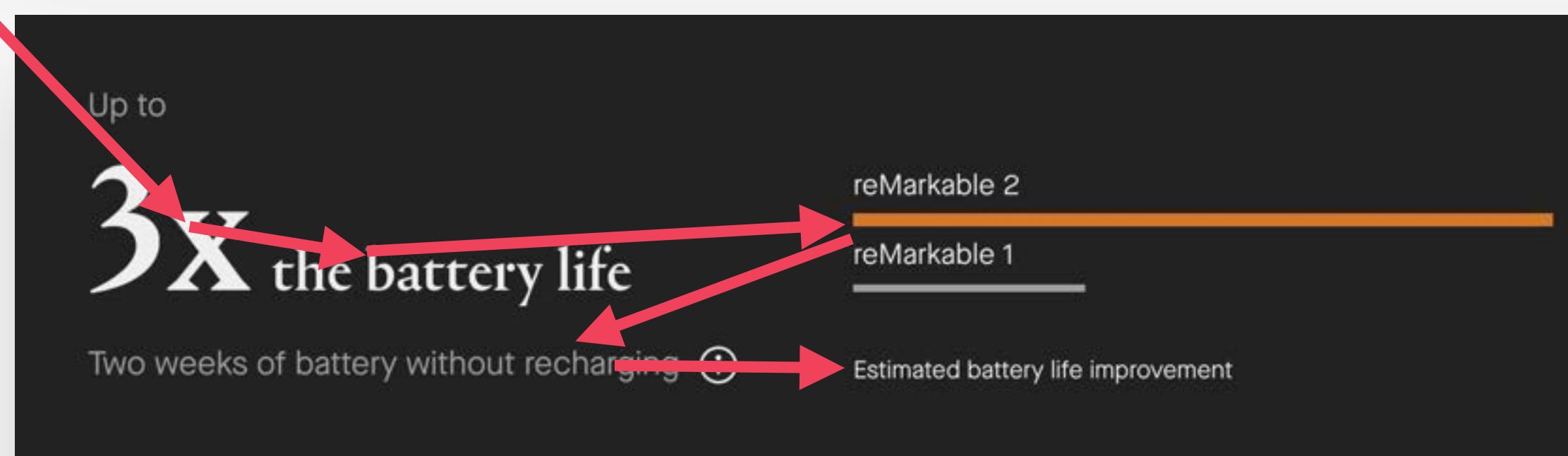
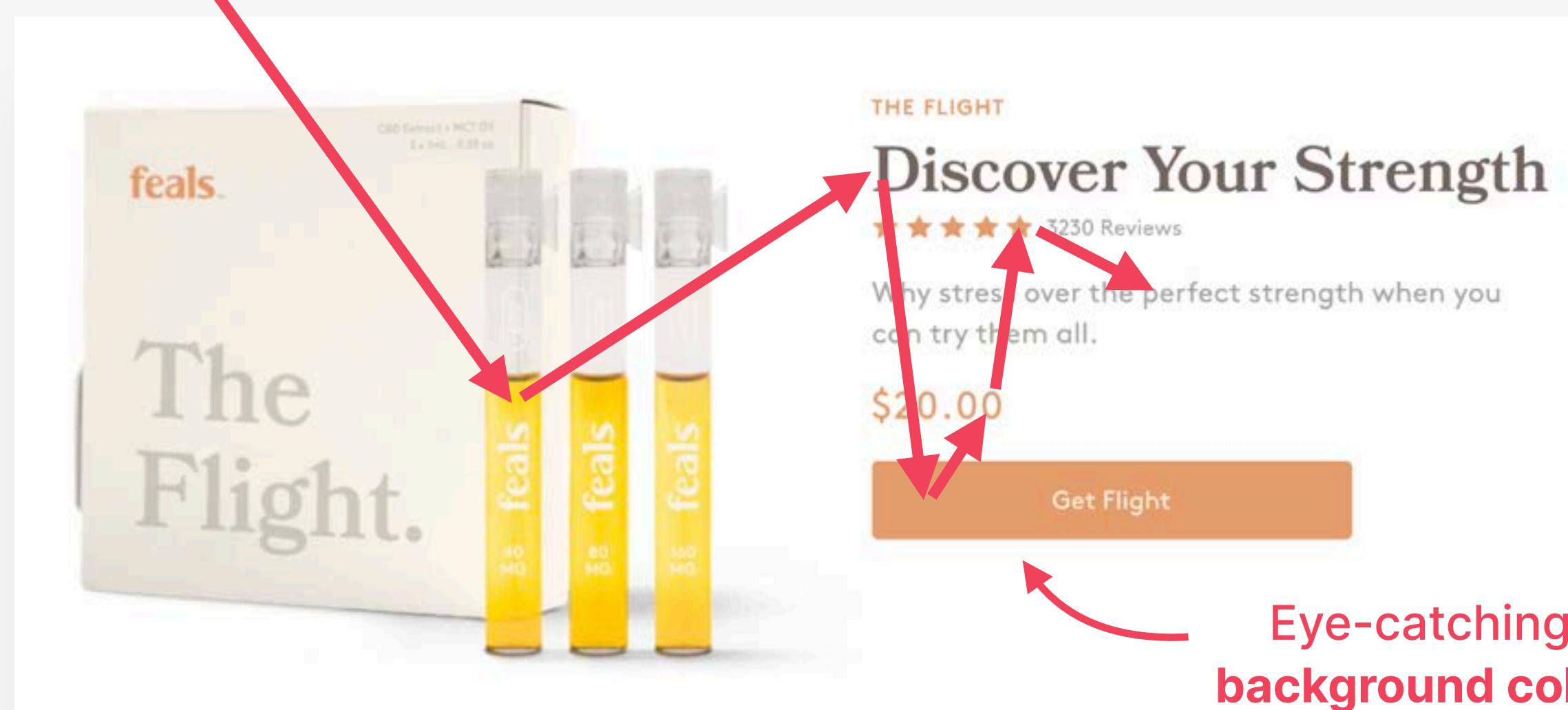
Increasing font sizes and adding whitespace



Adding font weight and color. Perfect!

VISUAL HIERARCHY FOR TEXT ELEMENTS

4 For text elements, use **font size, font weight, color, and whitespace** to convey importance



VISUAL HIERARCHY FOR TEXT ELEMENTS

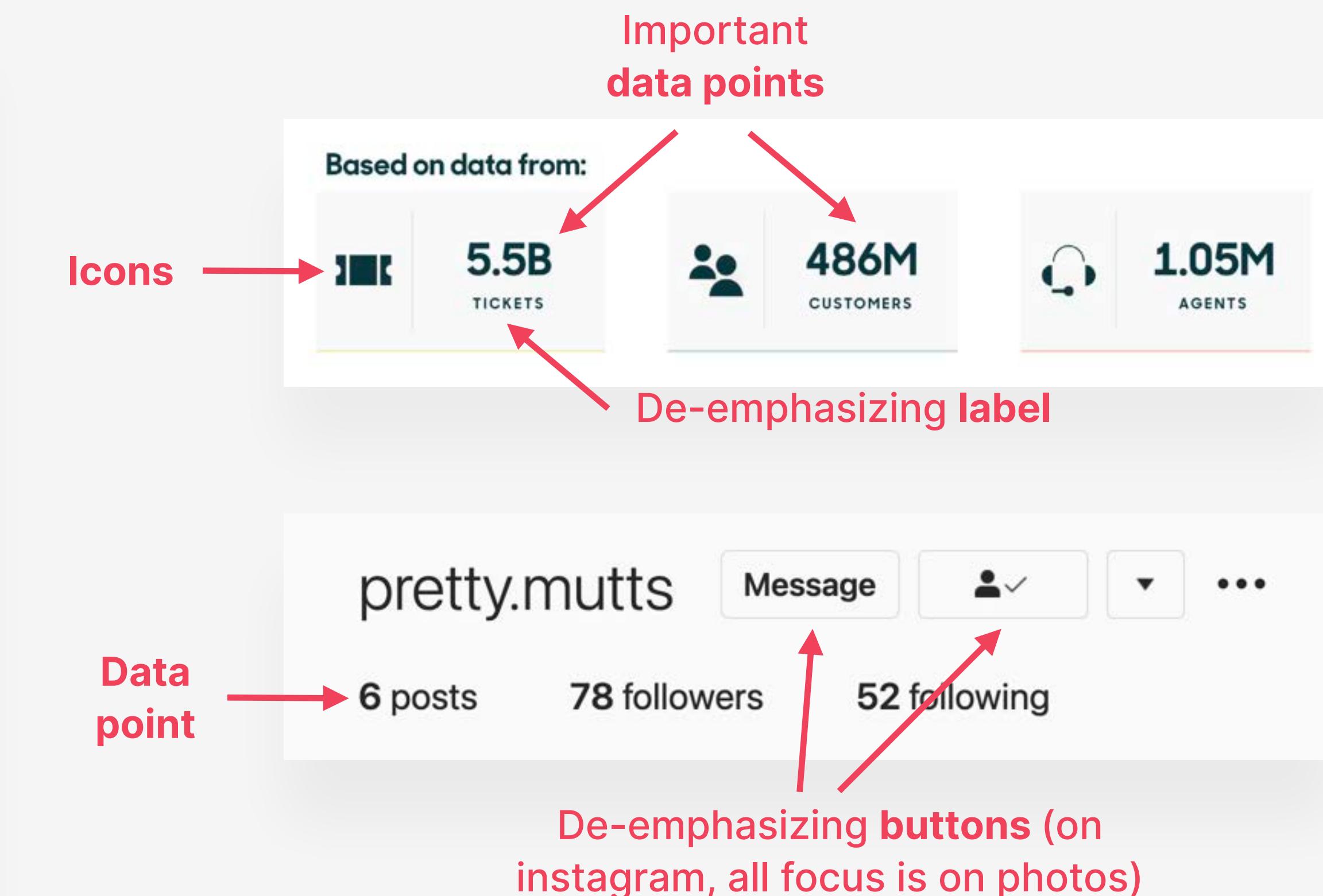
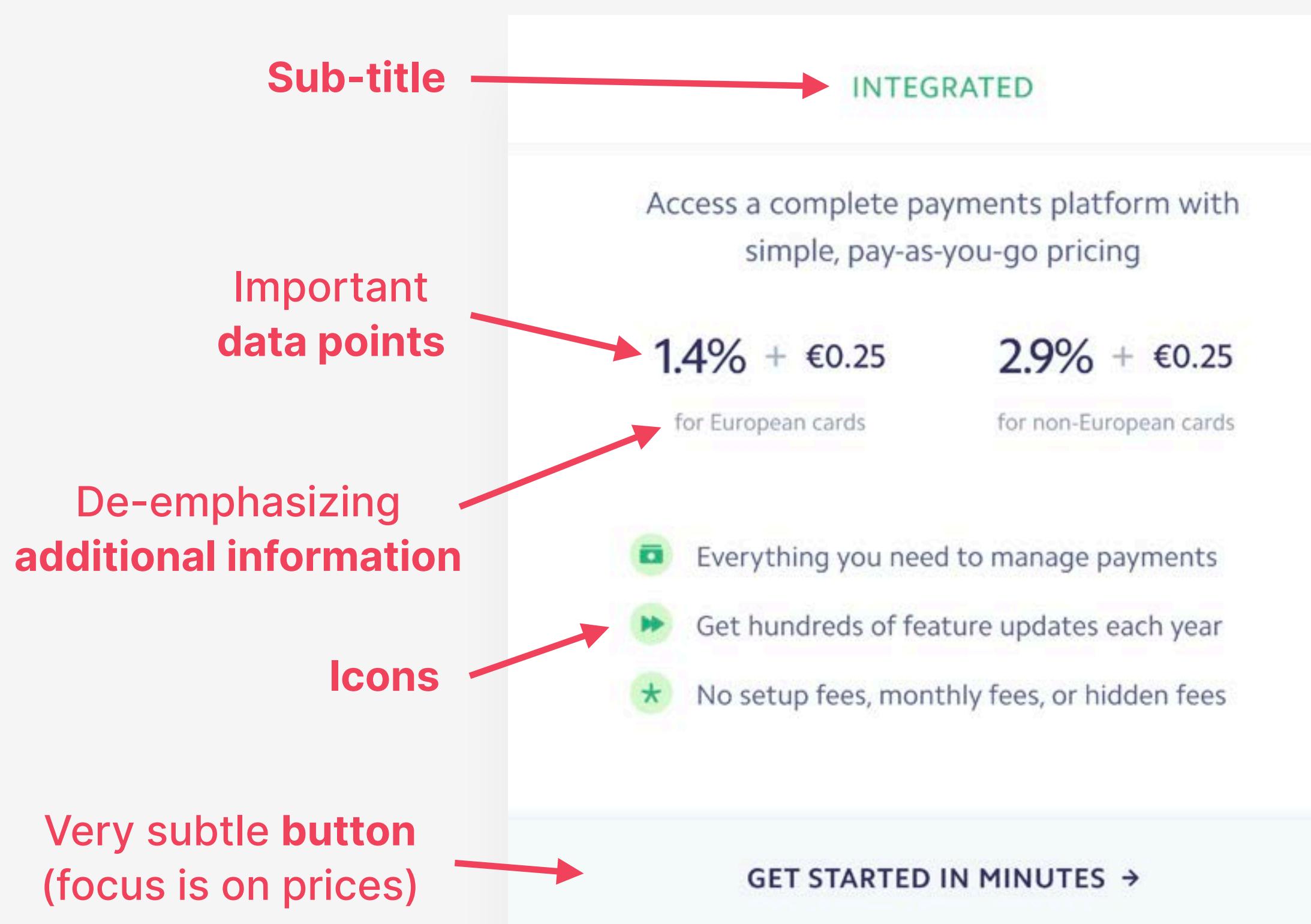
- 4 For text elements, use **font size**, **font weight**, **color**, and **whitespace** to convey importance
- 5 What text elements to emphasize? **Titles**, **sub-titles**, **links**, **buttons**, **data points**, **icons**
 - 👉 You can also **de-emphasize** less important text, like **labels** or **secondary/additional information**

The image displays three examples of visual hierarchy:

- Travel Listing Example:** A screenshot of a travel listing for "Eco-Villa Garden Pool & Sea View (Villa Epicurea)".
 - Title:** "Eco-Villa Garden Pool & Sea View (Villa Epicurea)"
 - Icon:** A star rating icon followed by "5.0 (12) · Superhost · Sesimbra, Setubal, Portugal".
 - Data point:** "5.0 (12)" and "Superhost".
 - Link:** The location link "Sesimbra, Setubal, Portugal".
 - De-emphasizing additional information:** The listing includes "Close to the metal" and "From direct integrations with card networks and banks to checkout flows in the browser, we operate on and optimize at every level of the financial stack.", which are highlighted as less important.
- Stripe Landing Page Example:** A screenshot of the Stripe landing page.
 - Sub-title:** "HAPPINESS GUARANTEE".
 - Title:** "Love it, or it's on us."
 - Text:** "Here's why we know you will."
 - Icon:** A hand icon with the text "Try Feals risk-free".
 - Sub-title:** "No fuzzy haze".
 - Text:** "Feel better and keep a clear head."
 - Icon:** A leaf icon with the text "All natural ingredients".
 - Text:** "Grown with care by US farmers."
- Feals Advertisement Example:** A screenshot of a Feals advertisement.
 - Sub-title:** "HAPPINESS GUARANTEE".
 - Title:** "Love it, or it's on us."
 - Text:** "Here's why we know you will."
 - Icon:** A hand icon with the text "Try Feals risk-free".
 - Sub-title:** "No fuzzy haze".
 - Text:** "Feel better and keep a clear head."
 - Icon:** A leaf icon with the text "All natural ingredients".
 - Text:** "Grown with care by US farmers."

VISUAL HIERARCHY FOR TEXT ELEMENTS

- 4 For text elements, use **font size, font weight, color, and whitespace** to convey importance
- 5 What text elements to emphasize? **Titles, sub-titles, links, buttons, data points, icons**
 - 👉 You can also **de-emphasize** less important text, like **labels or secondary/additional information**



VISUAL HIERARCHY BETWEEN COMPONENTS

6 Emphasize an important component using background color, shadow, or border (or multiple)

Dover

Lattice

CLEARBANC

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Product offering rating

4.2 / 5.0
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Glossier.

lyft

slack

Glossier.

charity: water

VISUAL HIERARCHY BETWEEN COMPONENTS

6 Emphasize an important component using background color, shadow, or border (or multiple)

The image displays two examples of user interfaces illustrating visual hierarchy through the use of background color, shadow, or border.

Example 1: Airbnb Listing Detail

This screenshot shows a listing for "Tiny house hosted by Eco-Lodge Villa Epicurea". A red arrow points to the price box, which is highlighted with a light gray background and a dark border. The price is listed as "€106 / night".

Example 2: Currency Exchange Comparison

This screenshot shows a comparison of currency exchange rates from various providers. A red arrow points to the "Wise" row, which is highlighted with a dark blue background and white text. The Wise exchange rate is "1,160.39 EUR".

Provider	Recipient gets (Total after fees)	Transfer fee	Exchange rate (1 GBP + EUR)
Wise	1,160.39 EUR Save up to 51.45 EUR	3.69 GBP	1.16469 Mid-market rate
Remitly	1,154.64 EUR ▼ - 5.75 EUR	2.99 GBP	1.15810
Xoom	1,149.41 EUR ▼ - 10.98 EUR	1.99 GBP	1.15170
monese	1,138.92 EUR ▼ - 21.47 EUR	20.00 GBP	1.16216
BARCLAYS	1,133.18 EUR ▼ - 27.21 EUR	0.00 GBP	1.13318
HALIFAX	1,123.26 EUR ▼ - 37.13 EUR	0.00 GBP	1.12326
PayPal	1,108.94 EUR ▼ - 51.45 EUR	0.00 GBP	1.10894

VISUAL HIERARCHY BETWEEN COMPONENTS

- 6 Emphasize an important component using **background color, shadow, or border (or multiple)**
- 7 Try emphasizing some component A over component B by **de-emphasizing component B**

The diagram illustrates a design transformation from a less prominent to a more prominent emphasis on Component A.

Left Version (Initial State):

- Component A:** The main headline "Start saving time on your next design project" is highlighted with a green oval.
- Component B:** The secondary headline "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." is smaller and less prominent.
- Call-to-action:** A "START NOW" button is present below the headlines.
- Form Fields:** Input fields for "name@company.com" and a "free" trial offer are located at the bottom.

Right Version (Transformed State):

- Component A:** The main headline remains highlighted with a green oval.
- Component B:** The secondary headline is significantly reduced in size and visual weight, appearing smaller and less prominent.
- Call-to-action:** The "START NOW" button is still present.
- Form Fields:** The input field and trial offer remain at the bottom.

A red curved arrow points from the original state to the transformed state, with the text "Component A has been made more prominent simply by de-emphasizing B" positioned near the arrow.

VISUAL HIERARCHY BETWEEN COMPONENTS

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- 7 Try emphasizing some component A over component B by **de-emphasizing component B**

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- OFAC and sanctions screening
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wetravel

Connect allows us to achieve compliance with minimal effort, spend practically no time on payments-related customer support, and keep the user experience on our platform. And, it's reassuring to know that when we're expanding to a new country, Stripe will be ready for us. **8€**

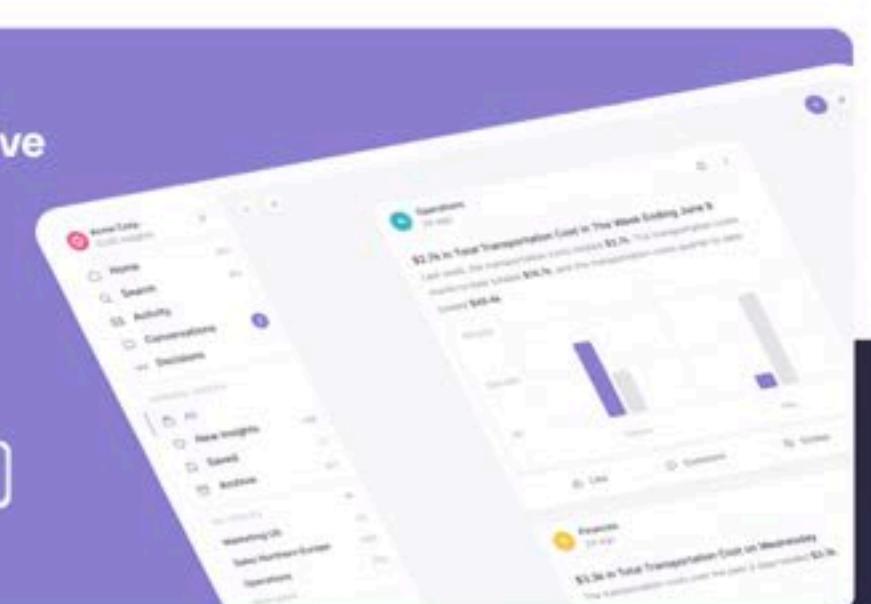
Johannes Koeppl, CEO and Co-Founder

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- Manage** Important Documents
- Create** Healthy Work Environment

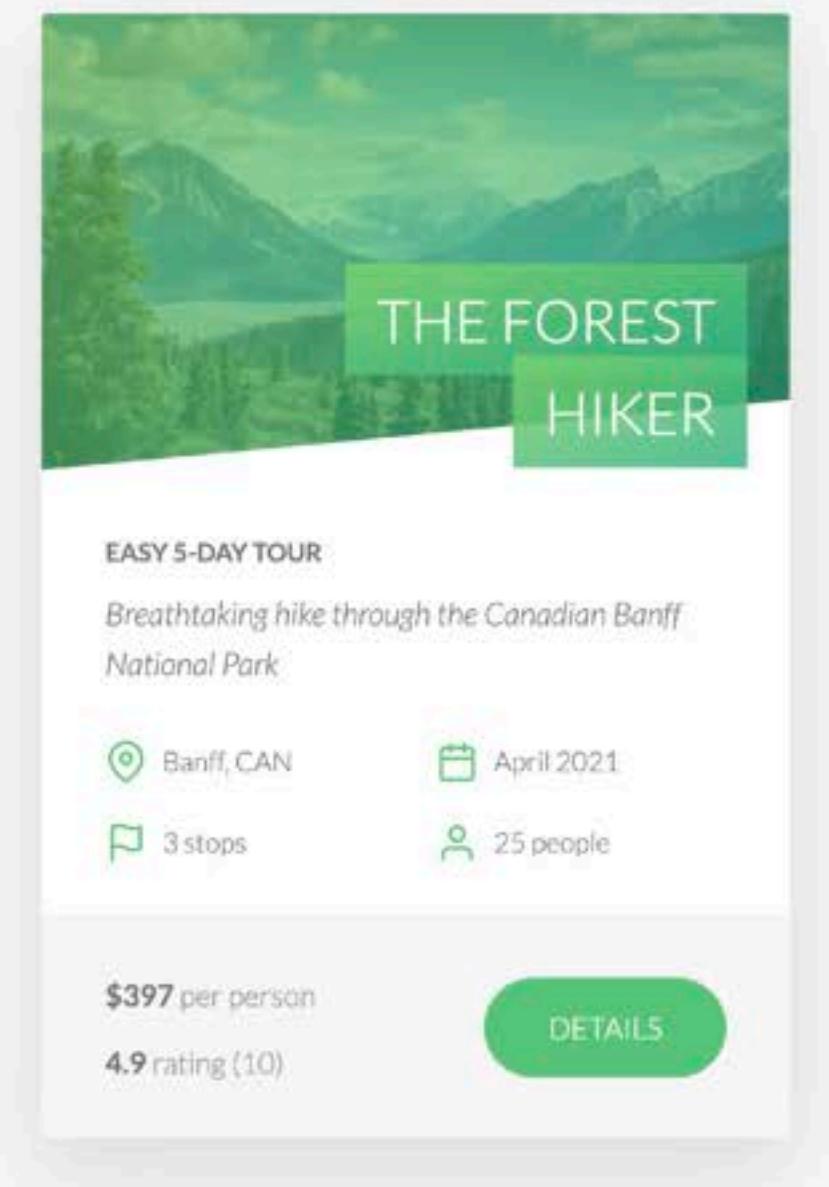
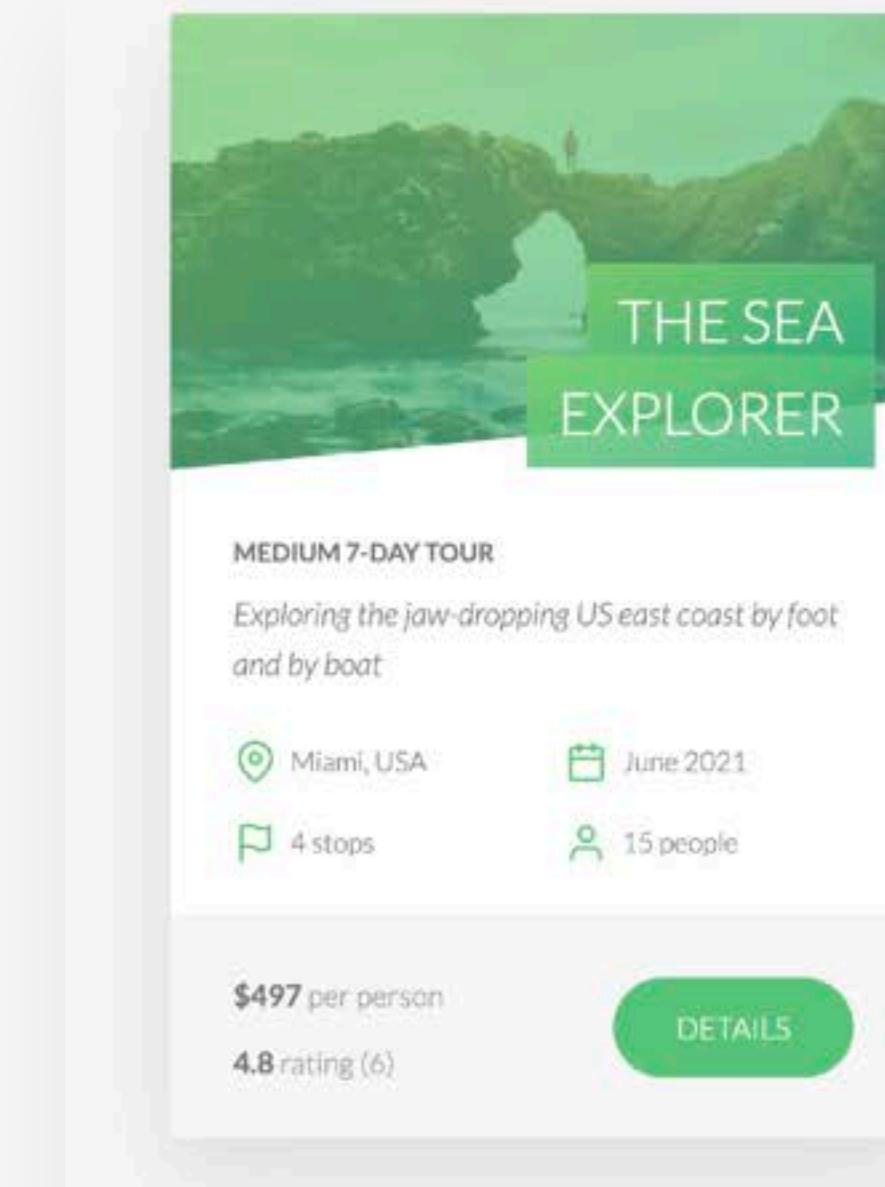
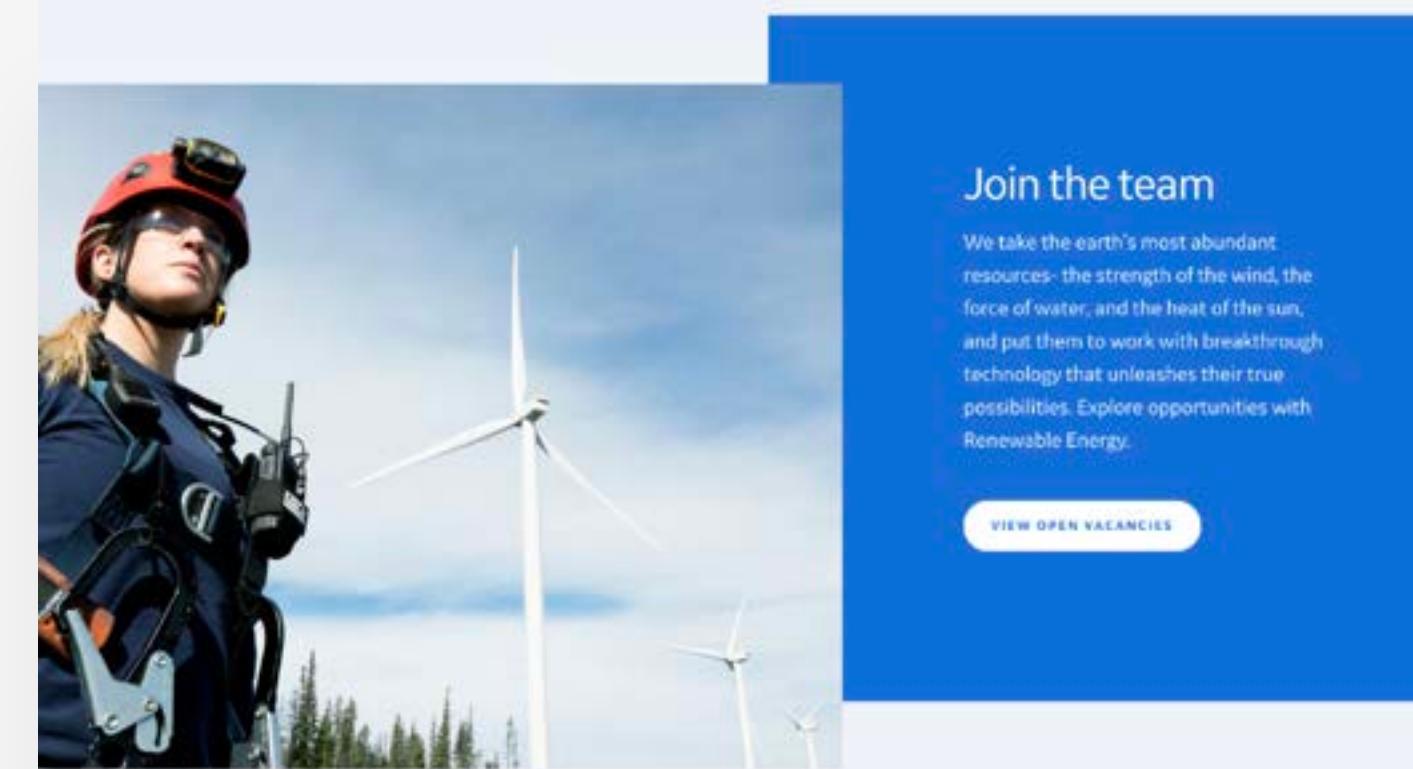
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VISUAL HIERARCHY BETWEEN COMPONENTS

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APY on Deposits	0.50%	0.01%	0.01%	0.01%
Free ATMs	2,300,000 ¹	13,000	16,000	16,000
Free Cash Advance ²		✗	✗	✗
Merchant Perks ¹		✗	✗	✗
Get Paid Early ³		✗	✗	✗
No Overdraft Fees		✗	✗	✗



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION

WEB DESIGN RULES AND
FRAMEWORK

LECTURE

WEB DESIGN RULES #9: USER
EXPERIENCE (UX)

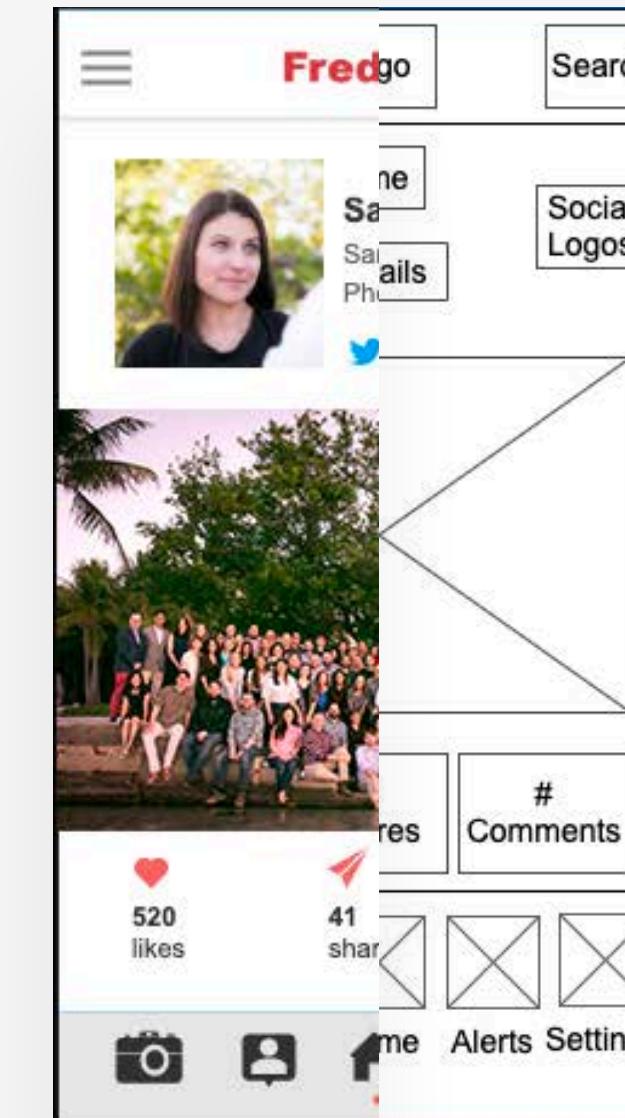
WHAT IS USER EXPERIENCE (UX)?

**“ Design is not just what it looks like
and feels like. Design is how it works”**

– Steve Jobs

User Interface (UI) is the visual presentation of a product. It's how the graphical interface looks and feels like

- 👉 Layout
- 👉 “Personality”
- 👉 Typography, colors, icons, etc.



User Experience (UX) is the overall experience the user has while interacting with the product

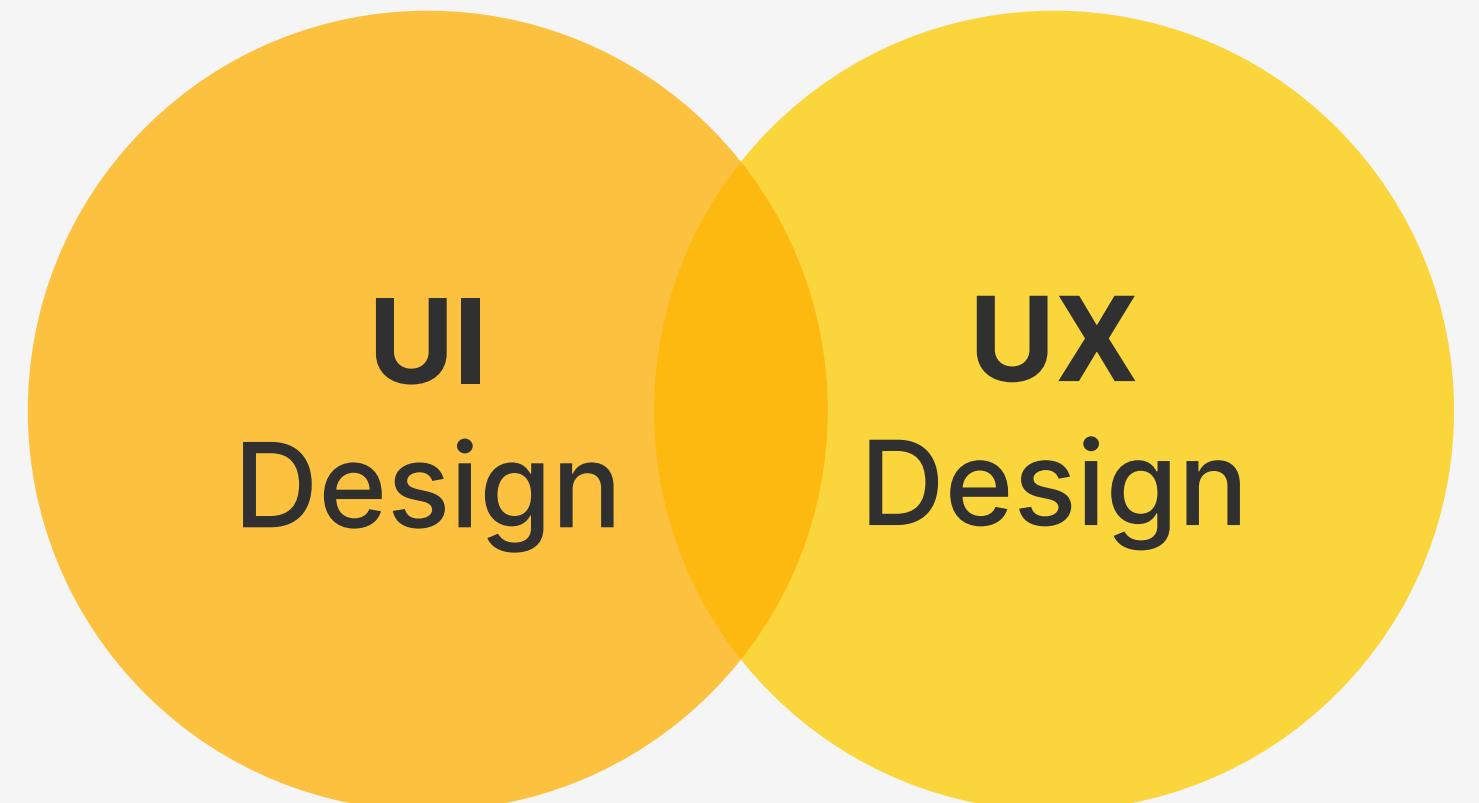
- 👉 Does the app feel **logical** and well thought out?
- 👉 Does the navigation work **intuitively**?
- 👉 Are users **reaching their goals**?

UI AND UX DESIGN

UI is graphical interface ➡ UI Design is what makes an interface **beautiful**

UX is experience with interface ➡ UX Design is what makes an interface **useful and functional**

👉 UX Design can not exist without UI Design!



UI →

Both are interfaces to get ketchup



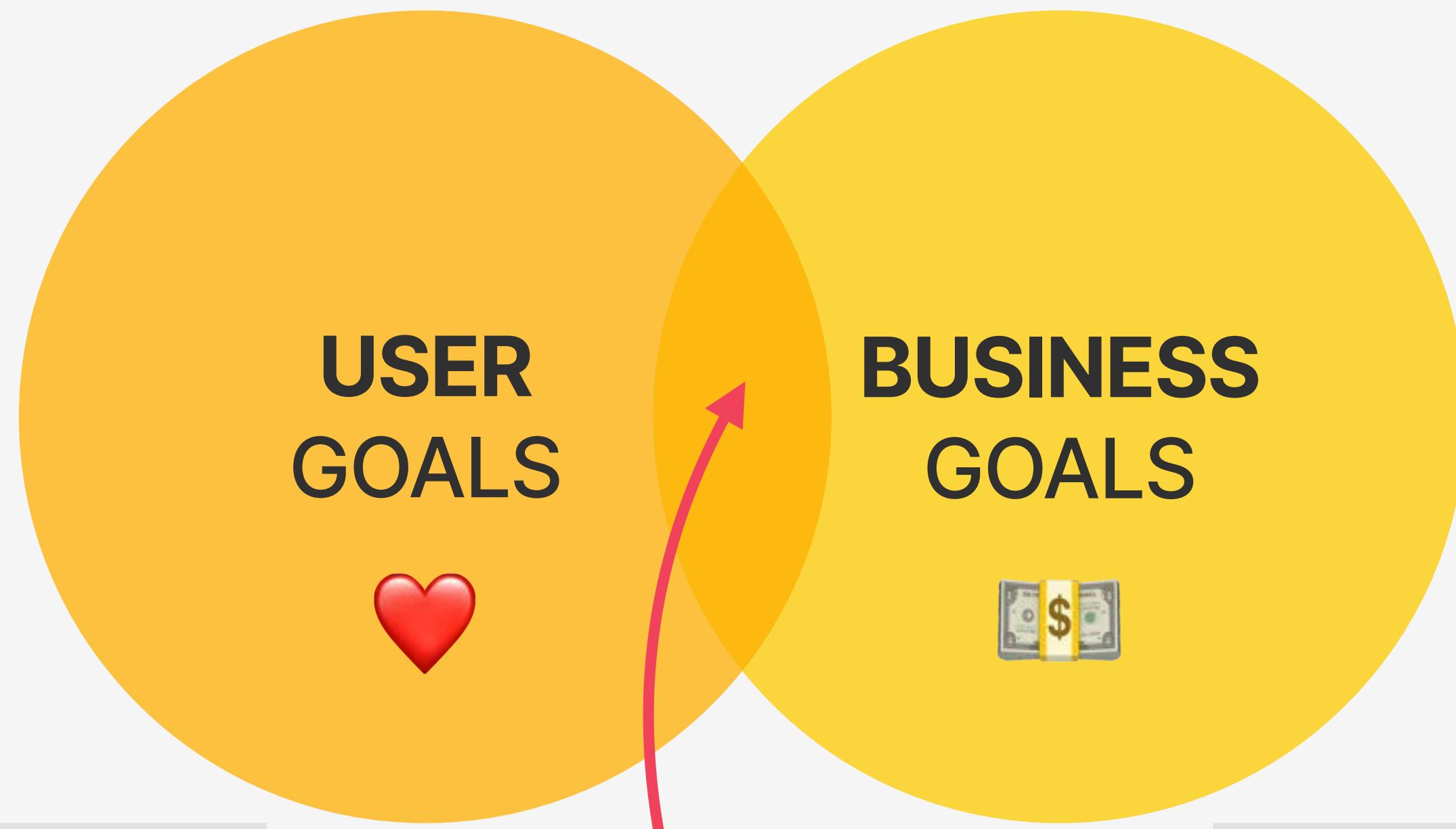
UX →

Each creates a different experience



UX DESIGN GUIDING PRINCIPLE: GOALS

👉 A website or application **exists for a reason**: a **user** has a goal for visiting it, and a **business** has a goal for creating it



EXAMPLE: Designing websites faster

Good UX design **aligns** the **user's goals** with the **business' goals**

EXAMPLE: Selling design kits for design tools

👉 **UX Example:**

for Sketch	for Figma	for Teams
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✓ 200 Components	✓ 200 Components	✓ 200 Components
✓ 120 Wireframe layouts	✓ 120 Wireframe layouts	✓ 120 Wireframe layouts
✓ Free Updates	✓ Free Updates	✓ Free Updates
Buy for Sketch	Buy for Figma	Choose Your License

Highlighting an option in the product pricing table:

👉 Helps the **user** decide faster what is the best option ❤️

👉 Helps the **business** maximize revenue 💰

UX RULES FOR USABILITY

1

Don't design complicated layouts. Don't reinvent the wheel. Use patterns that users know



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RC Tiger & Leopard-Tank 53 cm lang. Skyter Kuler 30m - El-ATV

RC Tank i Metall (55 cm) med Luftkanon fra kr. 1.298,-

Kraftig 3-Hjuls el-sykkel fra kr. 9.998,-

Lyd, Rak, Lys

el-ATV

el-moped med skilt (16 år) 19.998,- el-ATV

el-bil (16 år & moped-Lappen) fra kr. 34.998,-

el-ATV

el-sykkel m/Olestyrte skivebremser fra 6.998,-

Luft-jekk (4.2 tonn) til Bil eller Båt. fra kr. 998,-

Elektronikk

el-ATV

Star-I selv-balanse En-hjul el-scooter 9.998,-

RC Produkter

G-Tog

Disko-Lys

Kikkert lengste & kraftigste. kr. 1.998,-

Alarm Wi-Fi & GSM Kamera sett 1.998,-

Fotball-Tren Teleskop fra 2.598,-

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Lyd, Rak,

UX RULES FOR USABILITY

1 Don't design complicated layouts. Don't reinvent the wheel. **Use patterns that users know**

2 Make your call-to-action the most prominent element, and make the text descriptive



€106 / night **Reserve**

CHECK-IN 3/10/2021	CHECKOUT 3/11/2021
GUESTS 1 guest	▼

€106 x 1 night €106
Service fee €0

Total **€106**

[Report this listing](#)



€106 / night **★ 5.0 (12)**

CHECK-IN 3/10/2021	CHECKOUT 3/11/2021
GUESTS 1 guest	▼

Reserve

You won't be charged yet

€106 x 1 night €106
Service fee €0

Total **€106**

[Report this listing](#)

UX RULES FOR USABILITY

- 1 Don't design complicated layouts. Don't reinvent the wheel. **Use patterns that users know**
- 2 Make your call-to-action the **most prominent element**, and make the **text descriptive**
- 3 Use **blue text** and **underlined text** only for **links**!



Inaugural Address by
President Joseph R.
Biden, Jr.

JANUARY 20, 2021 • SPEECHES AND REMARKS



The Inaugural Address of the 46th President of
the United States, as delivered at the United
States Capitol.



Inaugural Address by
President Joseph R.
Biden, Jr.

JANUARY 20, 2021 • SPEECHES AND REMARKS

The Inaugural Address of the 46th President of
the United States, as delivered at the United
States Capitol.

Looks 100% like a
link, but isn't one!

UX RULES FOR USABILITY

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- 4 Animations should have a **purpose** and be **fast**: between 200 and 500 ms

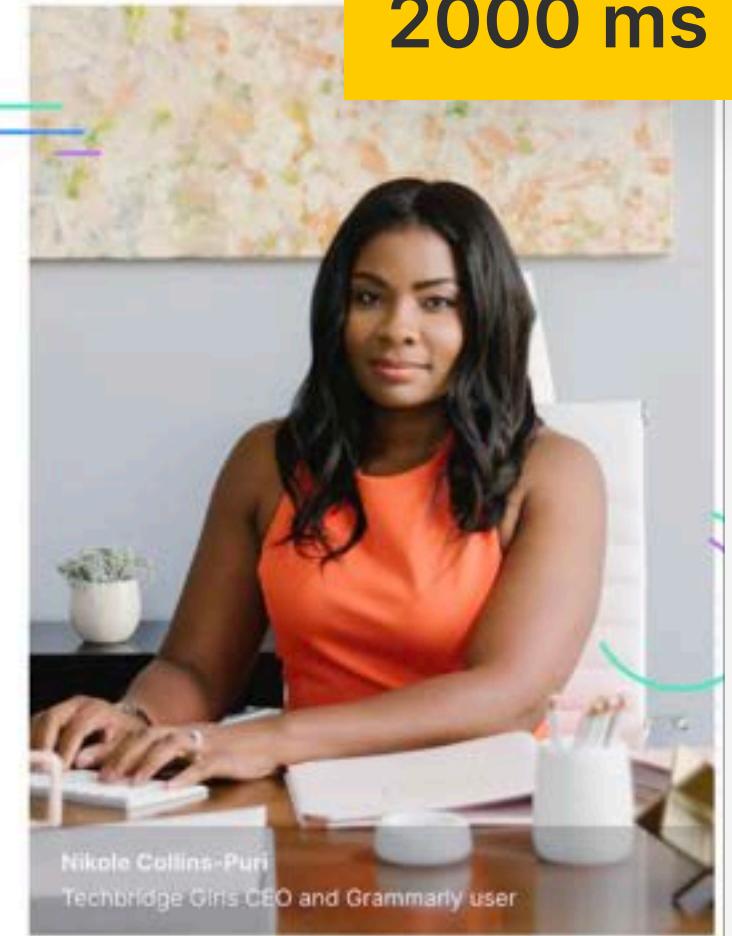


Professional Communication For Your Team

With Grammarly Business, every member of your team can compose credible, mistake-free writing that makes your business look good.

[Get Grammarly Business](#)

Have questions? [Contact sales >](#)

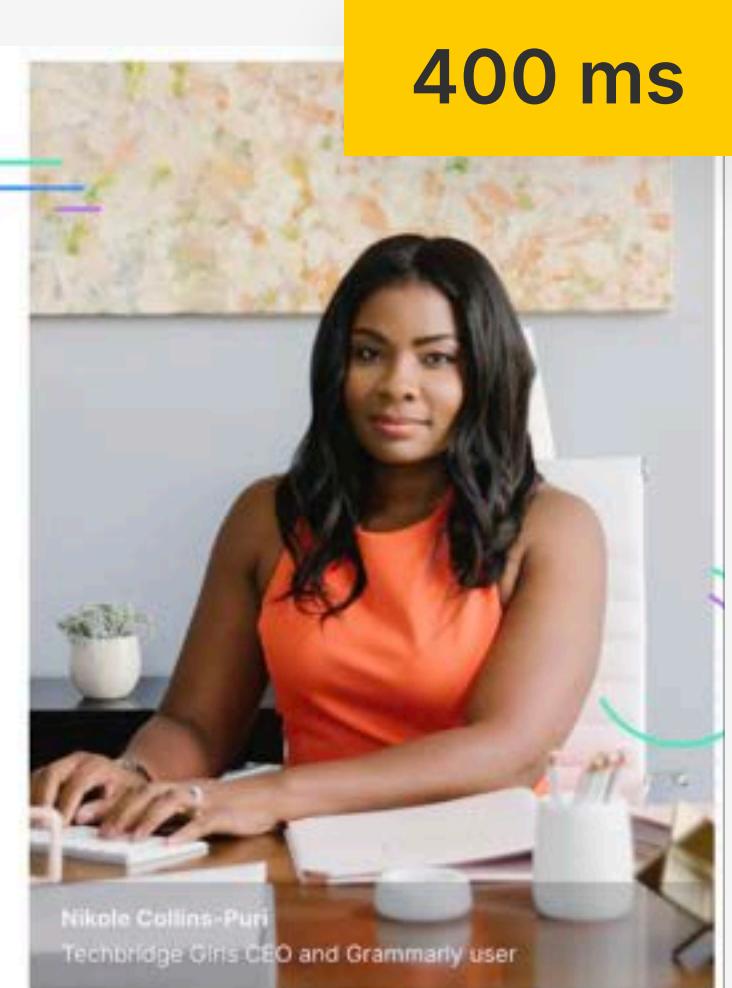


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4 Animations should have a **purpose** and be **fast**: between 200 and 500 ms

5 In forms, align labels and fields in a **single vertical line**, to make the form **easier to scan**

Contact support

Question

Select your question... ▾

Tell us more—how can we help?

Your email address

Send email

A screenshot of a contact support form. It includes fields for selecting a question, providing additional information, entering an email address, and a blue 'Send email' button. A thick red arrow points downwards from the text 'In forms, align labels and fields in a single vertical line, to make the form easier to scan' to the 'Send email' button, illustrating the rule of alignment.

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- 6 Offer users **good feedback** for all actions: form errors, form success, etc. **[web apps]**



Contact support

Question

Select your question...

⚠ Please choose a question to help us better assist you.

Tell us more—how can we help?

⚠ Please tell us more about your question.

Your email address i

⚠ Please enter a valid email address for us to contact you.

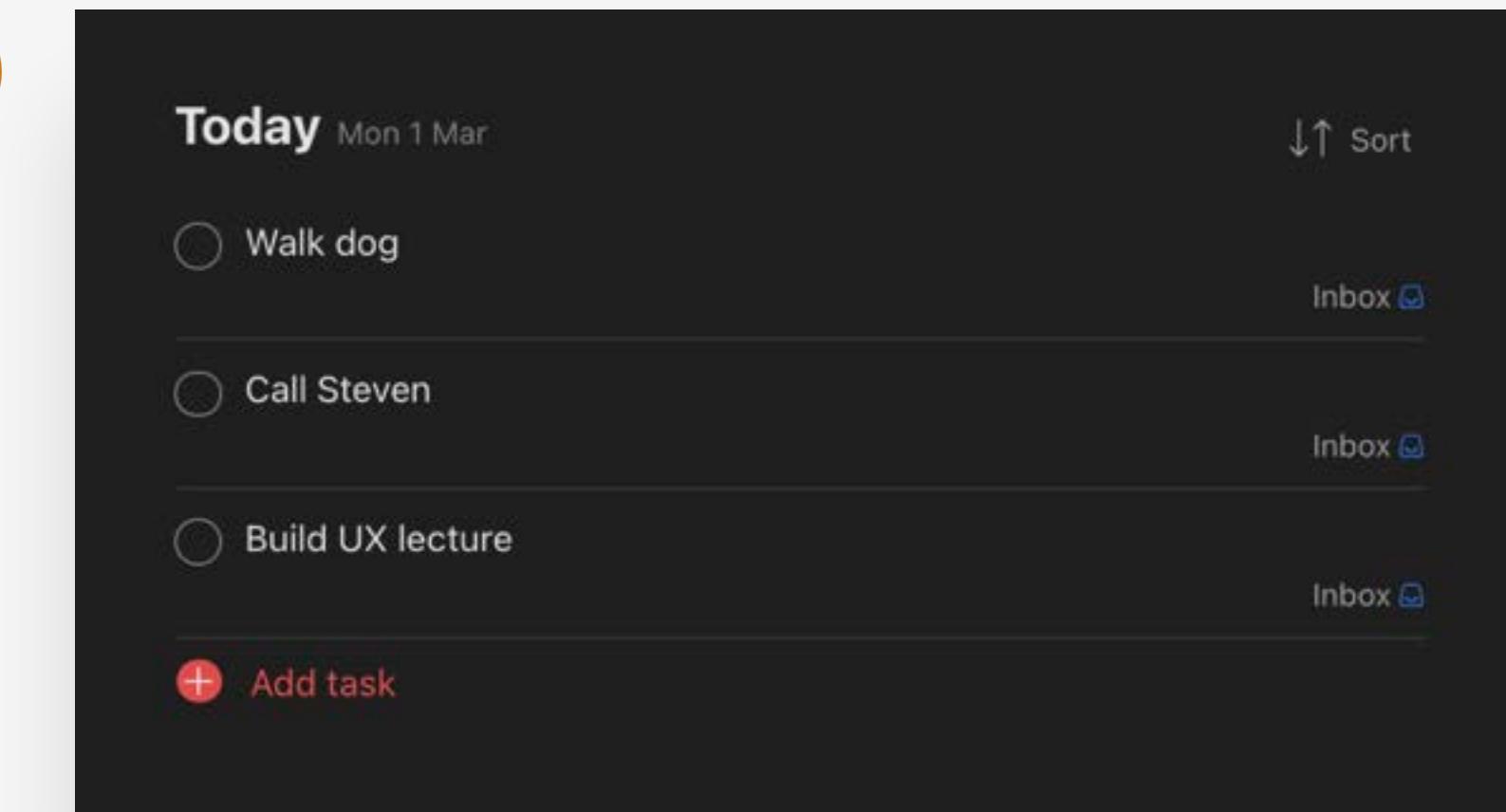
Send email

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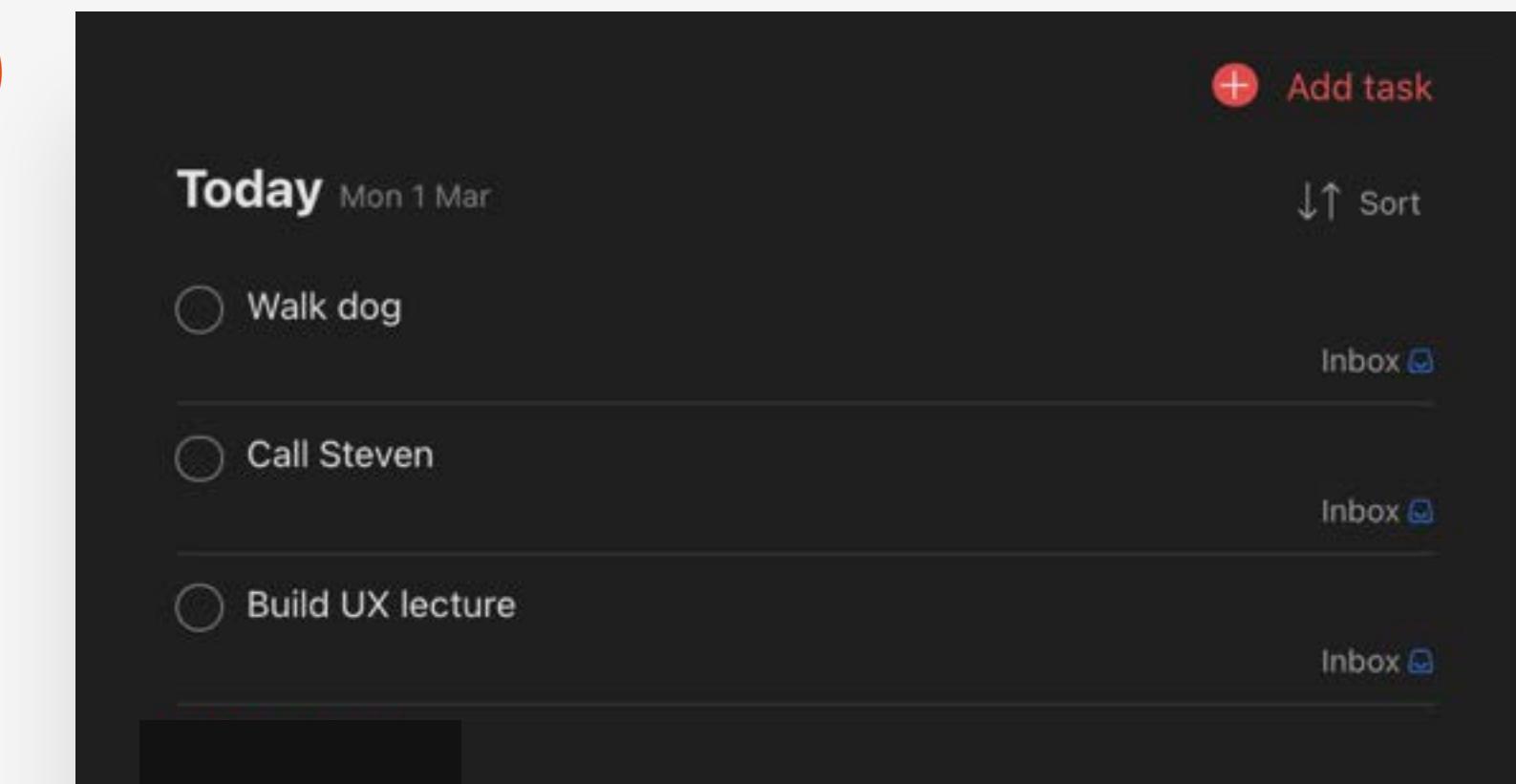
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5 In forms, align labels and fields in a **single vertical line**, to make the form **easier to scan**

6 Offer users **good feedback** for all actions: form errors, form success, etc. [web apps]



7 Place action buttons where they will **create an effect** (law of locality) [web apps]

UX RULES FOR WEBSITE CONTENT

- 8 Use a descriptive, keyword-focused headline on your main page. Don't be vague or fancy!



The AI assistant that grows your money.

Automate banner production in minutes

Greenlight makes it easy to leave feedback on any website.

The All-In-One Toolkit for Working Remotely.



Join the solar energy revolution

The way you work is evolving. Is your hiring software?

Meaningful Insights Without the Click of a Button.

Is design growing your product?

UX RULES FOR WEBSITE CONTENT

- 8 Use a **descriptive, keyword-focused headline** on your main page. Don't be vague or fancy!
- 9 Only include **relevant information, efficiently!** Cut out fluff and make the content 100% clear



The All-In-One Toolkit for Working Remotely.

Before Basecamp: You're wondering how you'll quickly transition your team to remote work. People are stressed, work feels scattered, projects are slipping, and it's tough to see + manage everything. After Basecamp: Soon you'll be feeling like "hey, we got this". Everything will be organized in one place, your team will be working together (even though they're apart), you'll be on top of things, and a sense of calm will set in.

Give Basecamp a Try

Create a place in Basecamp for each project or team.

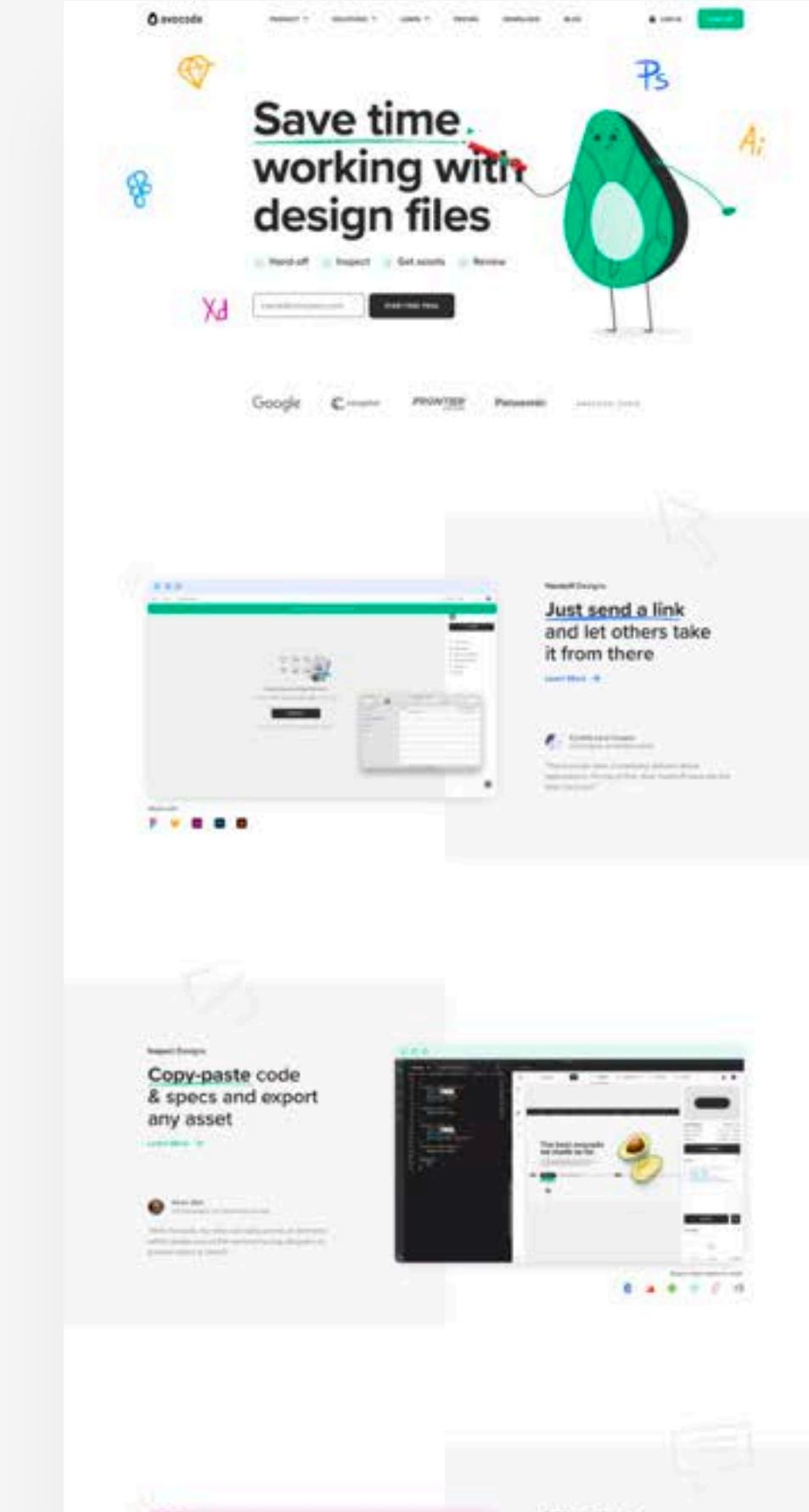
Get set up to work remote

Involve everyone who's working on the project.

One place, not all over the place.

We literally wrote the book on working remotely.

REMOTÉ



Save time, working with design files

Ps

Ai

Xd

Just send a link and let others take it from there

Copy-paste code & specs and export any asset

UX RULES FOR WEBSITE CONTENT

- 8 Use a **descriptive, keyword-focused headline** on your main page. Don't be vague or fancy!
- 9 Only include **relevant information**, efficiently! **Cut out fluff** and make the content 100% clear
- 10 Use **simple words!** Avoid technical jargon and “smart-sounding” words



**Everything you need
to grow online.**
Simple tools for your big ideas. Start your free
website trial today, no credit card required.

The only VPN you'll
ever need

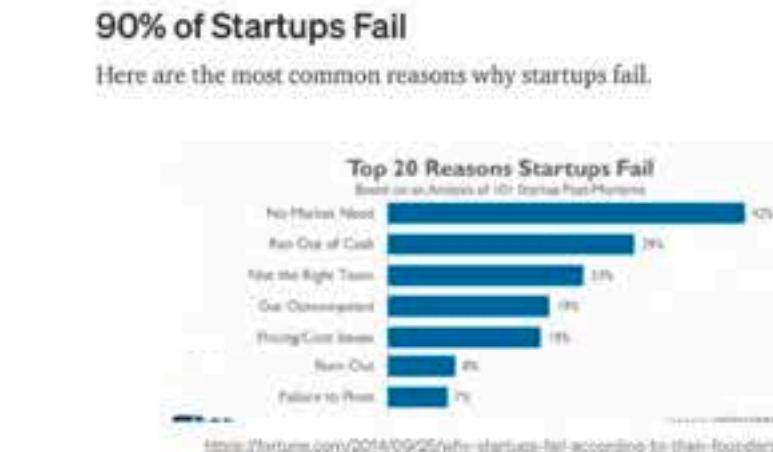
ClearVPN helps you access any content, secure your
online interactions and bring your internet life to a whole
new level with just one tap.

**The modern
way to build
for the web**

Webflow empowers designers to build
professional, custom websites in a
completely visual canvas with no code.

UX RULES FOR WEBSITE CONTENT

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- 11 Break up long text with **sub-headings, images, block quotes, bullet points, etc.**



I'd like to attract your attention on the top 2 reasons.

"No Market Need" and "Ran Out of Cash".

Those are actually closely related! If a startup is building a product nobody wants they will not get sales and thus will run out of cash.

So to put it bluntly, most of startups fail because they build something nobody wants. Wow!

But still, a lot of startups raise money from investors. Isn't it a sign that they're on the right track? Well, no...

There seems to be an over-emphasis on money-raising in the startup industry. But **raising money does not guarantee success**. There are tons of unprofitable startups that raised millions of dollars.

Conclusion

If you have to remember one thing out of this article, it is: **TALK TO USERS!**

- Talk to users **before** building
- Talk to users **while** you're building
- Talk to users **after** you've built



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

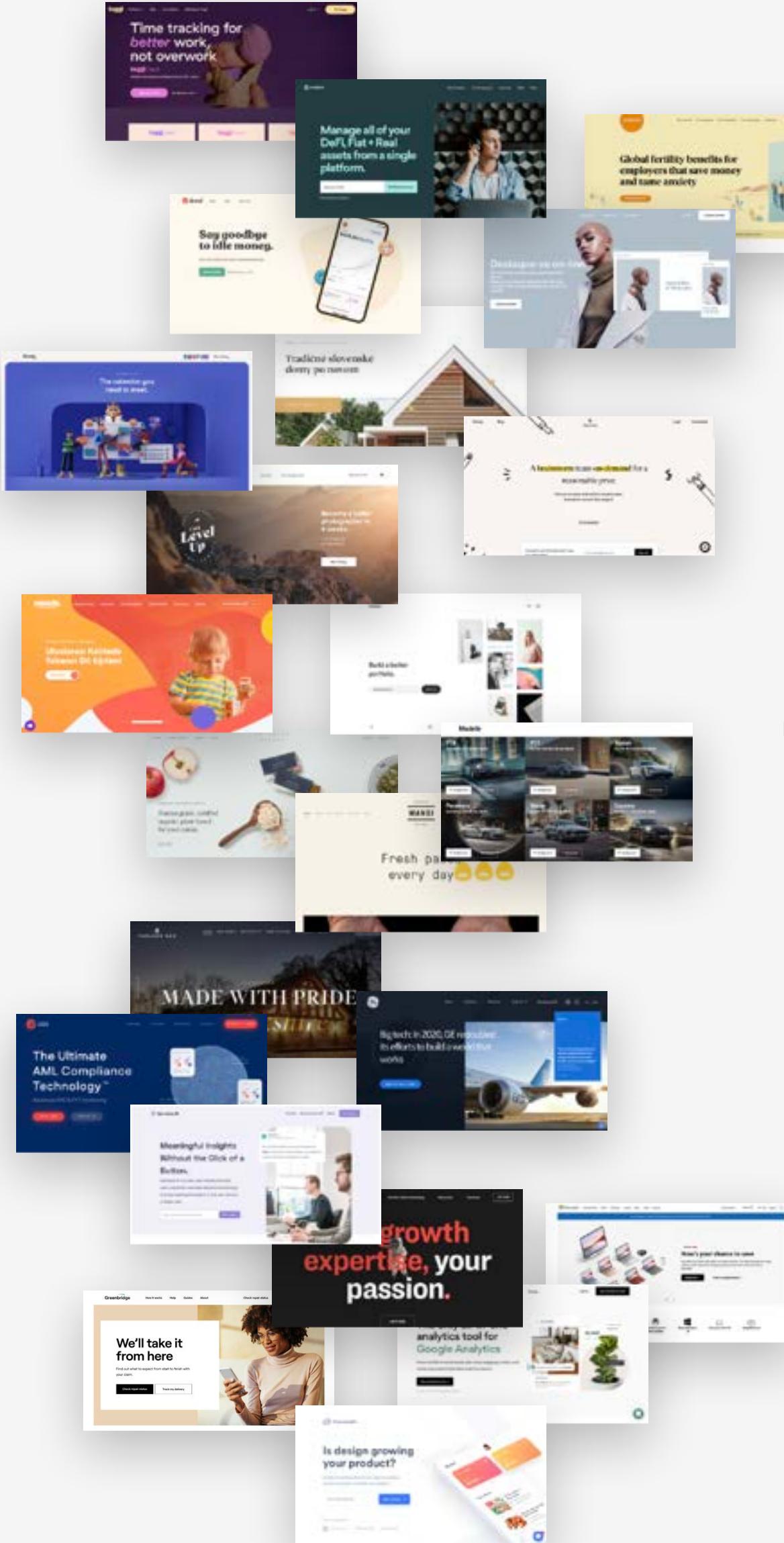
SECTION

WEB DESIGN RULES AND
FRAMEWORK

LECTURE

THE WEBSITE-PERSONALITIES-
FRAMEWORK

THE WEBSITE-PERSONALITIES-FRAMEWORK



100s of well-designed
sites **deconstructed**

Distilled into **countless**
web design rules that
we just learned

RULES SHOULD BE APPLIED ACCORDING
TO SELECTED WEBSITE PERSONALITY

Distilled into
7 website personalities

THE WEBSITE-PERSONALITIES-FRAMEWORK

THE 7 PERSONALITIES

- 1 Serious/Elegant
- 2 Minimalist/Simple
- 3 Plain/Neutral
- 4 Bold/Confident
- 5 Calm/Peaceful
- 6 Startup/Upbeat
- 7 Playful/Fun

How do you want website to appear to users? What “vibe” do you want to transmit?

Choose one of the **website personalities** accordingly

Apply **personality traits** to each design ingredient

Typography

Colors

Images

Icons

Shadows

Border-radius

Layout

PERSONALITY 01 – SERIOUS/ELEGANT



DETAILED CRAFTSMANSHIP

LUXURIOUS *and*
CONTEMPORARY APPEAL
—for EVERY WOMAN



OVERVIEW

Design for luxury and elegance, based on **thin serif typefaces**, **golden or pastel colors**, and big high-quality images

INDUSTRIES

Real estate, high fashion, jewelry, luxury products or services

Web design ingredients we learned about

TYPOGRAPHY

Serif typefaces (especially in headings), light font weight, small body font size

COLORS

Gold, pastel colors, black, dark blue or grey

IMAGES

Big, high-quality images are used to feature elegant and expensive products

ICONS

🚫 Usually no icons, but thin icons and lines may be used

SHADOWS

🚫 Usually no shadows

BORDER-RADIUS

🚫 Usually no border-radius

LAYOUT

A creative and experimental layout is quite common

SLOVENSKÝ DOM

XOXO RYVANIE V SÚLADU S PŘÍRODOU

Tradičné slovenské domy po novom

PREBUDIT PROJEKTY →

Priey sedlový dom Dokonalosť slovenského dizajnu Modernizácia typických tvarov

XOXO DO SLOVENSKÝ DOM INAKENAT

Tradičná ľudová architektúra so sedlovou strechou v modernom prevedení

Tradične a zároveň moderne
V duchu tradície s pridanou hodnotou moderných prvkov - ohľaduplnosť k prírode, okolie a zastavbe a ľudom.

Cistý a prirodny interiér
Útulný a praktický ako stvorený pre rodinu - zdravie vnútorné prostredie plné slnka, farebnosti, ktoré vytvárajú harmonické a moderné riešenie.

Industriál i retro v jednom
Správne použitie pívok, materiálov a farebnosti, ktoré vytvárajú harmonické a moderné riešenie.

Moderné slovenské domy s odkazom minulosti
Z úcty k predkam, ich intuitívnemu a múdreemu prístupu výstavby, ale i spôsobe života, hodnot a lesky.

TICKETING Shop Donate You are EN

CHÂTEAU DE VERSAILLES

WELCOME TO VERSAILLES

Opening hours Choose a hotel

DISCOVER PLAN YOUR VISIT WHAT'S ON

02/07/2021 ~ 9°C - 13°C

THE PALACE
From the seat of power to a museum of the history of France
Closed

THE ESTATE OF TRIANON
A place of intimacy
Closed

THE GARDENS
The art of perspective
Closed

THE PARK
A haven of greenery
Open from 8:00 am to 6:00 pm
Alternatives: [Info](#)

THE ROYAL TENNIS COURT
On 20 June 1789, the Royal Tennis Court of Versailles played a major part in French history. From being a royal sports hall during the reign of Louis XIV, it became synonymous with the foundation of French democracy and will be forever linked to a key episode in the French Revolution.

LIFE ON THE ESTATE

LIFE ON THE ESTATE

GAMES AND SPORT AT VERSAILLES
A "green lung" just 30-kilometres from Paris, the estate managed by the Public Institution of the Palace of Versailles draws a great many nature lovers and sports enthusiasts every day. Make the most of this exceptional natural heritage on your own or with friends, as a family or a club.

ACQUISITIONS
Discover the latest acquisitions by the Palace of Versailles.

22,000 ARTWORKS TO DISCOVER ONLINE

With 60,000 artworks, collections of Versailles illustrate 5 centuries of French History. This set reflects the dual vocation of the Palace once inhabited by the sovereigns and then a museum dedicated "to all the glories of France" inaugurated by Louis-Philippe in 1837.

BUY 3 OF ANY TREAT & GET 1 DISCOUNT IN CART

FETCHING FIELDS

SHOP SAMPLES TRIAL ABOUT HELP

MODERN PET WELLNESS & LIFESTYLE

Human grade, certified organic, plant-based for your canine.

SHOP NOW

OUR PRODUCTS

Dig through our human-grade wellness and activity-based treat products to keep your pup happy and healthy.

Trekking Tails - Canine Treats \$10.00

On Vacay - Canine Treats \$19.50

ETHOS

From one dog lover to another

Fetching Fields began when our founder noticed a clear lack in healthful and socially responsible canine products.

READ MORE

INGREDIENTS THAT MATTER

Organic, Plant-Based

PERSONALITY 02 – MINIMALIST/SIMPLE

OVERVIEW

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

INDUSTRIES

Fashion, portfolios, minimalism companies, software startups

TYPOGRAPHY

Boxy/squared sans-serif typefaces, small body font sizes

COLORS

Usually black or dark grey, on pure white background. Usually just one color throughout the design

IMAGES

Few images, which can be used to add some color to the design. Usually no illustrations, but if, than just black

ICONS

🚫 Usually no icons, but small simple black icons may be used

SHADOWS

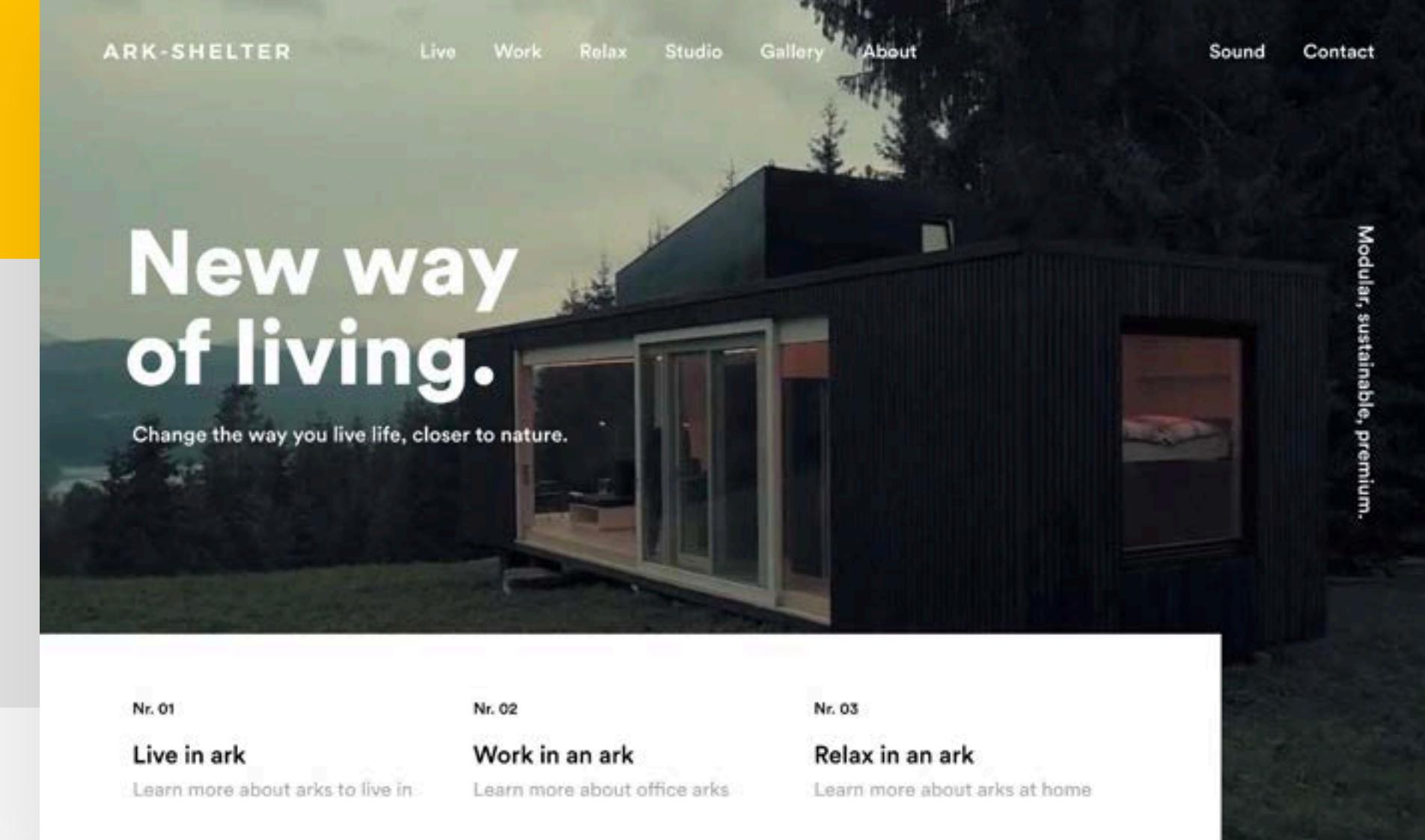
🚫 Usually no shadows

BORDER-RADIUS

🚫 Usually no border-radius

LAYOUT

Simple layout, a narrow one-column layout is quite common



New way
of living.
Change the way you live life, closer to nature.

Nr. 01 [Live in ark](#) Learn more about arks to live in

Nr. 02 [Work in an ark](#) Learn more about office arks

Nr. 03 [Relax in an ark](#) Learn more about arks at home

Nr. 01 [Our philosophy for arks](#)

Back to nature

What's Ark-Shelter?

Ark-Shelters are prefabricated, fully finished, modular units. By a lake, deep in a forest, at the edge of a field, a steep mountain hill or your city rooftop! Make your dream come true, installed in one day, no extra on-site work.

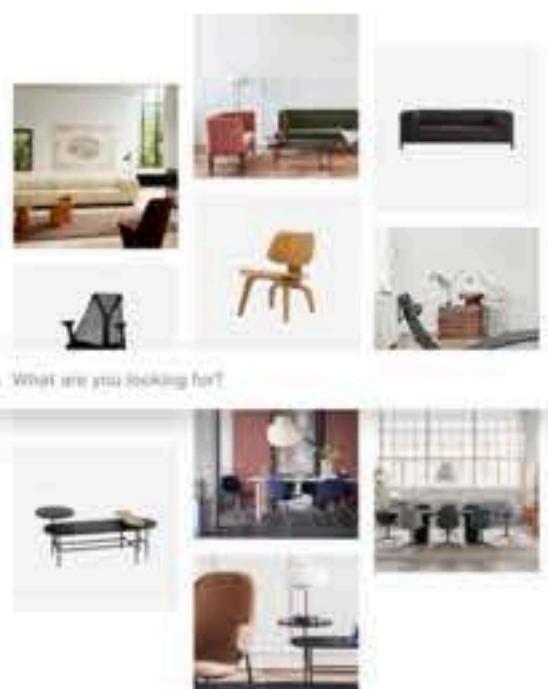
The shelters are built in one piece, which gives the incredible mobility to reach your dream location. Modularity ensures that over time you can grow your Ark to your needs. The units are created by craftsmen in our factory.

We have ideal conditions and are able to reach the highest details and reduce production time. Which allows us to keep control of the price, remove any onsite construction constraints and make your dream home, on time, on budget, at the highest quality possible.

CHOOSE YOUR PURPOSE

[Ark-Shelter to live in closer to nature](#)

The new way for interior professionals to buy furniture

[Sign up](#)[Book a demo →](#)

Find furniture for every type of project

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.

We work with... Interior designers



Hospitality
The Silo Restaurant, London by Nina+Co

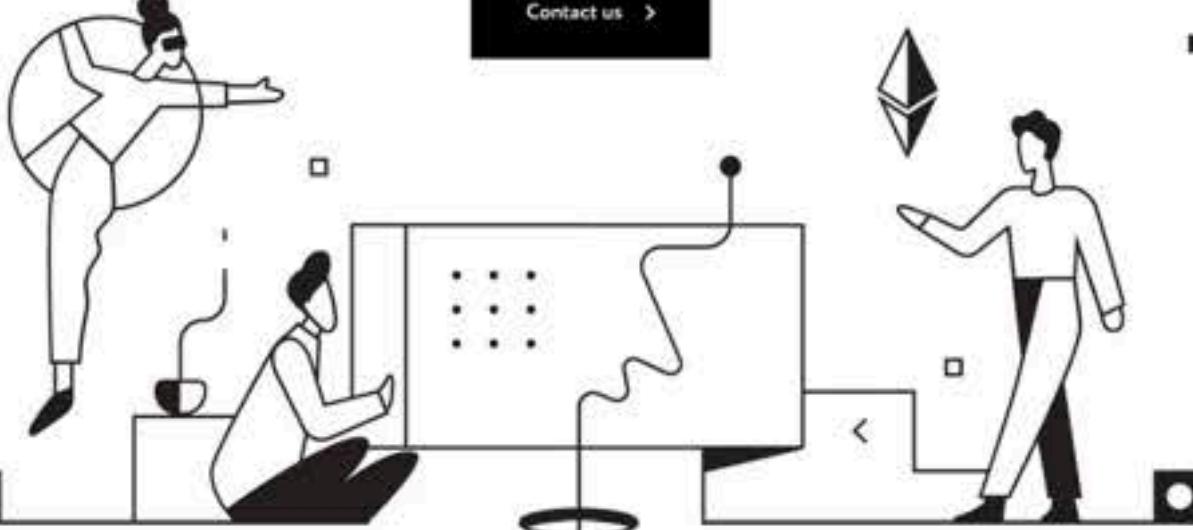
Book a demo

How will you and your project benefit from Clippings? Get your personal introduction to the platform in a 15 minute demo.

[Book a demo](#)[Try it now →](#)

Pretty code by handsome people

Mobile, AR, VR, AI, Blockchain – we have it

[Contact us >](#)

Here's why our clients trust us

Rated 5.0 on Clutch

94% employee retention rate
Happy employees build happy software. Hire a team that cares about giving you stellar results.

50+ successful projects



9000+ stars on GitHub

1.5 years of cooperation on average
100% office-based team

Services

Hire a team of programming experts and design professionals to design, develop, and deploy your project.

It doesn't matter whether your task regards smart contracts, iOS/Android development, or VR kits like Oculus Rift and HTC Vive – our team will help push your project from idea to deployment.

Laser Beam Dedicated Team

Your own dedicated development team, built according to your needs

- Fill in missing technical expertise
- Quickly extend your team with talented engineers
- Reduce costs on HR and administrative routines

Worthwhile Mobile

Humane Blockchain

HI I AM TOMÁŠ SEBASTIÁN.

Designer with badass skills based in Prague.

[LEARN MORE](#) Enter email

JUST IN CASE I WILL BE FAMOUS

[f](#) [t](#) [g](#) [s](#) [@](#) [in](#)
FOLLOW ME

Somewhere between staring at the screen and tilting my head the magic is done.

I'm Tomáš Sebastian Šteinhübel, a digital designer born&raised in Bratislava, Slovakia. Currently, I'm looking for a skillful team to join and learn some new business skills while creating functional design. Pleased to meet you already.

However through my design journey I've been taught to ignore the nagging self-doubt, shut it down and strip it when needed. Fortunately, instead of grumbling I let the free flow happen.

More than a designer



Keep it stupid

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



Award-winner

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



Keen to learn

You know how to eat an elephant? Bit by bite. That's how I learn. One small thing. Every. Single. Day.



Work hard

What would be the point of



Play hard

I love cold beer, tasty food,

PERSONALITY 03 – PLAIN/NEUTRAL

OVERVIEW

Design that gets out of the way by using **very neutral and small typefaces**, and a boxy, structured, and condensed layout

INDUSTRIES

Well-established corporations, companies that don't want to make an impact through design

TYPOGRAPHY

Neutral-looking sans-serif typefaces are used, and text is usually small and doesn't have visual impact

COLORS

Safe colors are employed, nothing too bright or too washed-out. Blues and blacks are common

IMAGES

Images are frequently used, but usually in a small format

ICONS

Usually no icons, but simple icons may be used

SHADOWS

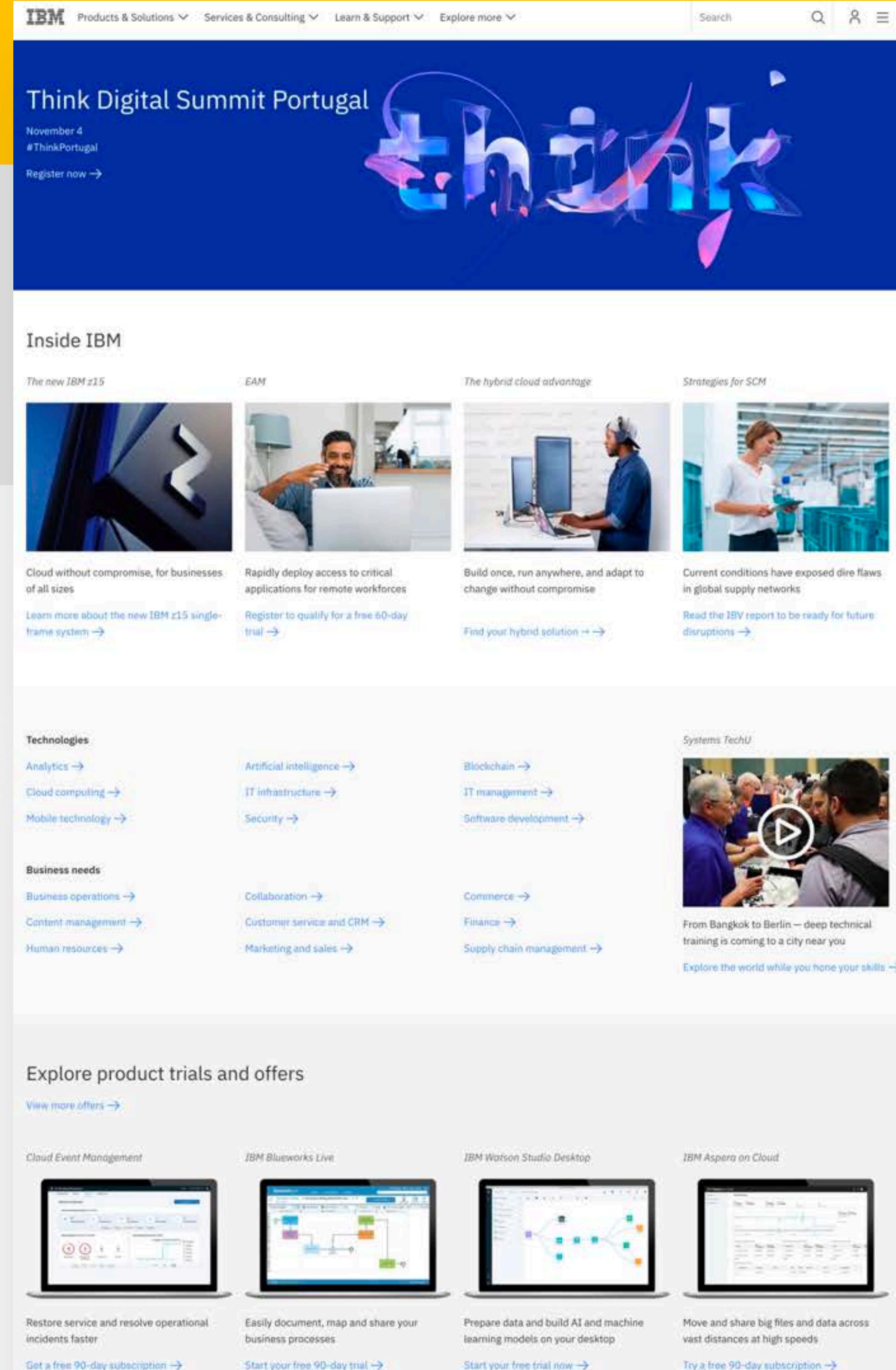
🚫 Usually no shadows

BORDER-RADIUS

🚫 Usually no border-radius

LAYOUT

Structured and condensed layout, with lots of boxes and rows



The screenshot shows the official IBM website. At the top, there's a dark blue header with the IBM logo and navigation links for 'Products & Solutions', 'Services & Consulting', 'Learn & Support', 'Explore more', 'Search', and user icons. Below the header, a large blue banner features the word 'think' in a stylized, colorful font. To the left of the banner, text reads 'Think Digital Summit Portugal November 4 #ThinkPortugal Register now →'. The main content area has a light gray background. It includes a section titled 'Inside IBM' with four cards: 'The new IBM z15' (image of a server), 'EAM' (image of a person working at a desk), 'The hybrid cloud advantage' (image of two people working at a computer), and 'Strategies for SCM' (image of a woman in a factory). Below this, there's a 'Technologies' section with links to 'Analytics', 'Artificial intelligence', 'Blockchain', 'Cloud computing', 'IT infrastructure', 'Mobile technology', 'Security', 'Commerce', 'Finance', 'Software development', 'Business needs', 'Collaboration', 'Customer service and CRM', 'Human resources', 'Marketing and sales', and a 'Systems TechU' section with a video thumbnail.

**Surface deals**

Select Surface devices are on sale now—save while supplies last. For help choosing the right Surface, book a personal shopping appointment with a Microsoft Store associate.

[Shop now >](#)[Book an appointment >](#)
 [Buy Xbox games and consoles](#)
 [Shop Surface devices](#)
 [Choose your Microsoft 365](#)
 [Shop Windows 10](#)
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Bundle and save up to \$460
 Work and play virtually anywhere when you bundle a Surface Pro 7 with choice of select Type Cover.
 [Shop now >](#)
Save up to \$800 on select Surface Laptop 3
 Save \$400 now when you buy a new Surface Laptop 3 and get up to \$400 back when you trade in an eligible device.
 [Shop now >](#)
Never miss a beat
 Discover the latest audio from Surface, featuring ultra-comfortable design, immersive sound, and all-day battery.
 [Shop Surface Earbuds >](#)[Shop Surface Headphones 2 >](#)
Do more with Windows
 Shop tablets, laptops, all-in-ones, gaming PCs, and more.
 [Find your next PC >](#)
GAME PASS ULTIMATE
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 >](#)**For business****Tax season savings**

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[Shop now >](#)**Introducing Microsoft Viva**

Discover the new employee experience platform designed to help people connect, focus, learn, and thrive at work.

[Learn more >](#)**Microsoft Teams**

Chat, meet, call, and collaborate.

[Learn more >](#)**Microsoft Ignite**

Attend digitally to connect with experts, explore the latest, emerging tech, and discuss developing topics with a worldwide community.

[Watch on demand >](#)**Microsoft's response to COVID-19**

Read how we're responding to the COVID-19 outbreak, and get resources to help.

[Learn more >](#)
[Modelle](#) | [Fahrzeugsuche](#) | [Online kaufen](#) | [Motorsport & Events](#) | [Service & Zubehör](#) | [Unternehmen](#)
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[Handlersuche \[PLZ\]](#) | [Suchbegriff eingeben](#)
[Händlersuche](#) | [Suchbegriff eingeben](#)
[Handlersuche](#) |

PERSONALITY 04 – BOLD/CONFIDENT

OVERVIEW

Design that makes an impact, by featuring **big and bold typography**, paired with confident use of **big colored blocks**

INDUSTRIES

Digital agencies, software startups, travel, "strong" companies

TYPOGRAPHY

Boxy/squared sans-serif typefaces, big and bold typography, especially headings. Uppercase headings are common

COLORS

Usually multiple bright colors. Big color blocks/sections are used to draw attention

IMAGES

Lots of big images are usually displayed

ICONS

🚫 Usually no icons

SHADOWS

🚫 Usually no shadows

BORDER-RADIUS

🚫 Usually no border-radius

LAYOUT

>All kinds of layouts, no particular tendencies

**PREPARE
FOR WHAT
YOU CAN'T
PREDICT.**

[Shop our kits](#)

Emergencies can happen without warning, but JUDY can help people be more prepared than ever.

People

It's not just about the kit, but also the customized content and education they offer.

The New York Times

The must-have emergency kit to keep you safe during a disaster.

GMA

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\$295

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THE MOVER MAX

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THE STAY

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Build your recruiting engine with Dover.

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

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“

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.



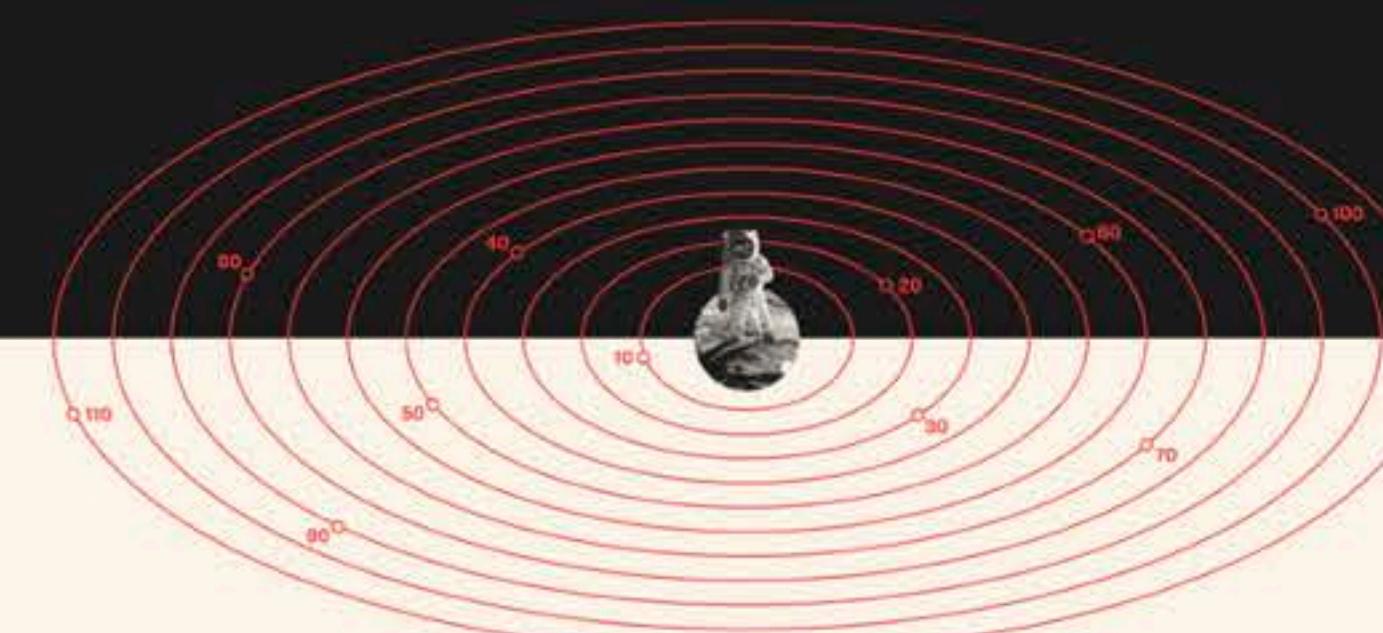
“

Dover helped us hire two phenomenal engineers for our first DevOps and Test roles. The product held up our high quality bar — and working with their team was fantastic!

Our growth expertise, your passion.TM



Scale-Ups Enterprise



Audacious goals, smashed.

From marketing strategy and leadership through execution and results; Matter Made produces reliable growth for scale-ups and large enterprises.



the impact of many.

Everything you need to grow online.

Simple tools for your big ideas. Start your free website trial today, no credit card required.

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Create a website.

Start with award-winning templates, then customize to fit your style and professional needs.

Portfolio

Blog

Online Store

Personal & CV

[Creative Services →](#)

Events & Wedding

Small Business

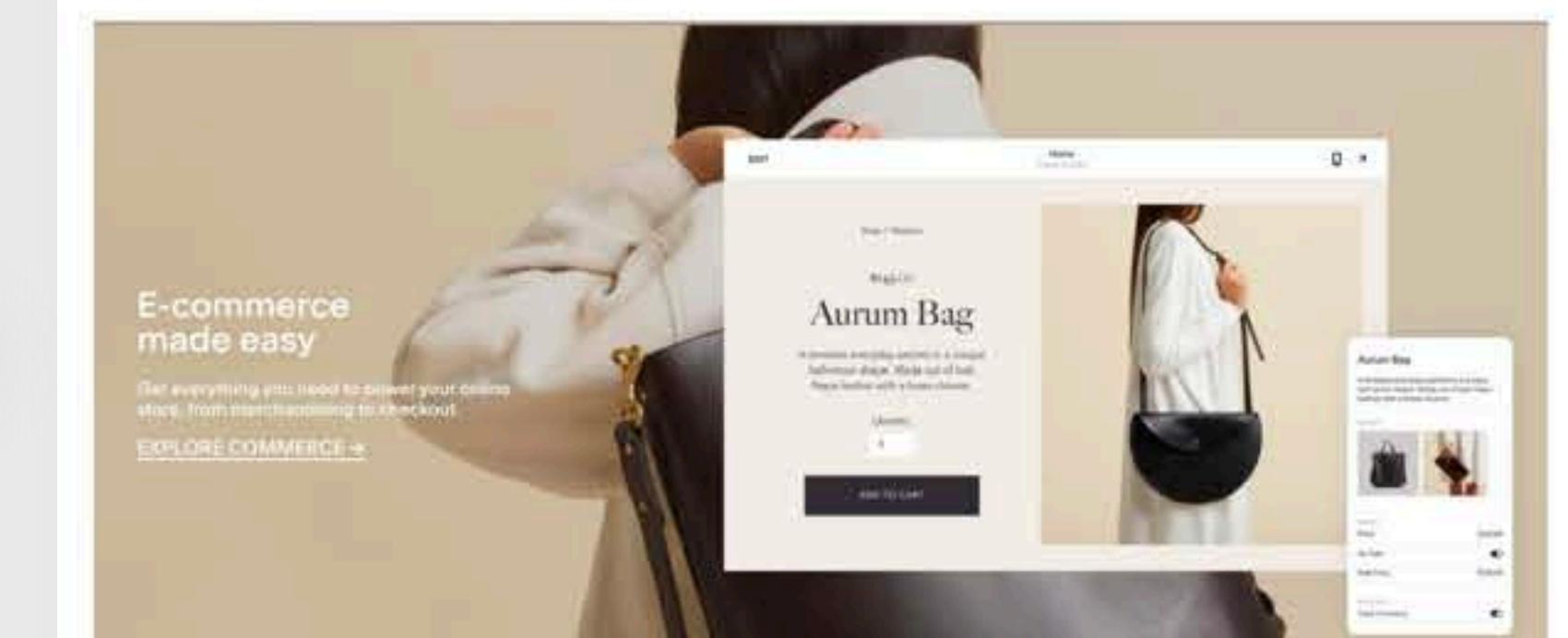
[ALL TEMPLATES →](#)

Nolan & Co

Nolan & Co is a digital product agency that focuses on strategy and design.



Sell online.



PERSONALITY 05 – CALM/PEACEFUL

OVERVIEW

For products and services that care about the consumer, which is transmitted by **calming pastel colors** and **soft serif headings**

INDUSTRIES

Healthcare, all products with focus on consumer well-being

TYPOGRAPHY

Soft serif typefaces frequently used for headings, but sans-serif headings might be used too (e.g for software products)

COLORS

Pastel/washed-out colors: light oranges, yellows, browns, greens, blues

IMAGES

Images and illustrations are usual, matching calm color palette

ICONS

✓ Icons are quite frequent

SHADOWS

👉 Usually no shadows, but might be used sparingly

BORDER-RADIUS

✓ Some border-radius is usual

LAYOUT

👉 All kinds of layouts, no particular tendencies

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Start Today



Every bottle is quality-tested to the NTH degree.

BYRDIE

"One of the most effective at calming my anxiety."

FASHIONISTA

5000+ 5-star reviews

Read more

"This stuff definitely works."

COSMOPOLITAN

"Designed to take the guesswork out of dosage."

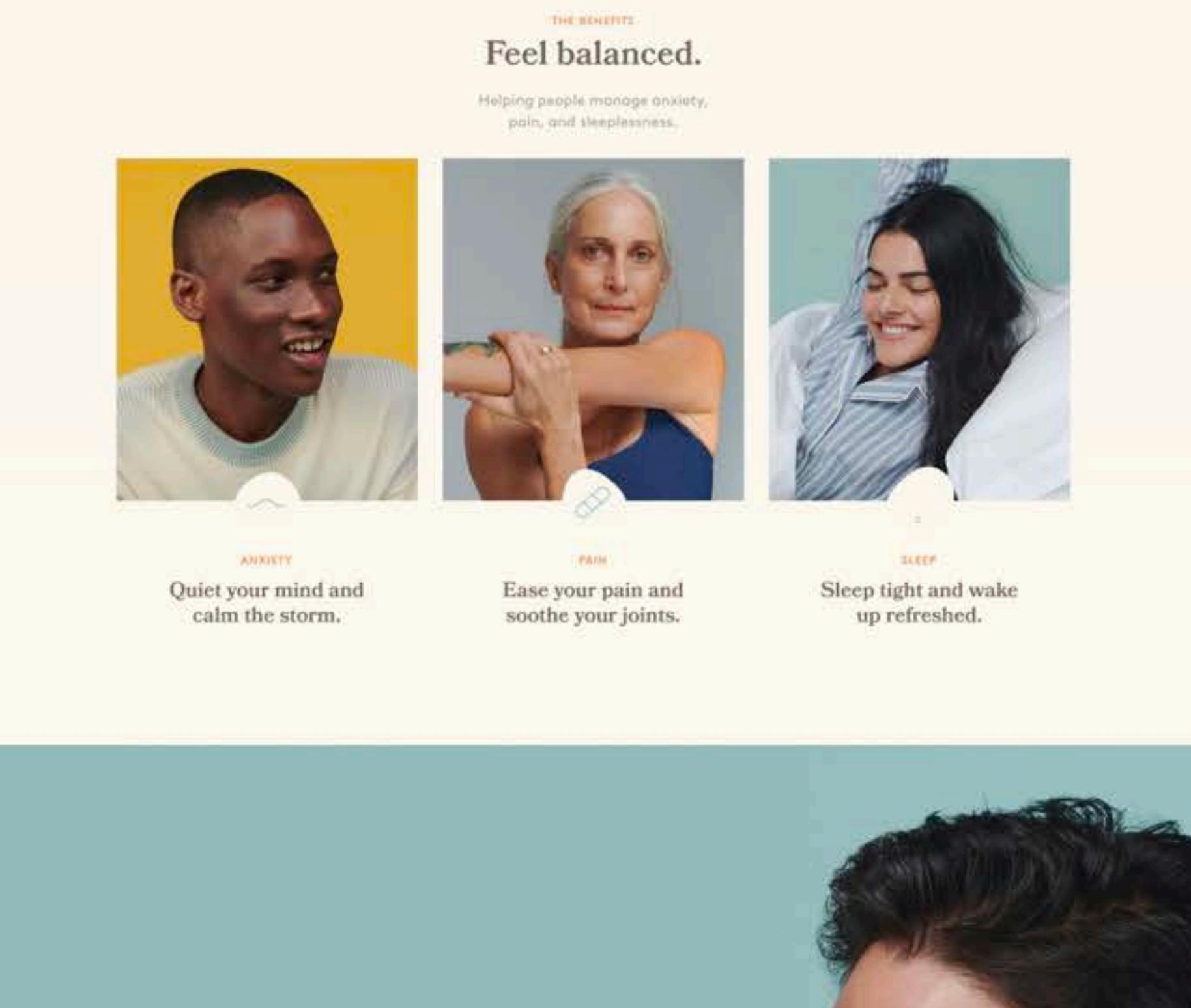
CUT



ANXIETY
Quiet your mind and calm the storm.

PAIN
Ease your pain and soothe your joints.

SLEEP
Sleep tight and wake up refreshed.



care/of

SIGN IN Take the quiz

You know your body,
we know the science.
Let's work together.

Find the right vitamins, protein, and now collagen
too, personalized just for you.

Take the quiz Browse all products

Healthy doesn't have to be hard.
We make it easy.

Take the quiz
Tell us a little about yourself. We're good listeners.

Get nutrients that work
Get your personalized recommendation. Backed by science and delivered to you.

Stick with it long term
Keep the conversation going. We'll adjust as your health needs change.

A routine tailored to you

We'll help you create a health plan with vitamins, supplements, and more that help you feel your best today and support you long-term.

Anne's plan
Full-time mom

Anne's daughter keeps her busy, but she tries to work out and eat healthy most days.

- PROBIOTICS for digestion*
- PROTEIN for post-workout recovery*
- ELECTROLYTES to support hydration*

We're with you.

MINDFUL @ WORK CERTIFICATION

Space for you to breathe.

A global community of expert teachers and dedicated practitioners who are all about spreading goodness.

Since its inception, MINDFUL has been at the forefront of the modern mindfulness movement, providing meditation experiences and relevant mindfulness content for the modern human.

MINDFUL @ WORK CERTIFICATION

BENEFITS OF MEDITATION

We enable you to feel good.

Become BFF with your mind and learn how to effectively cope with the tough stuff - like anxious thoughts and difficult emotions. Hi, present moment awareness. Bye, Obsessiveness.

Let's face it, there is so much work to be done in the world and it can be overwhelming. Create mental and emotional space so you can show up more fully for both your internal and external worlds.

Studies show that meditation, especially when paired with exercise, can lead to a 40% decrease in depression. Turns out that the mind-body connection is real - it is science.

Learn Blog About Us Get started

Say goodbye to idle money.

Earn 4% yield with DeFi-powered saving.

Get started

We make money move.

Connect your bank account and start saving in under 5 minutes.

4% APY through the power of decentralized finance.

Over \$3+ million earning interest safely thanks to best-in-class lending partners.

How it works.

Automate your saving in under 5 minutes, then brag about it to your friends.

1 Deposit
Link your bank account to add funds instantly.

2 Automate
Collect spare change or schedule recurring deposits.

3 Earn Yield
Generate fixed or variable interest in real time at rates up to 20x your bank.

4 Cash Out
Move your savings in and out freely with no fees or fixed terms.

PERSONALITY 06 – STARTUP/UPBEAT

OVERVIEW

Widely used in startups, featuring **medium-sized sans-serif typefaces**, **light-grey backgrounds**, and rounded elements

INDUSTRIES

Software startups, and other modern-looking companies

TYPOGRAPHY

Medium-sized headings (not too large), usually one sans-serif typeface in whole design. Tendency for lighter text colors

COLORS

Blues, greens and purples are widely used. Lots of light backgrounds (mainly gray), gradients are also common

IMAGES

Images or illustrations are always used. 3D illustrations are modern. Sometimes patterns and shapes add visual details

ICONS

✓ Icons are very frequent

SHADOWS

✓ Subtle shadows are frequent. Glows are becoming modern

BORDER-RADIUS

✓ Border-radius is very common

LAYOUT

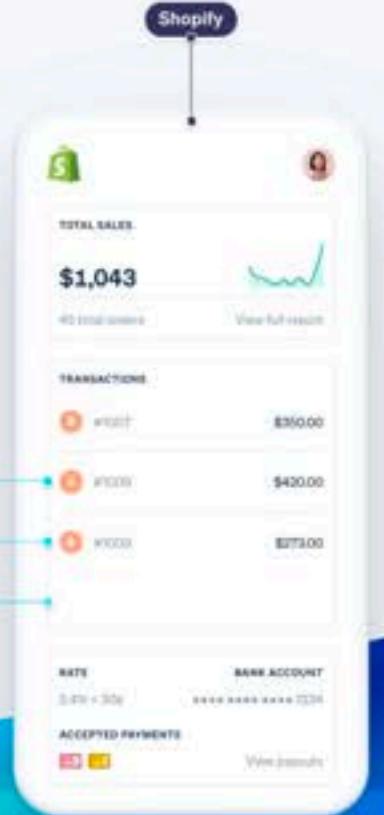
Rows of cards and Z-patterns are usual, as well as animations



Payments for platforms and marketplaces

Connect is a set of programmable APIs and tools that lets you facilitate payments on your software platform, build a marketplace, and pay out sellers or service providers globally—all while having Stripe handle payments compliance.

[Start now >](#) [Contact sales >](#)



How it works

The easiest way to facilitate payments and pay out recipients



Onboard users
Onboard your users and verify their identity.



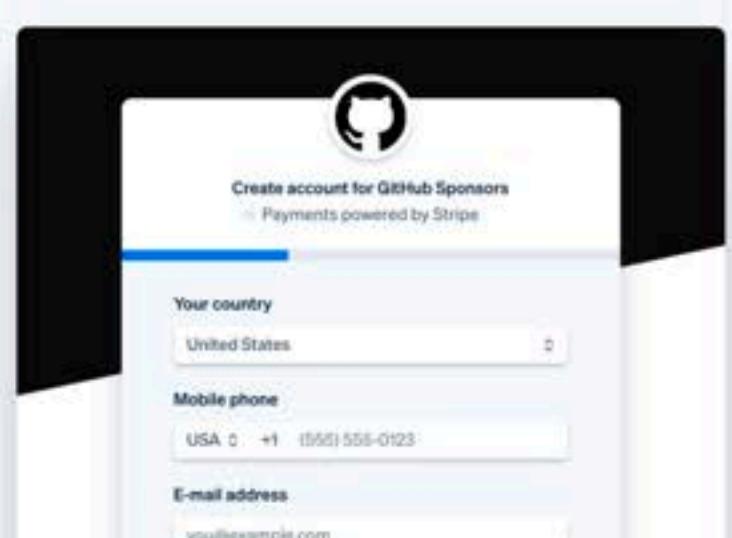
Accept payments
Accept and facilitate payments on your users' behalf.



Pay out users
Split payments, transfer funds, and send money.



Manage platform
Manage payments and users on your platform or marketplace.



Onboard and verify your users

Whether you use Connect's prebuilt, [optimized UIs](#) or build your own custom flows, it's easy to get your users up and running quickly. Stripe handles identity verification to meet Know Your Customer (KYC) and compliance requirements.

- ✓ Optimized to minimize user error and increase signups
- ✓ Localized for 35+ countries in 14 languages
- ✓ Automatically updated as local verification requirements evolve

Is design growing your product?

Create an interface that drives value by teaming up with our studio to rethink and design it.

Your email address [Get in touch →](#)

Clients backed by:

Combinator HEINEKEN ELSEVIER

Great interfaces set your business up for growth

The numbers are in: Digital products with great user experience far outperform those without. That is why successful tech startups are investing in top-notch user interfaces. Here's why you should too.

- Boost productivity**
Make your product more valuable to your users by boosting their productivity through optimized UI.
- Increase confidence**
Simpler UX and sleek UI increases customers' confidence in your application's ability as a whole.
- Scale your product**
Rapidly scale up your product without sacrificing quality by implementing a design system.

We design great user interfaces that empower people and drive value

We know what makes interfaces great: seamless journeys. Our team merges expertise in CX, UX, and UI design to craft seamless processes and products. Even when users interact with your product across devices, applications, and (real-world) touchpoints. That's how we empower people and drive value.

Making complex applications seemingly simple is what we do best.

Robin Humphreys
Co-founder

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

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

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

Professional Communication For Your Team

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Have questions? Contact sales ↗

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Your Writing Reflects Your Business

Every email, web page, and social media post makes an impression on your customers. With Grammarly, you can be confident it's the right impression.

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Go Beyond Spelling and Grammar

High-quality writing is more than just mechanics. Grammarly Business goes deeper with real-time suggestions for improving readability, word choice, writing style, and tone.

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

Align Your Team With Your Company's Style

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

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

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The issue tracking tool you'll enjoy using

Linear helps streamline software projects, sprints, tasks, and bug tracking. It's built for high-performance teams.

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Active Issues

Search Issues My Issues Devs

Issues → Bug → Feature → Task → Cycle → Product → Active

EDM-01 Data transmission
EDM-02 Engine and power system
EDM-03 Location history gets weird
EDM-04 Application shows SpaceTime error
EDM-05 Auto-created bug mutation
EDM-06 Better error handling
EDM-07 Better error handling
EDM-08 Application shows support for new groups
EDM-09 Logon failure support
EDM-10 Circular dependency field
EDM-11 Authentication actions
EDM-12 Malware fighting

POWERING NEXT-GEN COMPANIES

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An experience you'd expect from a professional tool.

Opinionated and designed for daily use.

< 100ms

Built for speed
Synchronized in real-time across all users. No spinners or waiting.

Keyboard first design

Optimized for efficiency with extensive keyboard shortcuts.

For software teams

Created by software people for software product teams.

PERSONALITY 07 – PLAYFUL/FUN

OVERVIEW

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

INDUSTRIES

Child products, animal products, food

TYPOGRAPHY

Round and creative (e.g. handwritten) sans-serif typefaces are frequent. Centered text is more common

COLORS

Multiple colors are frequently used to design a colorful layout, all over backgrounds and text

IMAGES

Images, hand-drawn (or 3D) illustrations, and geometric shapes and patterns are all very frequently used

ICONS

 Icons are very frequent, many times in a hand-drawn style

SHADOWS

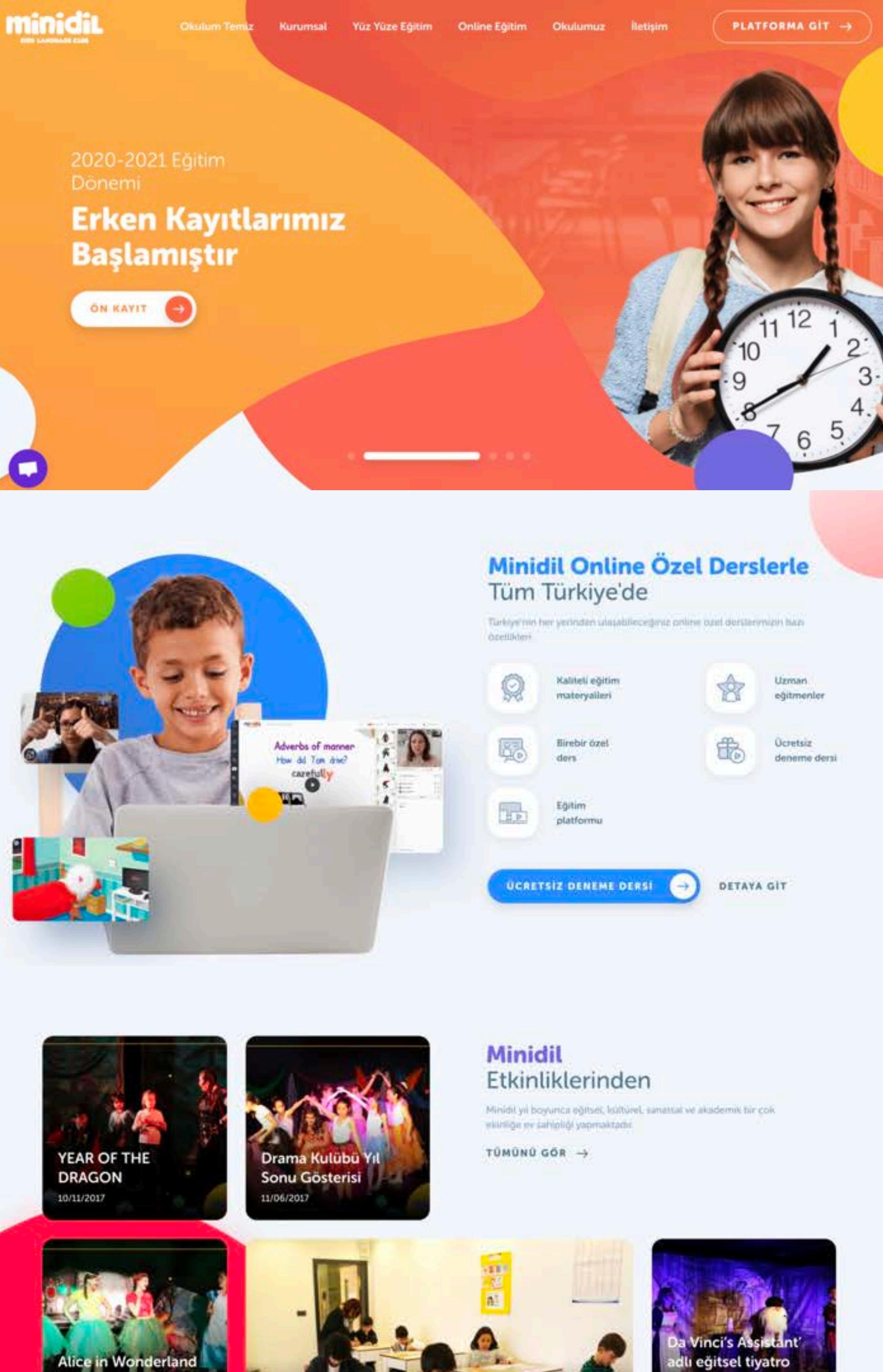
 Subtle shadows are quite common, but not always used

BORDER-RADIUS

 Border-radius is very common

LAYOUT

 All kinds of layouts, no particular tendencies



The screenshot shows the Minidil website's homepage. At the top right, there's a navigation bar with links for 'Okulum Temiz', 'Kurumsal', 'Yüz Yüze Eğitim', 'Online Eğitim', 'Okulumuz', 'İletişim', and a 'PLATFORMA GİT' button. The main banner features a smiling young girl holding a large clock, with the text '2020-2021 Eğitim Dönemi' and 'Erken Kayıtlarımız Başlamıştır'. Below the banner, there's a section for 'Minidil Online Özel Derslerle Tüm Türkiye'de' with a 'DETAYA GİT' button. To the left, there's a section for 'Minidil Etkinliklerinden' with a 'TÜMÜNÜ GÖR' button. The central part of the page displays several event galleries, such as 'YEAR OF THE DRAGON' (10/11/2017) and 'Drama Kulübü Yıl Sonu Gösterisi' (11/06/2017), along with other smaller images of children and activities.

Custom Printed T-Shirts

Real Thread makes it easy to make super cool, stylish custom printed t-shirts that get your message into the world.

Browse products +

Contact a printing pro



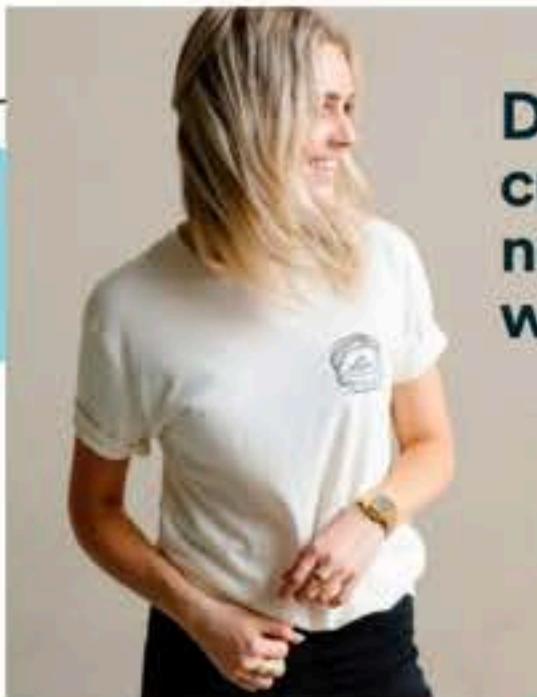
Low minimums
Order as few as 20 shirts to get your project started.



Lightning fast delivery
Try our 2-day service and get your shirts by February 3.



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.

Talk to a human
Our team of apparel experts are always an email, phone call, or even a click away. Seriously, try us!



See how we do it

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Face Masks

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Add-On Services
Tag Printing
Hem Tags
Folding & Polybagging
Foil Printing
Hang Tags

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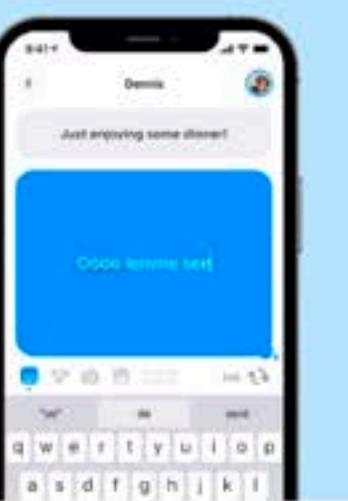


Honk

Real-time messaging.

Honk is the all-new way to chat with your friends in real time, with messages shown live as you type.

[App Store](#)



Stop Waiting Around for Messages

hey

Live Typing

Goodbye sending. Hello typing. Messages appear live as you type.



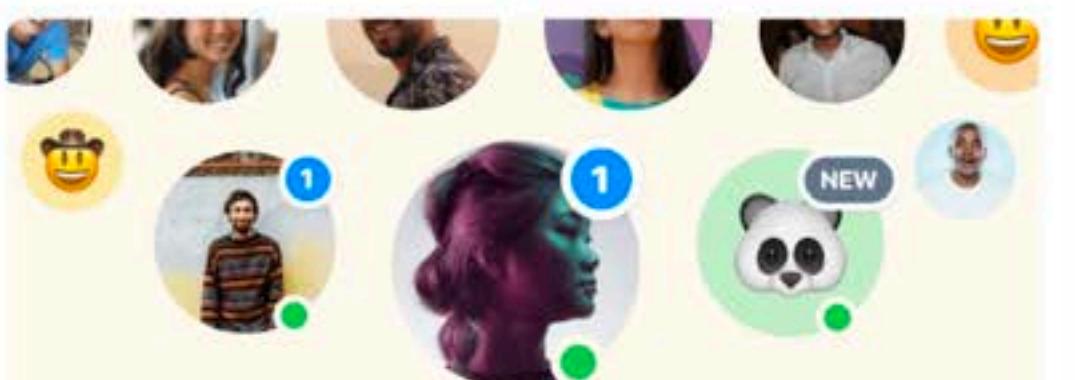
No Send Button

Never hit send again. Just type a message and clear it to say something new.

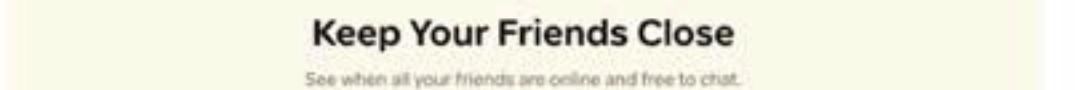


No Chat History

Only two live messages, instead of thousands that build up over time.

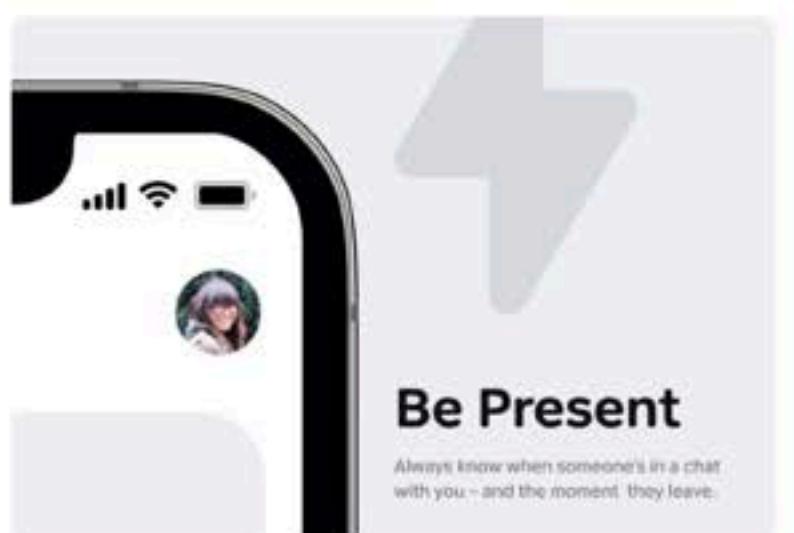


React in Real-Time with Huge Emojis



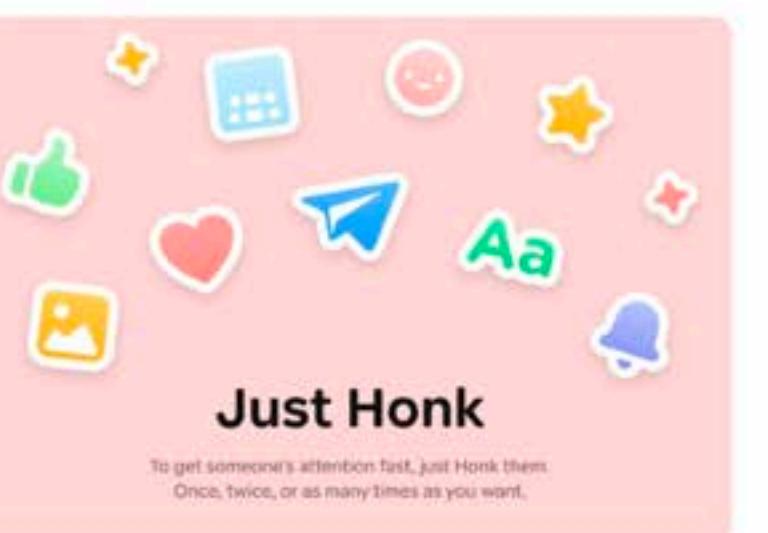
Keep Your Friends Close

See when all your friends are online and free to chat.



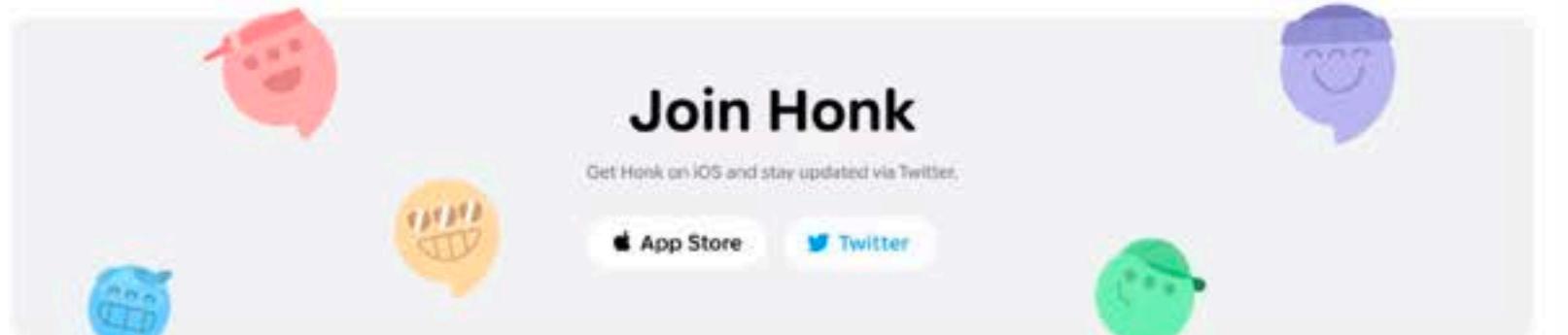
Be Present

Always know when someone's in a chat with you - and the moment they leave.



Just Honk

To get someone's attention fast, just Honk them Once, twice, or as many times as you want.



Join Honk

Get Honk on iOS and stay updated via Twitter.

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LOW CARB 4G CARBS IN EVERY 100 KCAL

YUMMY NATURAL GRAVY RICH IN COLLAGEN AND HEALTHY AMINO ACIDS

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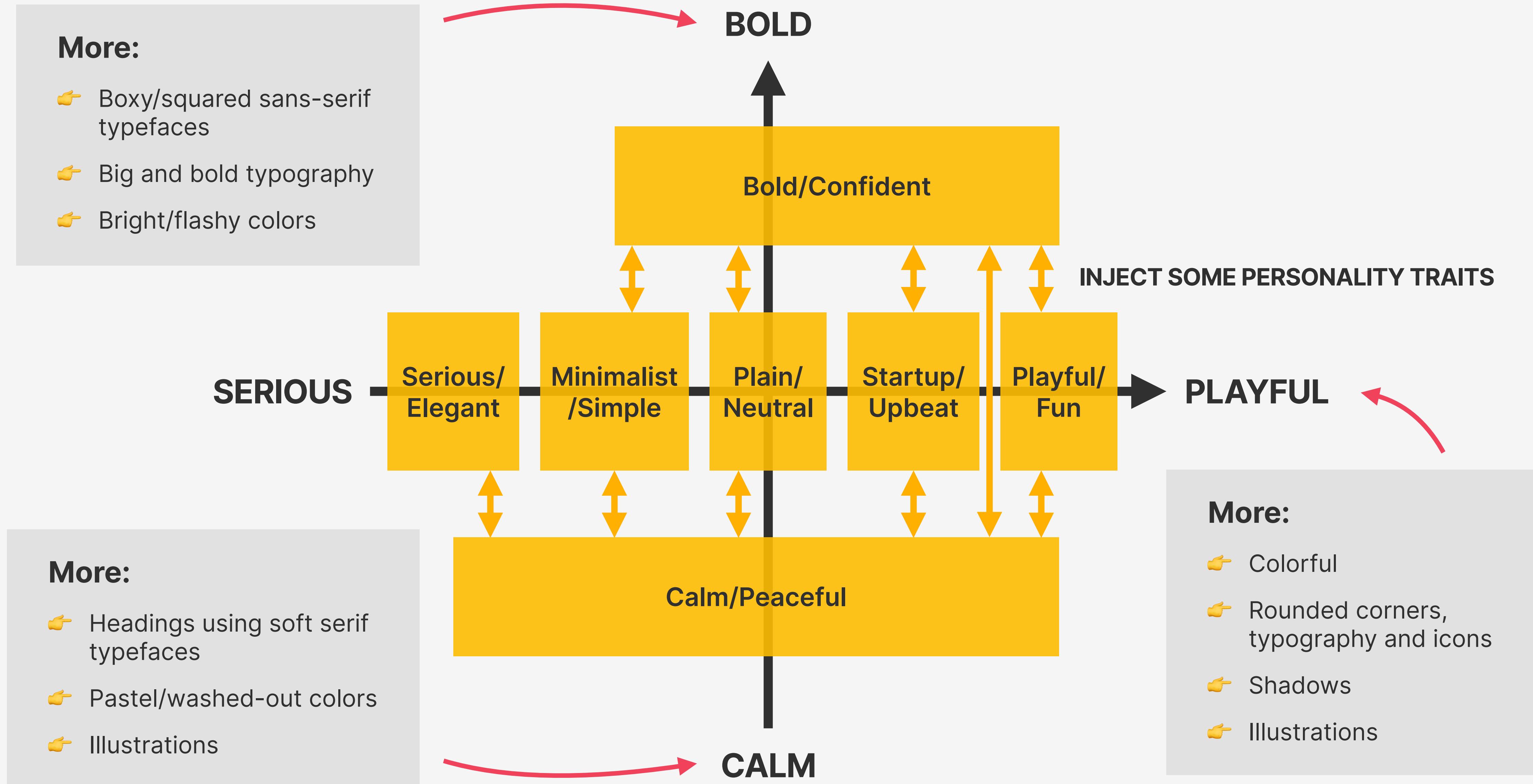
Ruth & Javier Lola's parents and business partners

BY DOG PARENTS FOR DOG PARENTS.

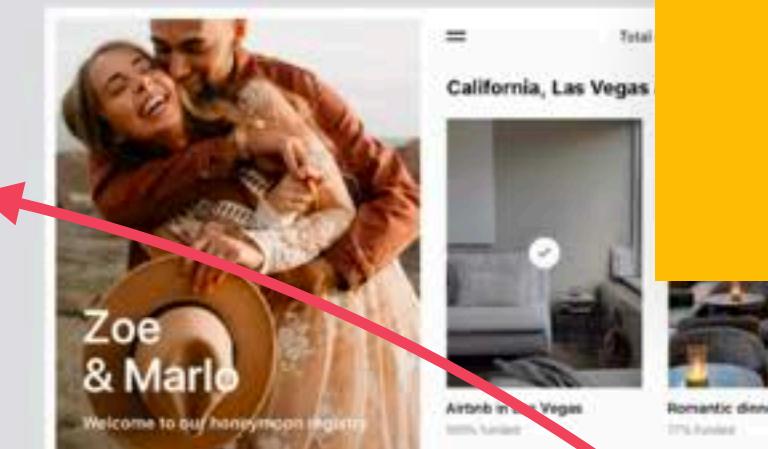
Ruth, Javier & Lola

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Beautiful. Fast. Simple.



MINIMALIST/SIMPLE

The simple, modern, and meaningful way to fund your adventure of a lifetime. Your guests are going to love it.

Start your registry

View sample registry

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Here's how it works

01

Personalize and create gifts
Add photos and a welcome message. Create any kind of gift you can imagine.

02

Launch and share with guests
Once you're finished, launch your registry and share your Hitch'd URL with guests.

03

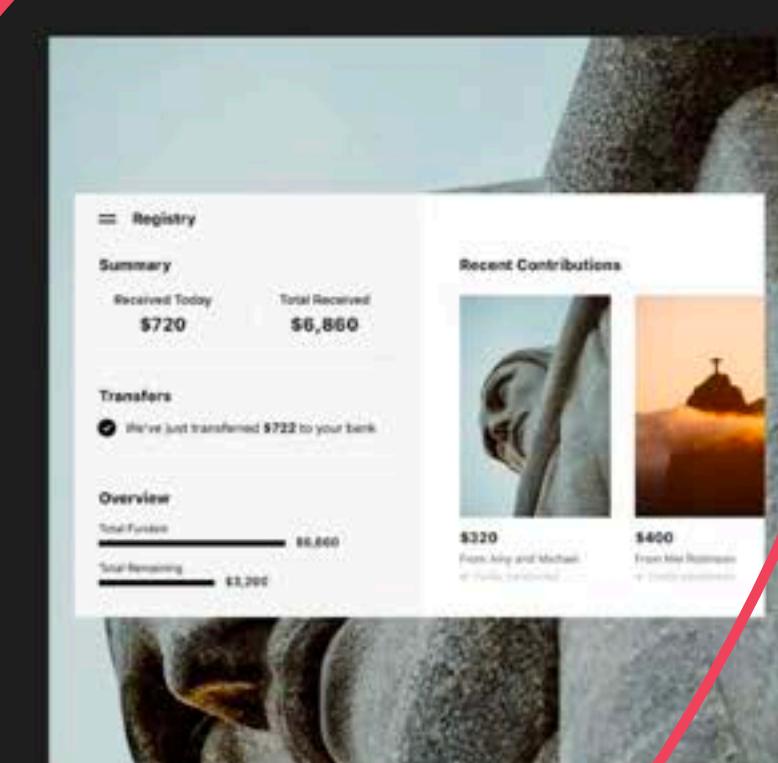
Receive contributions to your bank
Receive heartfelt contributions straight to your bank account. No strings.

Explore how it works

Fast.
Receive guest contributions

Receive heartfelt contributions instantly and straight to your bank. Guests can choose any amount of money to give, using all major credit cards. It's simple, safe, and 100% secure.

Start receiving contributions



BOLD/CONFIDENT

👉 Big and bold typography

👉 Big color blocks

BOLD/CONFIDENT

👉 Very boxy typeface

👉 Big and bold typography



STARTUP/UPBEAT

Develop.
Preview.
Ship.

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

EXPLORE THE VERCEL WAY

1 Develop

Start with the developer

Developers love **Next.js**, the open source React framework. Vercel built together with Google and Facebook, Next.js powers the biggest websites like [Airbnb](#) and [Twilio](#), for use cases in e-commerce, travel, news, and marketing.

Vercel is the easiest place to deploy any frontend app. Start by deploying with zero configuration to our [global edge network](#). Scale dynamically to millions of pages without breaking a sweat.

Fast Refresh

Reliable live-editing experience for your UI components.

Flexible Data Fetching

Connect your pages to any data source, headless CMS, or API and make it work in everyone's dev environment.

Edge on Localhost

From caching to Serverless Functions, all our cloud primitives work perfectly on localhost.



Nexus

Netlify

Cloudflare

Cloudinary

CloudFront

CloudWatch

CloudWatch Metrics

CloudWatch Logs

CloudWatch Metrics Insights

CloudWatch Metrics Insights

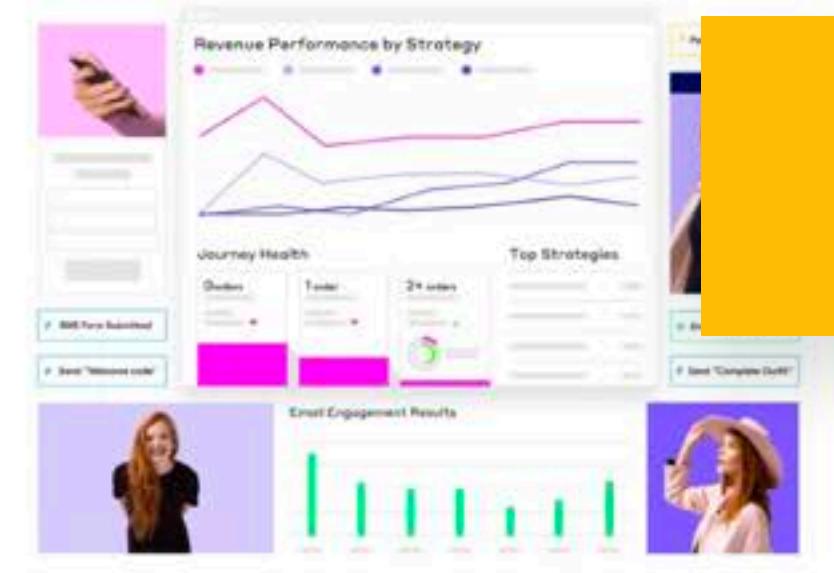
2 Preview

Accelerate with your team

Make more money with smarter marketing.

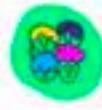
Build your ecommerce brand—from customer acquisition to loyalty and retention with Drip. We give you the tools you need to build personal and profitable relationships with your customers at scale.

[Start driving sales with Drip today.](#)



BOLD/CONFIDENT

We've helped ecommerce marketers generate over \$1 billion in attributed revenue.
\$1,002,632,467



Grow and improve your list.

Attract more customers online with high-converting forms and lead ads, and give them a warm welcome when they sign up for your list.

3x more sales with a welcome email vs untargeted promotional emails.



Send emails with ease.

Increase engagement with email marketing, optimize with A/B testing, and tailor your messaging with recommended audience segments.

8x higher revenue with targeted email sends.



Turn shoppers into loyalists.

Know who your best customers are and reward them. Use automation to nurture customers post-purchase and make them loyal for life.

Repeat buyers drive 3x more revenue and are 9x more likely to convert again.

Trusted by 27,000+ marketers worldwide

CRAFT:

SPICE HOUSE

POLARIS

lensabl

FT VIPER

Make more money from email marketing.

Drip makes being data driven a no-brainer. Revenue dashboards show you in-depth revenue and engagement stats for each email and automation strategy. Compare strategies to see what's driving your performance and where you can improve.

PLAYFUL/FUN

- 👉 Irregular round design elements

- 👉 Hand-drawn icons and patterns

CALM/PEACEFUL

- 👉 Headings using soft serif typefaces

- 👉 Illustrations in calming pastel colors

BOLD/CONFIDENT

Finances, simplified.

Unlike banks that let your cash sit idle in your accounts, we use technology to help you grow all your money effortlessly.

[GET STARTED](#)

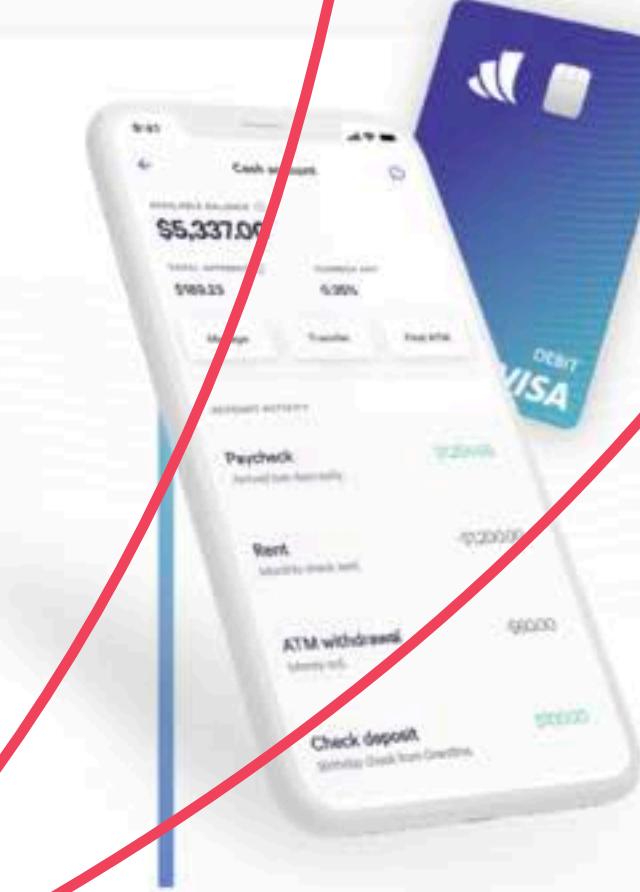


WEALTHFRONT
nerdwallet.
BEST ROBO-ADVISOR, 2019
BEST CASH MANAGEMENT, 2020
Investopedia
BEST ROBO-ADVISOR, 2020

Upgrade your banking.

No account fees, 0.35% APY and unlimited, free transfers. Direct deposit and get paid up to two days early, send checks, pay bills, and get cash from over 10,000 ATMs for free.

[GET STARTED](#) [LEARN MORE](#)



BUILD YOUR NET WORTH

Invest your savings.

Holding long-term savings in cash can be a bad thing — earning interest just isn't enough. Grow your long-term wealth with an automated portfolio of globally diversified index funds. No manual trades, no unnecessary risk, personalized to you. And thanks to Tax-Loss Harvesting, we can cover our annual 0.25% advisory fee more than 3x over.

[GET STARTED](#)

[LEARN MORE](#)

[See wealthfront.com](#)



SAVING MADE EASY

Set your finances on autopilot.

[Paycheck](#)

Optimize your money across spending, savings, and investments — effortlessly.

Make the most of your options!

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.

Analyze your equity

UNDERSTAND
What are my options worth and the cost to exercise?
Tools such as a profit simulator and tax calculator show the value of your stock options and exercise cost.
Calculate

MAXIMIZE
Should I exercise now or later? How can I afford it?
Non-recourse financing covers the cost of your exercise - with no need to pay it back until your company exits.
See how financing works Request financing

UNLOCK
I own my shares - can I get liquidity now without selling?
Financing helps you advance your shares for other financial priorities - with no need to sell on the secondary market.

Pay for... your options
Our financing solutions are tailored to your specific needs. Wherever you are in your journey to wealth.
Get rates Learn more

What our clients say about us
The service that Secfi provides is invaluable to many people in my situation. I had a great time working with

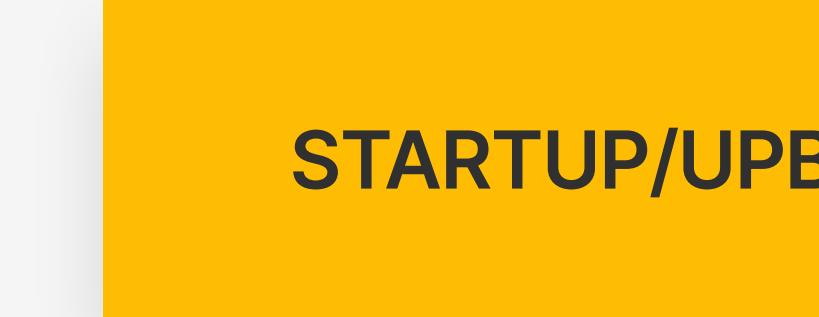


CALM/PEACEFUL

- 👉 Headings using soft serif typefaces
- 👉 Illustrations in calming pastel colors



- 👉 Headings using soft serif typefaces
- 👉 Illustrations



Welcome to The Future of Data Ownership

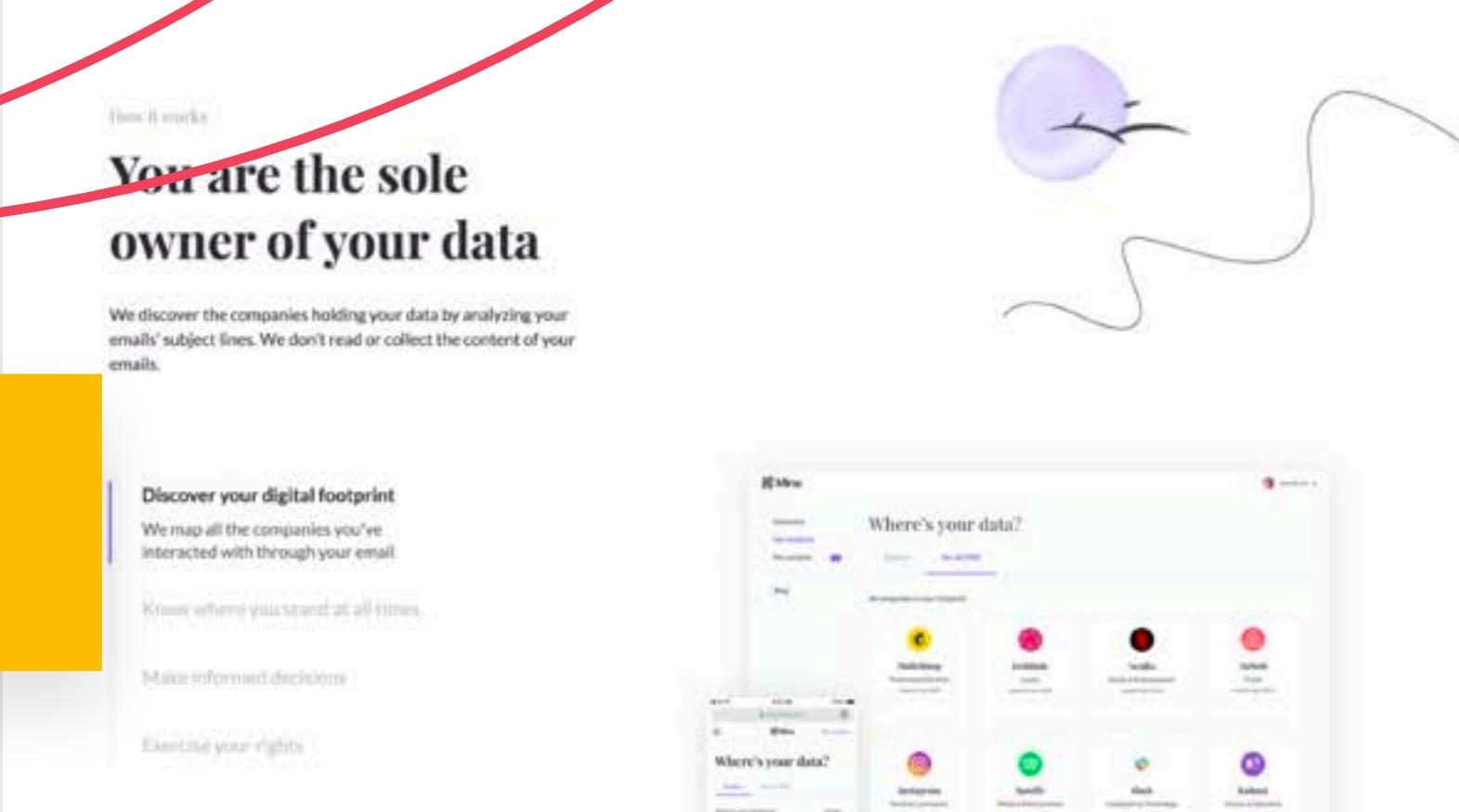
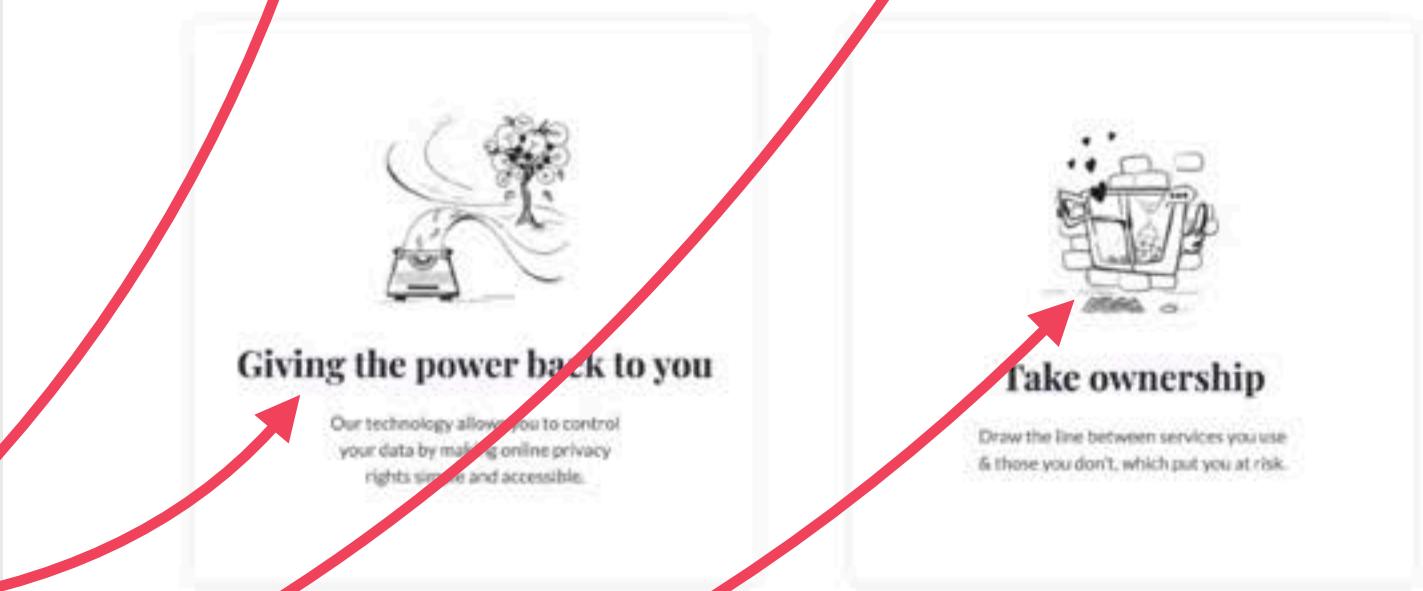
Discover where your personal data is and manage your digital footprint. You decide where your data should or shouldn't be, and we'll make it happen.

Get started

intel.com BUSINESS INSIDER VentureBeat Evening Standard, ST COMPANY

Your smart data assistant

With Mine, you can enjoy the internet, feeling safe and secure.



SECTION 06 – COMPONENTS AND LAYOUT PATTERNS



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

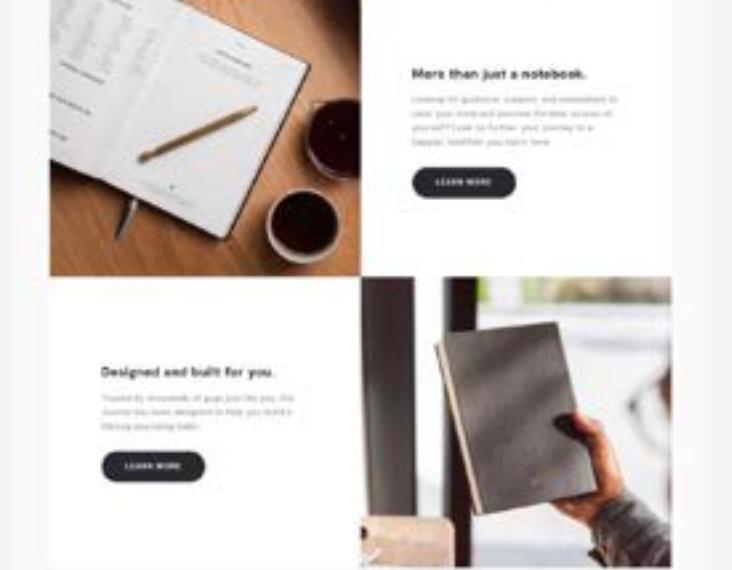
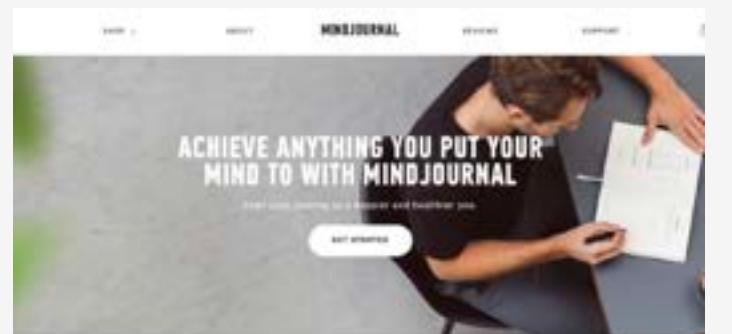
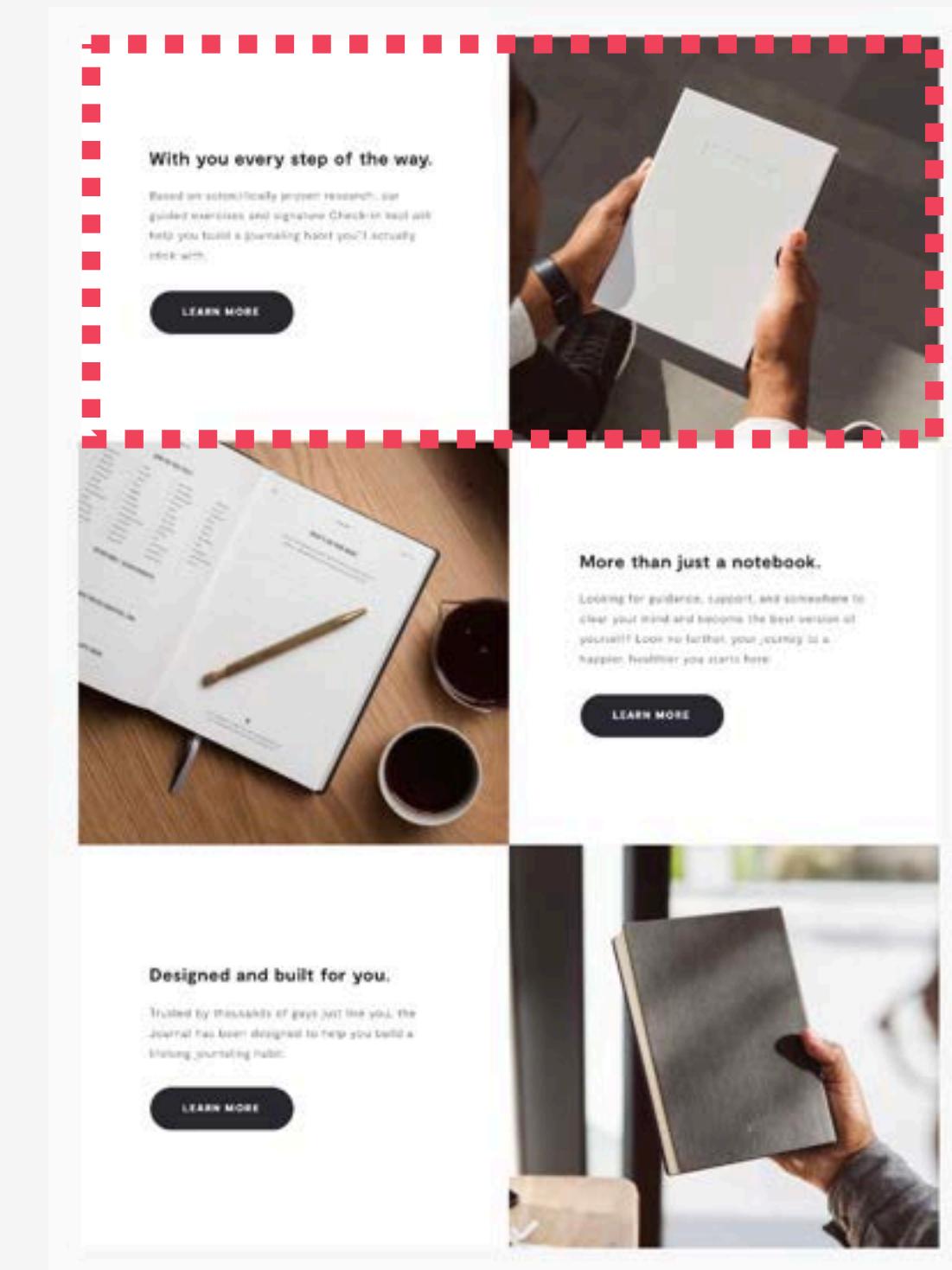
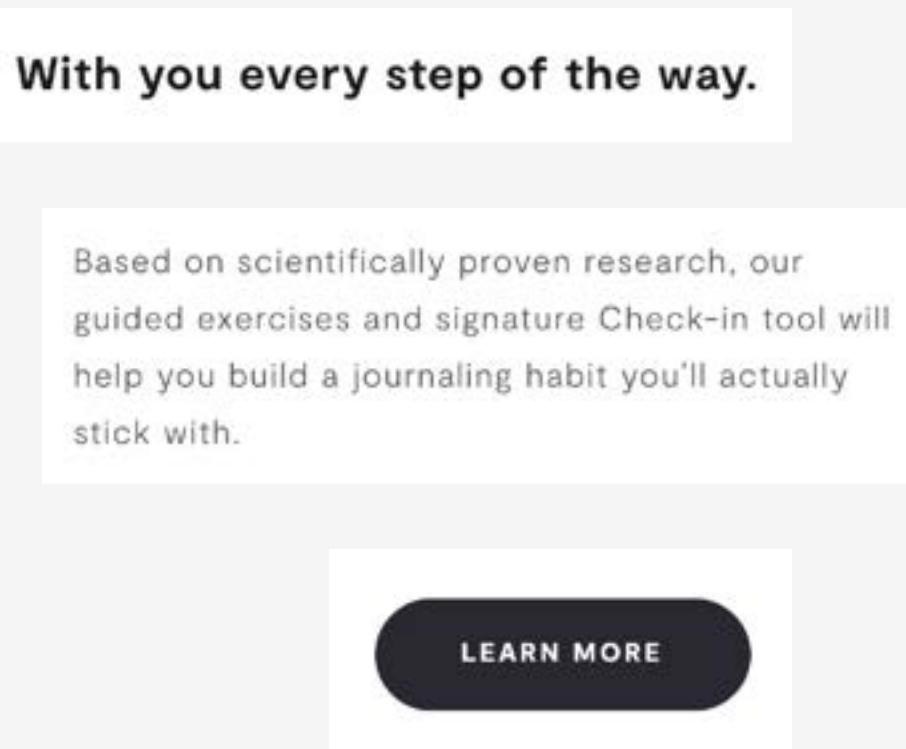
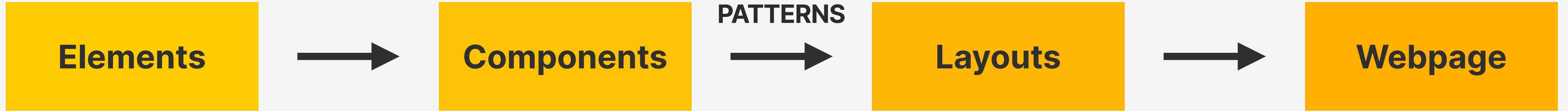
SECTION

COMPONENTS AND LAYOUT
PATTERNS

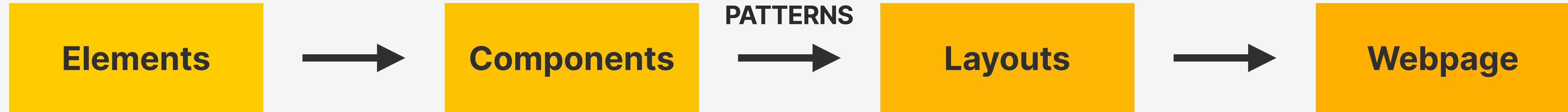
LECTURE

WEB DESIGN RULES #10 - PART 1:
ELEMENTS AND COMPONENTS

FROM ELEMENTS TO WEBPAGE



FROM ELEMENTS TO WEBPAGE



- 1 Use **common elements** and **components** to convey your website's information
- 2 Combine components into layouts using **common layout patterns**
- 3 Assemble different **layout areas** into a complete, final page

GALLERY INDEX: ELEMENTS, SECTIONS, PATTERNS

A ELEMENTS

1. Text
2. Buttons
3. Images
4. Input elements
5. Tags

B COMPONENTS

1. Breadcrumbs
2. Pagination
3. Alert and status bars
4. Statistics
5. Gallery
6. Feature box
7. Preview and profile cards
8. Accordion
9. Tabs
10. Carousel
11. Customer testimonials
12. Customer logos
13. Featured-in logos
14. Steps
15. Forms
16. Tables
17. Pricing tables
18. Modal windows

This lecture



C SECTION COMPONENTS

1. Navigation
2. Hero section
3. Footer
4. Call-to-action section
5. Feature row

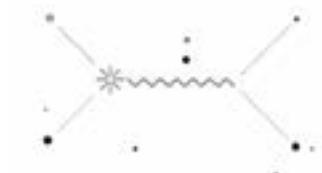
D LAYOUT PATTERNS

1. Row of boxes or cards
2. Grid of boxes or cards
3. Z-pattern
4. F-Pattern
5. Single-column
6. Sidebar
7. Multi-column/magazine
8. Asymmetry/Experimental

Job Description Rewriter

Rewrite your job description with our free AI-powered tool!

Paste in a short job description and we'll generate a longer variant to help you get your creative juices flowing. If you don't like the output, hit **Generate** again to get a different idea! Experiment, take notes, and have fun!



Fibery adapts and grows
with your company.

A work management platform that replaces many tools inside your company and embraces changes.

Shorten development, deployment, and migration cycles

Prevent rollbacks and service disruptions by identifying weak points in your system before launch.

Everyone on the same page. For real.

Sanity is the first content platform to empower teams of all sizes with real-time collaboration, advanced version control and more.

Most Popular Tour Categories



We offer the perfect variety of experiences to satisfy anyone's desire for adventure. Whether you want to relax in the unparalleled beauty of Iceland's nature or take a more challenging adventure, we've got you covered. The possibilities are endless and the memories will last a lifetime.

01 TEXT

A ELEMENTS

TOOLS FOR MARKETING TEAMS

Tools and insights to help you work smarter, together

Marketing consultants and freelancers use Trendmo to free up time, demonstrate impact, and tie their efforts to real business results.

TRANSFORM YOUR ECOMMERCE BRAND

72 hour product photography

LAUNCH

Launch with one click, or use our SDK.

Voiceflow's one click publishing or SDK enables customization for any workflow.

GET A QUOTE

Get started with Cover today.

After getting a quote, you'll have instant access to an insurance expert for advice. Reach out to them by text message at any time.

How we do it

Data backed, scientific proof of food claims

Food In-Depth has developed comprehensive and rigorous testing solutions that are fast, affordable and consumer usable.

EARN MORE ON YOUR PAYCHECK.

GET PAID UP TO TWO DAYS EARLIER.

Why should you wait to get paid? Set up direct deposit with the Cash Account and get your paycheck up to two days early. The earlier you get your paycheck, the more time you have to earn interest.

Build.

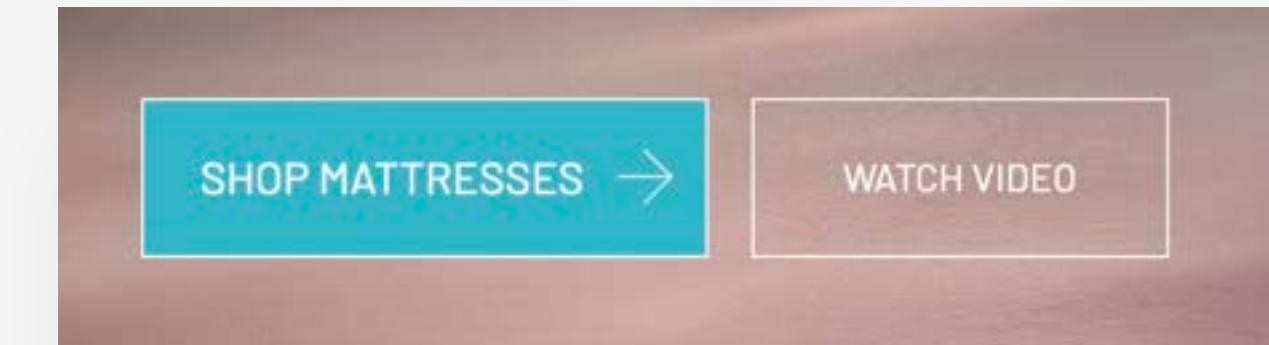
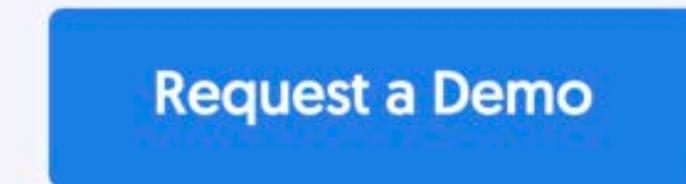
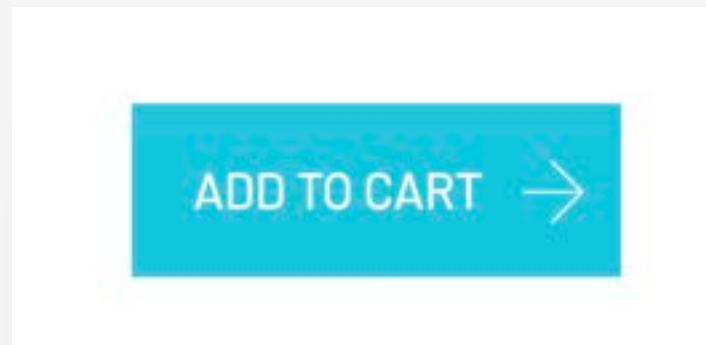
Have a unique work process?

Create a **custom app** in minutes.

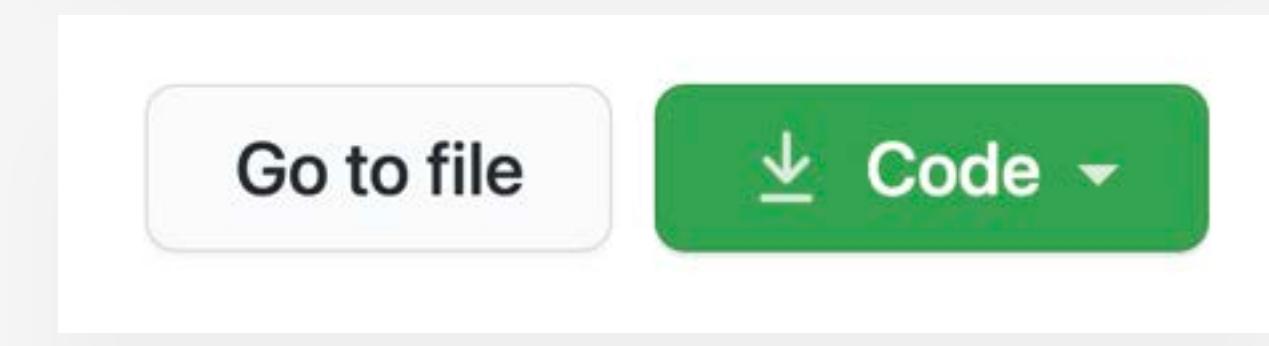
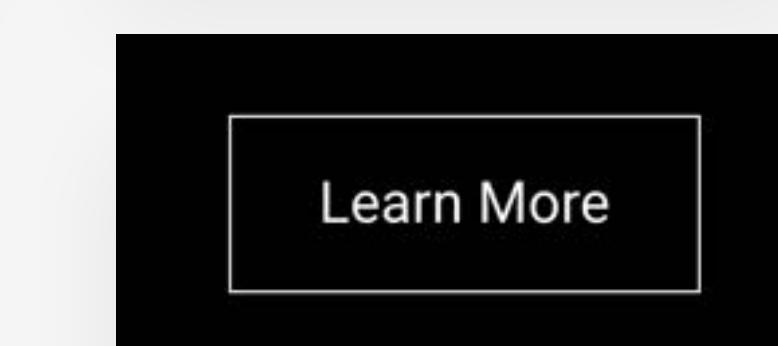
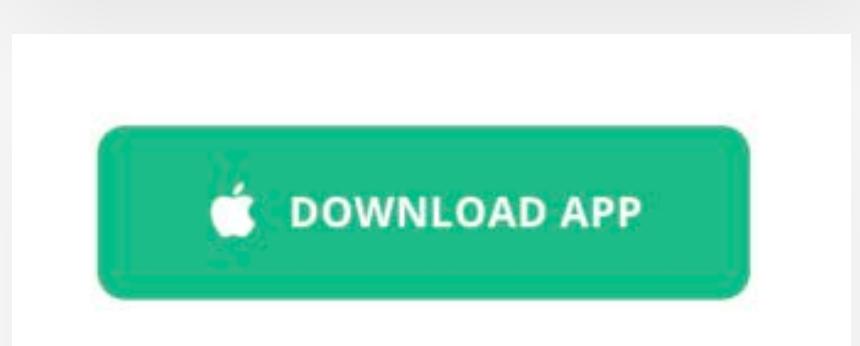
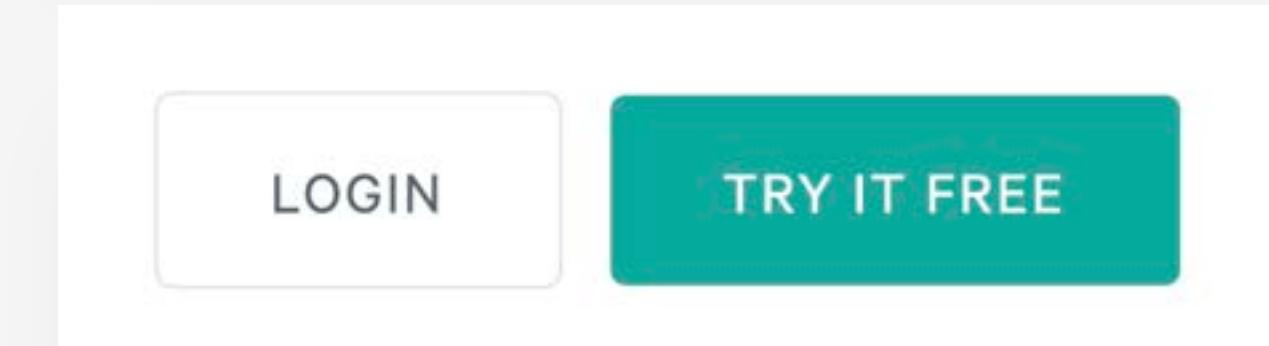
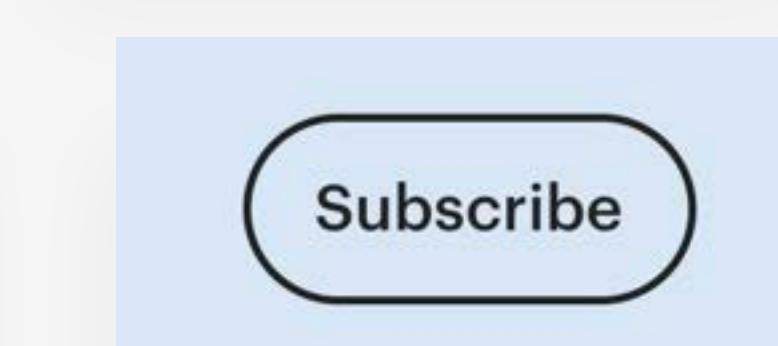
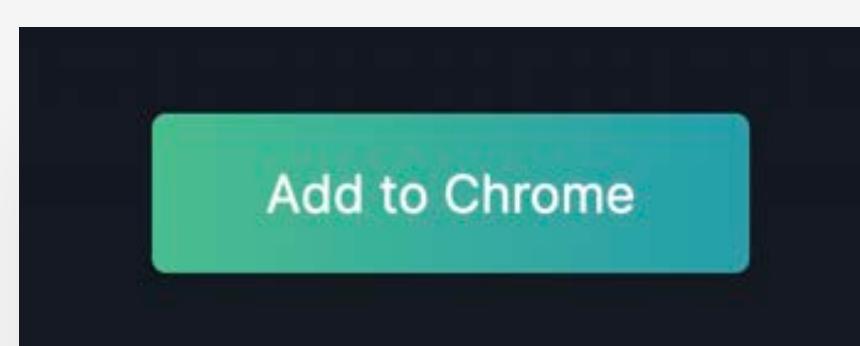
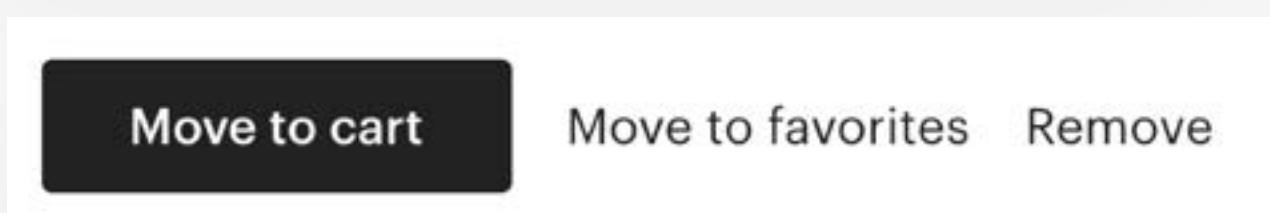
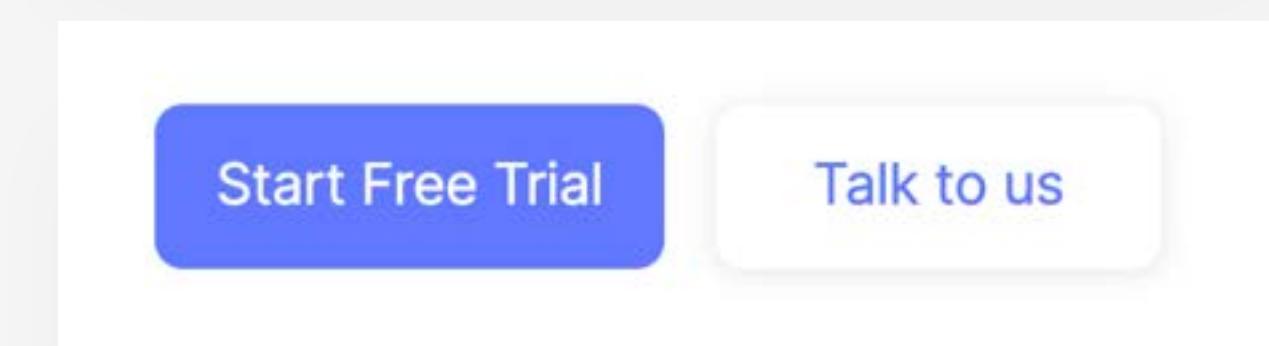
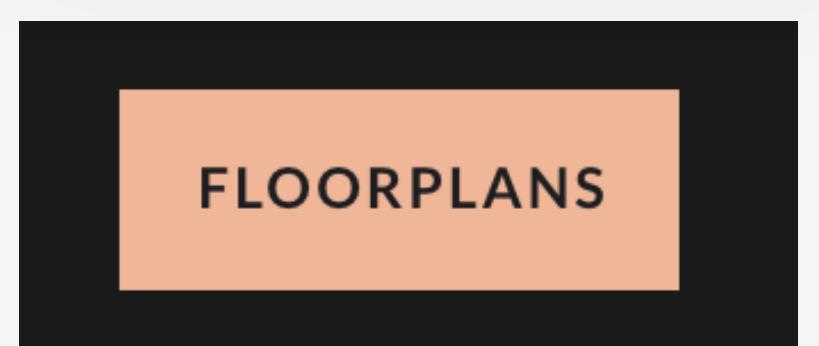
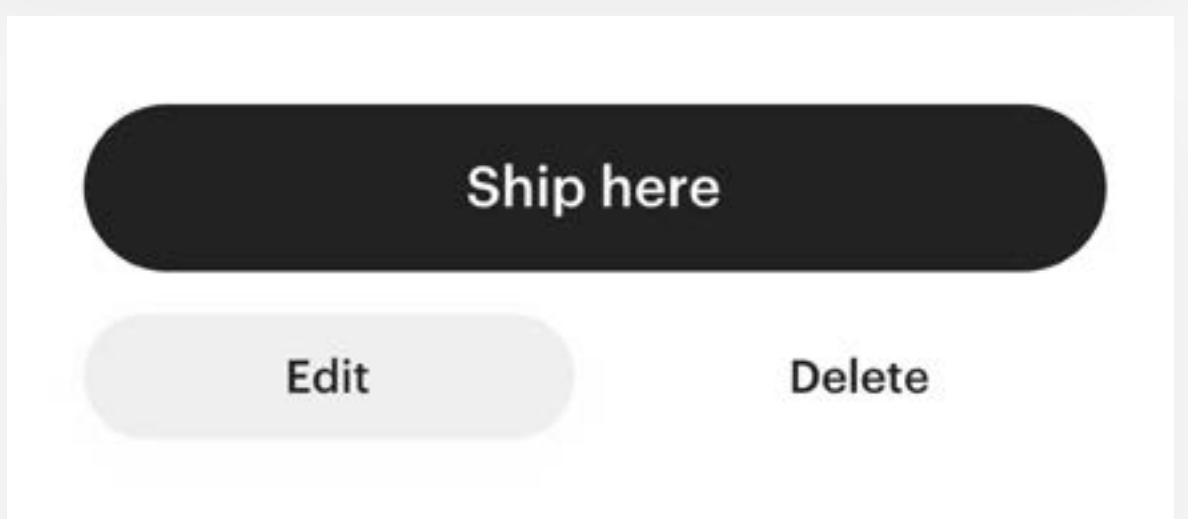
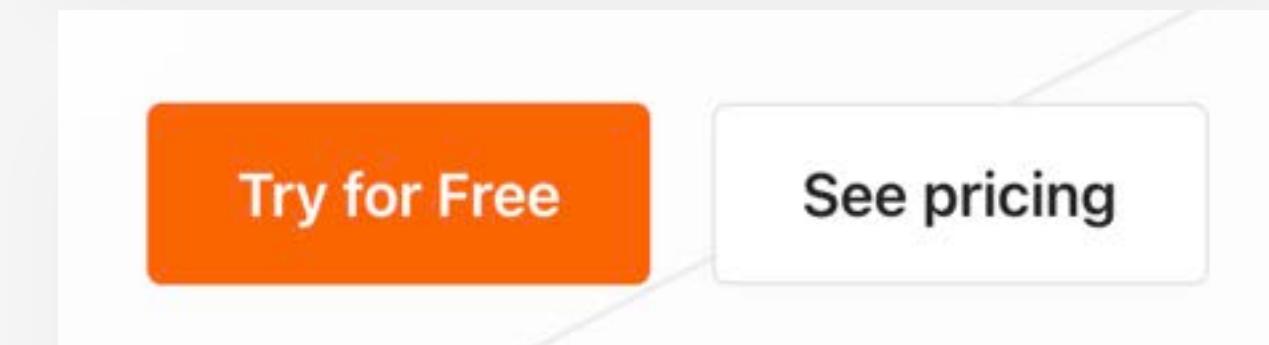
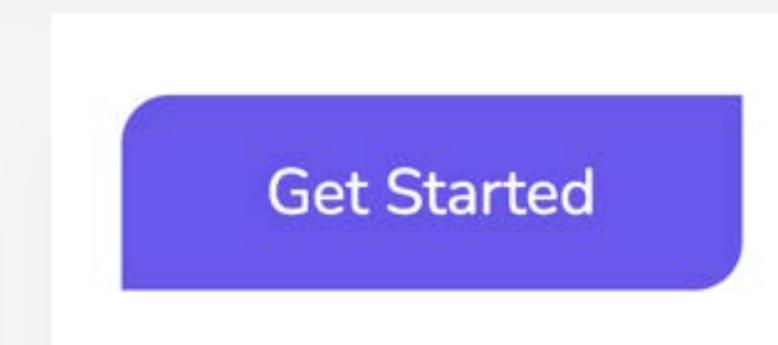
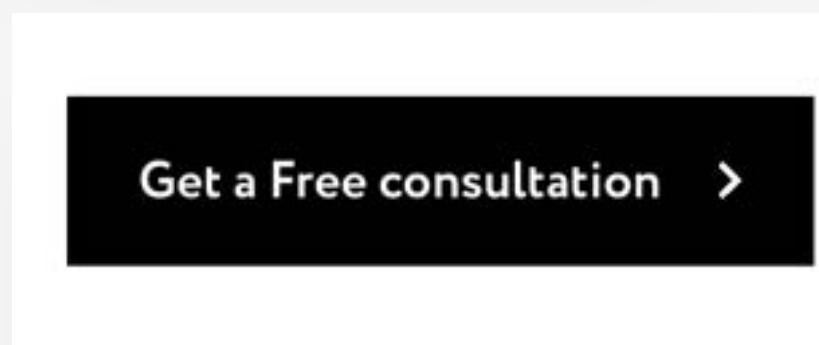
Fibery provides freedom for curious lego-lovers.

02 BUTTONS

A ELEMENTS

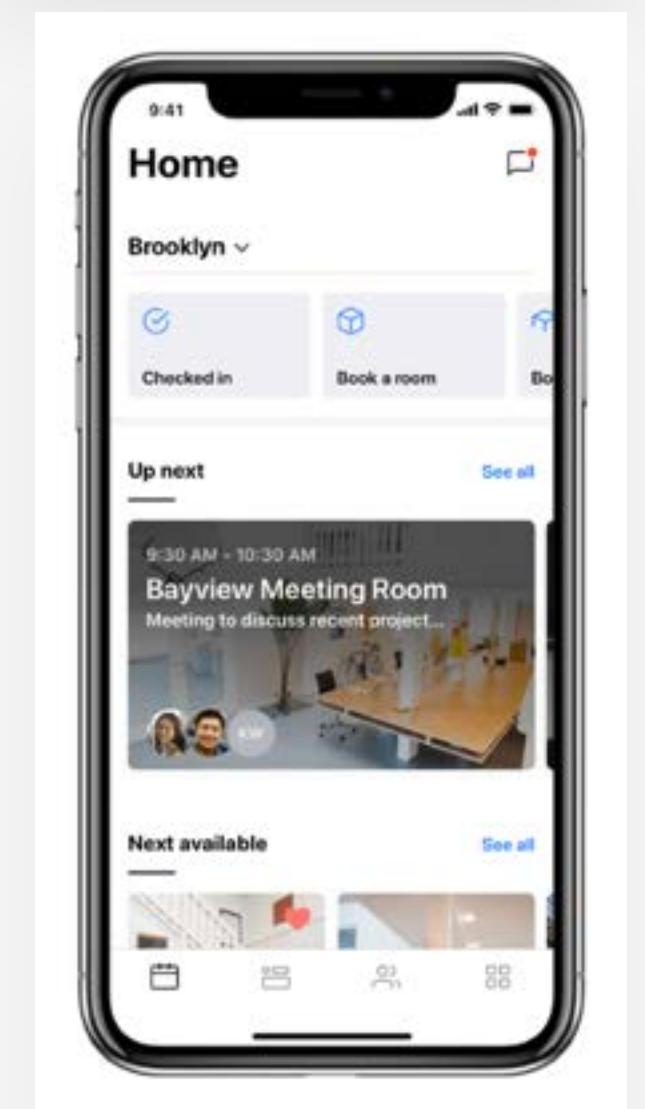
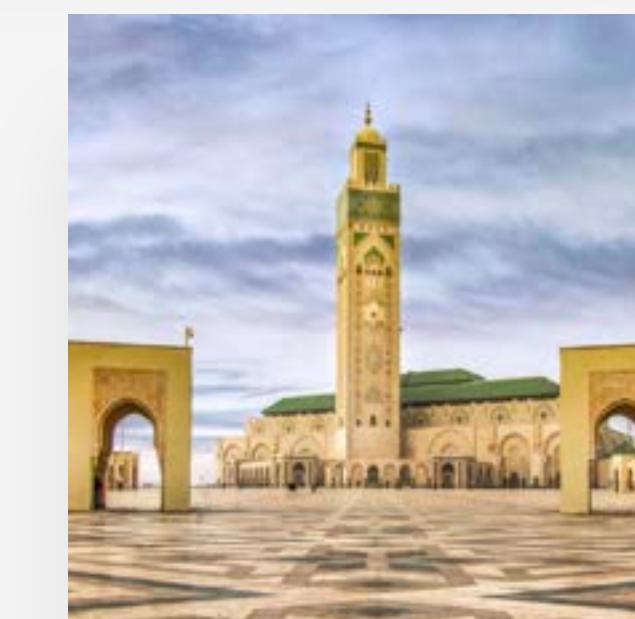
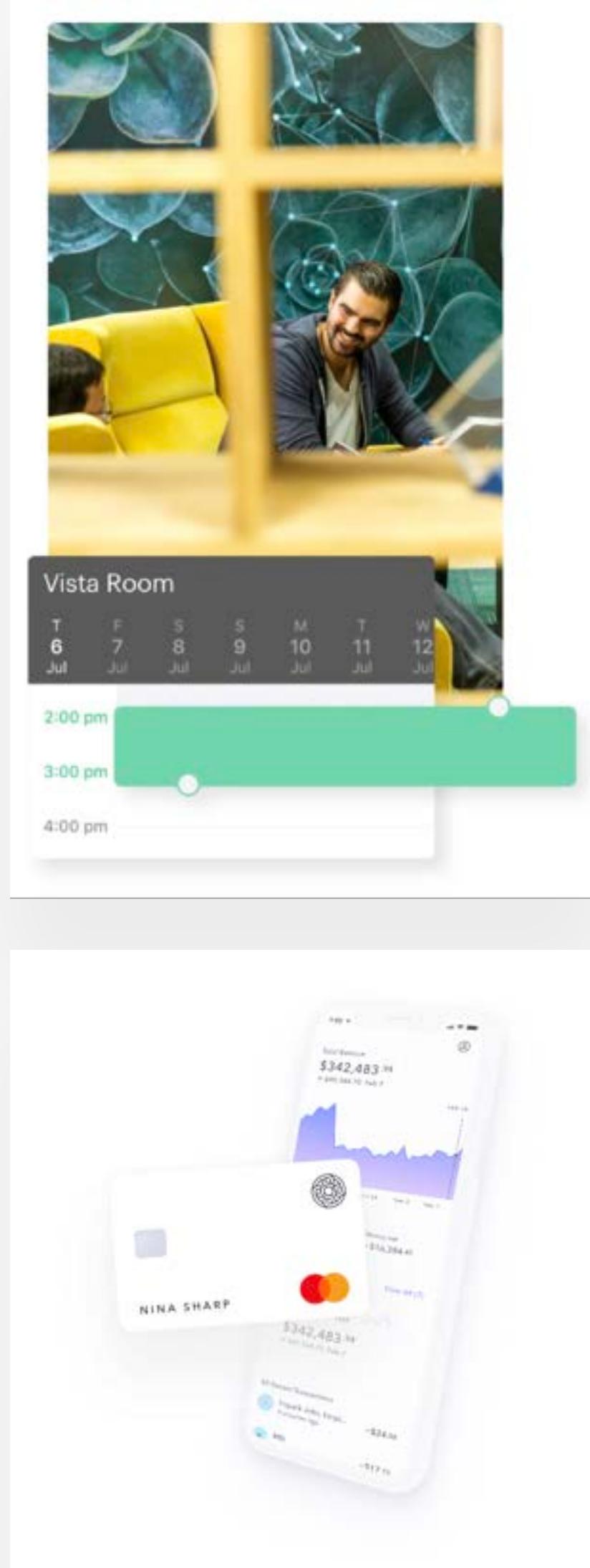


VIEW PRODUCT DETAILS



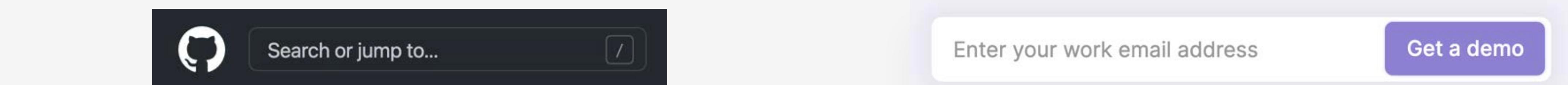
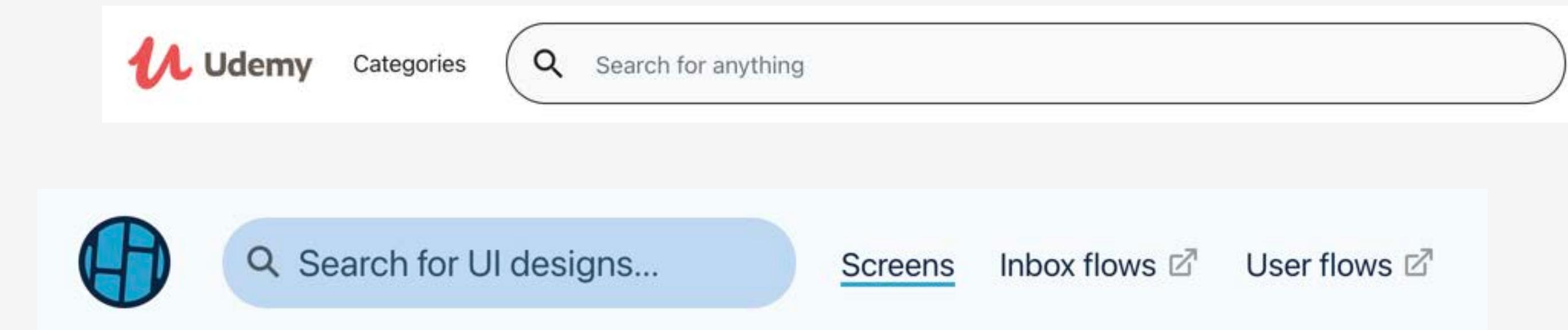
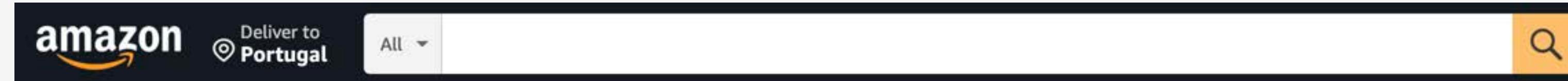
03 IMAGES

A ELEMENTS



04 INPUT ELEMENTS

A ELEMENTS



DELIVER EVERY

- 30 DAYS
- 15 DAYS
- 30 DAYS
- 45 DAYS
- 60 DAYS

Due to the pandemic, our delivery times may be longer than usual.

CASE QUANTITY

-1+

12 BOTTLES

- 1 + **Venue**

- 50 + **Active Members**

05 TAGS

A ELEMENTS

The screenshot shows a list of three pull requests from the React Core Team:

- ① Attach Stack at setState Calls in DEV Mode Component: Core Utilities React Core Team Type: Enhancement #7387 opened on Jul 31, 2016 by sebmarkbage
- ① IE 11 and Edge no longer prompt to remember password on controlled form Component: DOM Type: Bug #7328 opened on Jul 21, 2016 by IPadier
- ① Optimizing Compiler: Compiling to Internals Component: Optimizing Compiler React Core Team #7324 opened on Jul 21, 2016 by sebmarkbage

About

A declarative, efficient, and flexible JavaScript library for building user interfaces.

reactjs.org

react javascript library ui
frontend declarative

Discovery deliverables

Prototypes Time & Cost Estimation
Product Requirements Document
Architecture documentation Roadmap

Timeline
2+ weeks

Native Keyboard Multi-Touch Camera Lottie SVG Tilt Vibration
Proximity Sound Background Blur

All documents in one software

Generate all necessary documents for Business, HR, Finance, Medicine, IT, Legal, Education — using one cloud based software.

Business Plan Business Model Canvas Lean Canvas
SWOT Analysis Meeting Notes Cover Letter
Resignation Letter Work Certificate Mission Order
Independent Contractor Agreement Project Pricing
IT Project Specs Invoice Quote Privacy Policy
Terms Of Service Certificate Of Completion Medical Certificate
Prescription

Calm Landing page

1 year, 12 months ago

Source ↗
Awards Footer Hero header Ratings Testimonials

Rating stars: 5 out of 5

01 BREADCRUMBS

B COMPONENTS

Help Center > Integrations > CMS Integrations

WordPress

Using Sleeknote with Wordpress



Development > Web Development > JavaScript

The Complete JavaScript Course 2021: From Zero to Expert!

The modern JavaScript course for everyone! Master JavaScript with projects, challenges and theory. Many courses in one!

Bestseller 4.7 ★★★★☆ (99,122 ratings) 417,204 students

Created by Jonas Schmedtmann

Last updated 1/2021 English English, French [Auto], 5 more

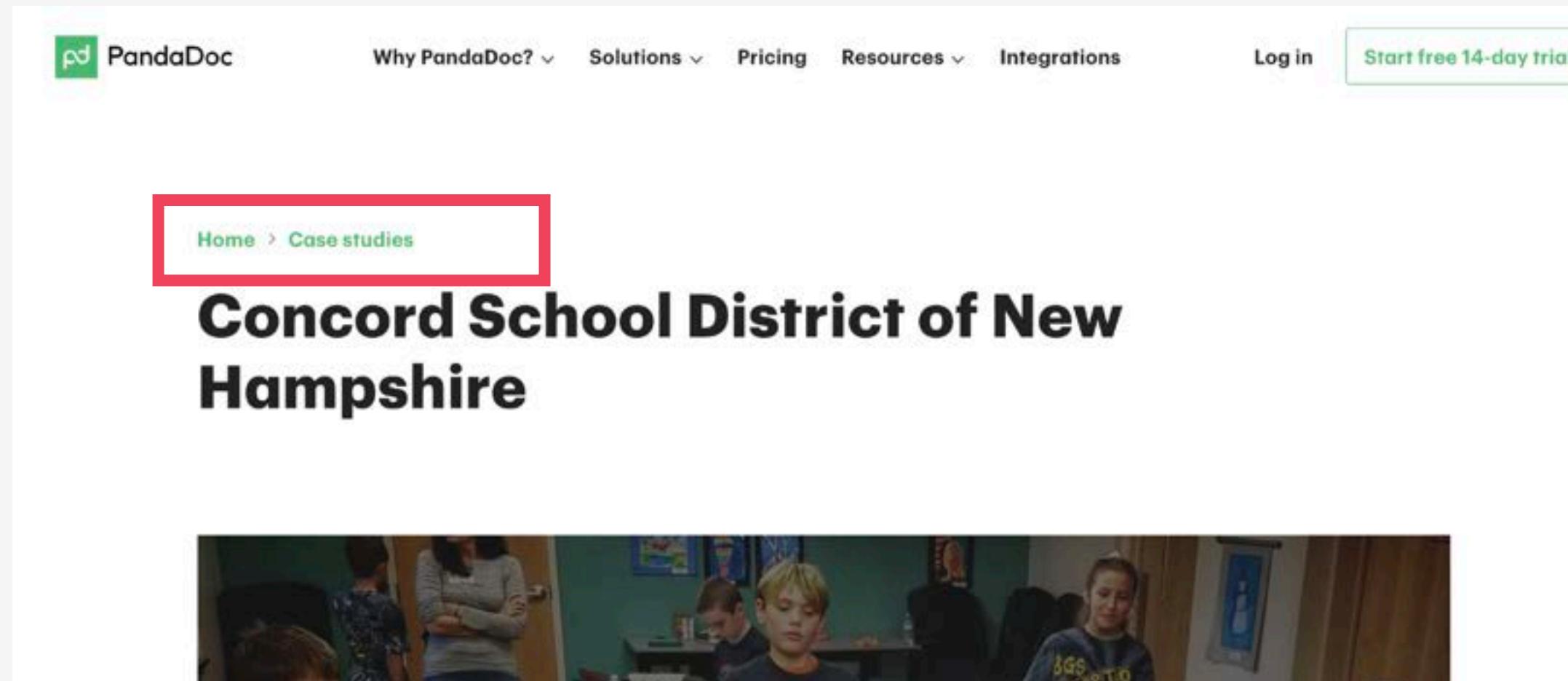
Wishlist Share Gift this course



PandaDoc Why PandaDoc? Solutions Pricing Resources Integrations Log in Start free 14-day trial

Home > Case studies

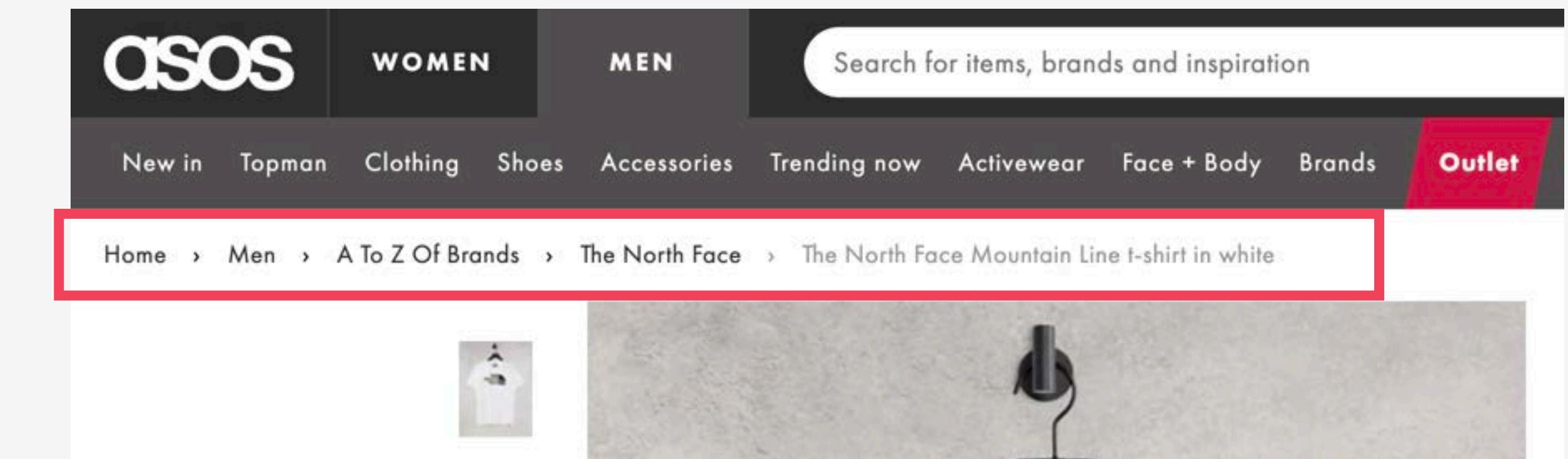
Concord School District of New Hampshire



asos WOMEN MEN Search for items, brands and inspiration

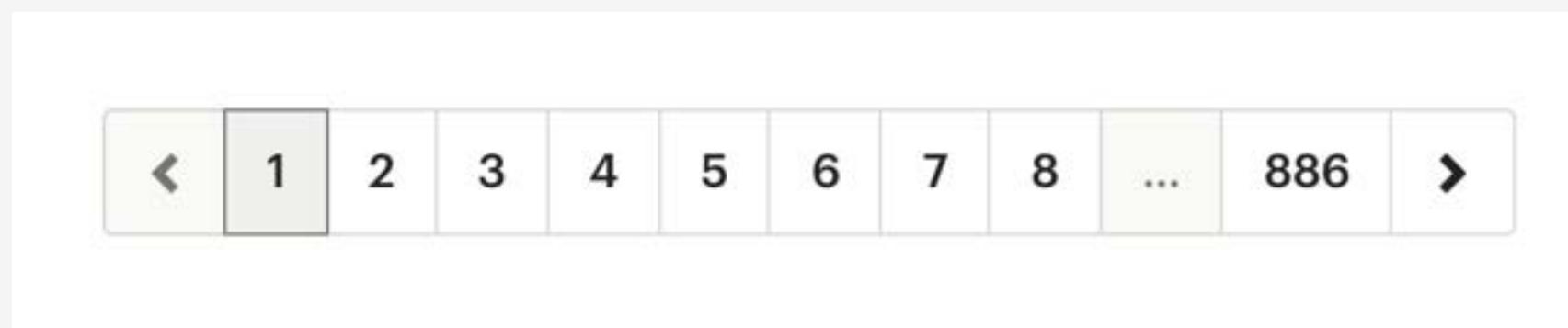
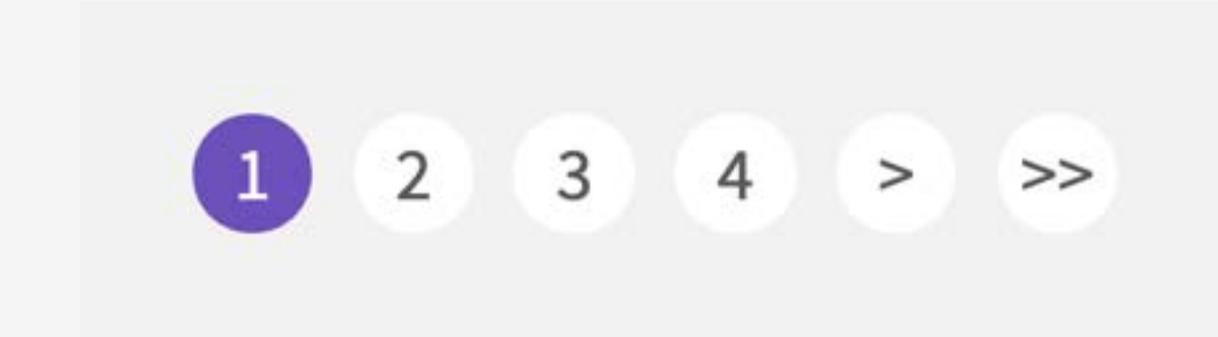
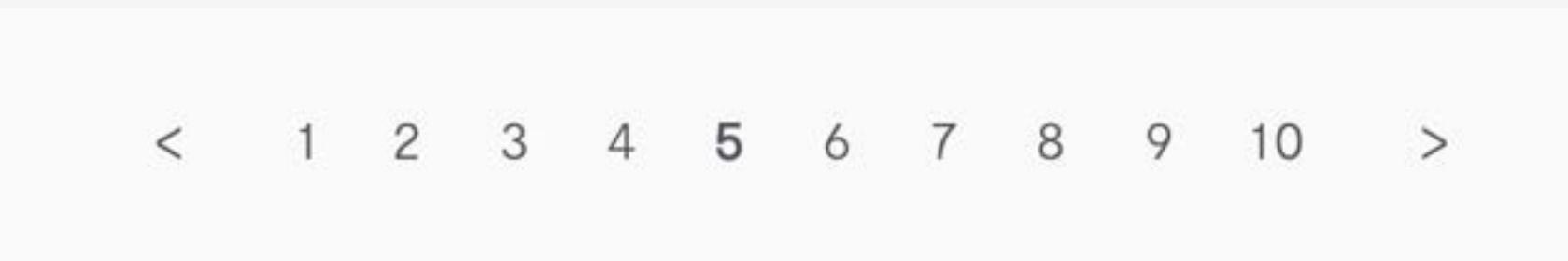
New in Topman Clothing Shoes Accessories Trending now Activewear Face + Body Brands Outlet

Home > Men > A To Z Of Brands > The North Face > The North Face Mountain Line t-shirt in white



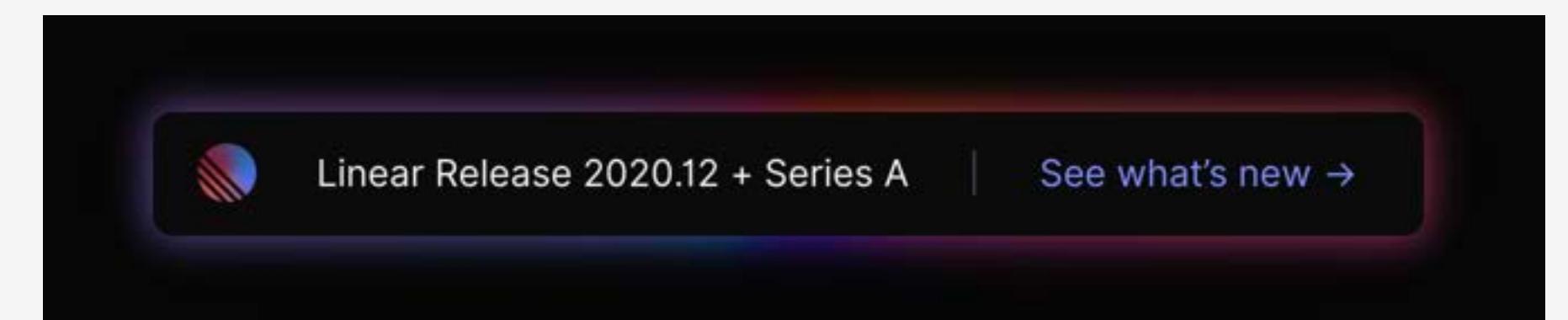
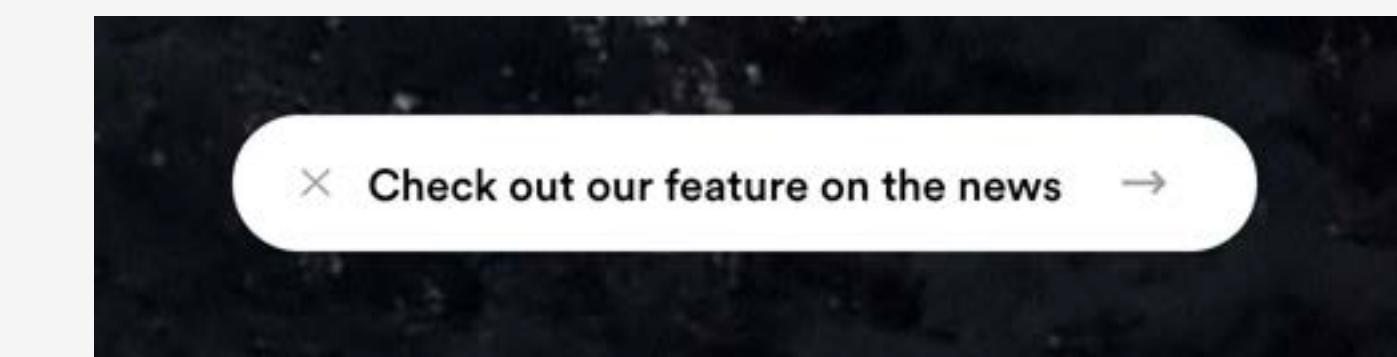
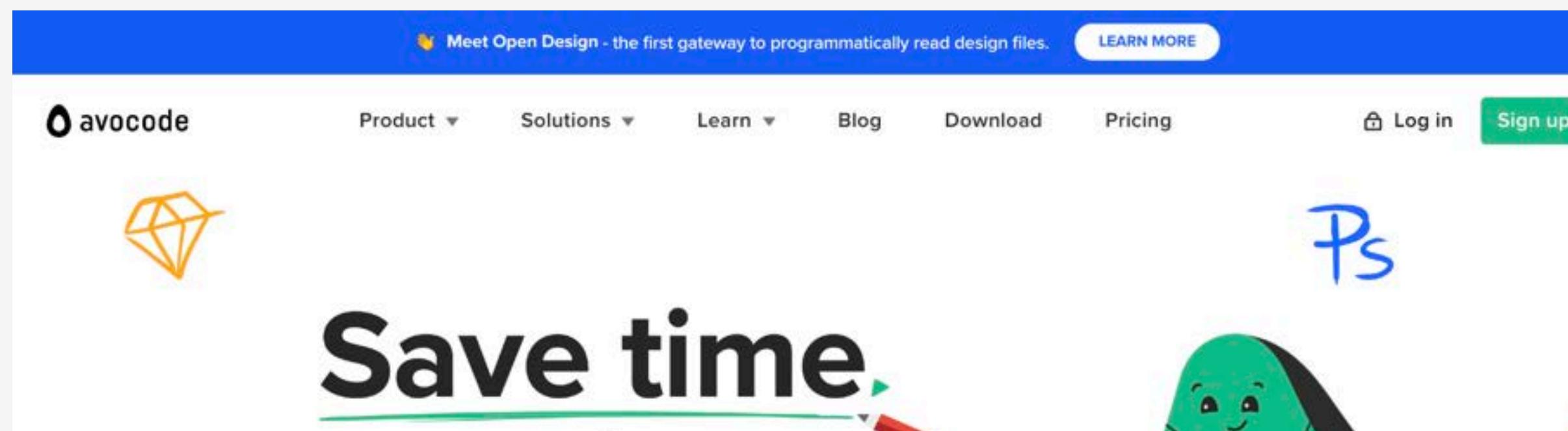
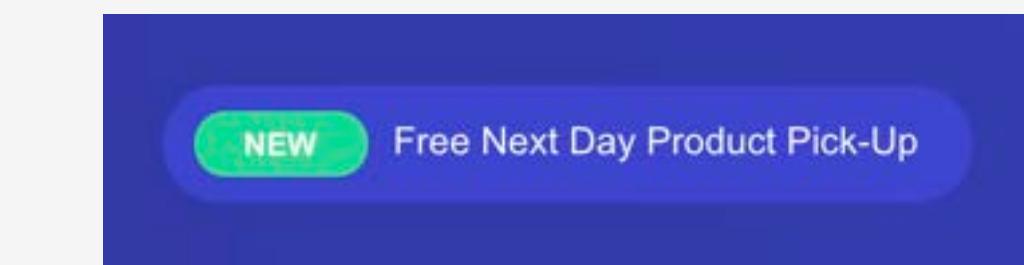
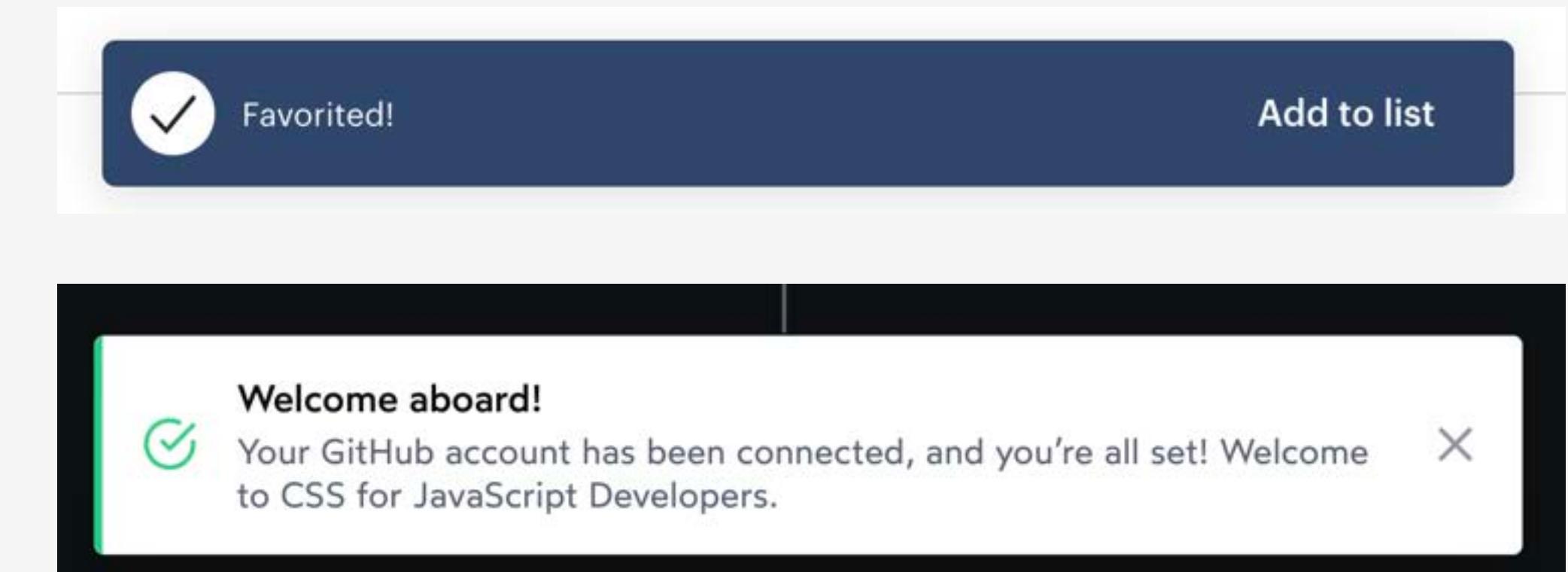
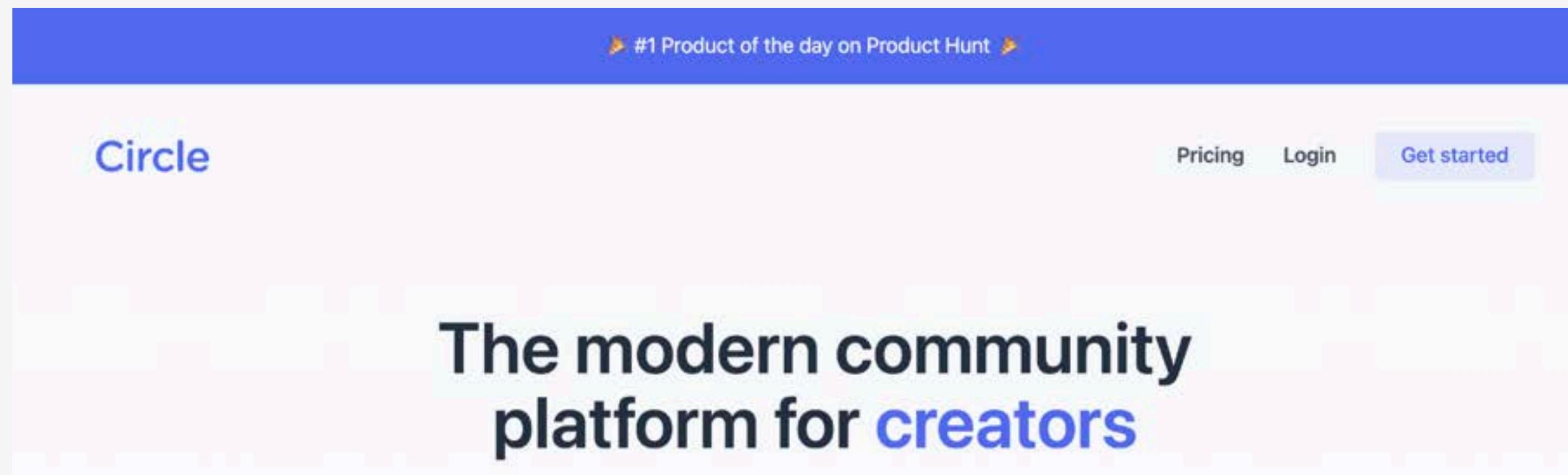
02 PAGINATION

B COMPONENTS



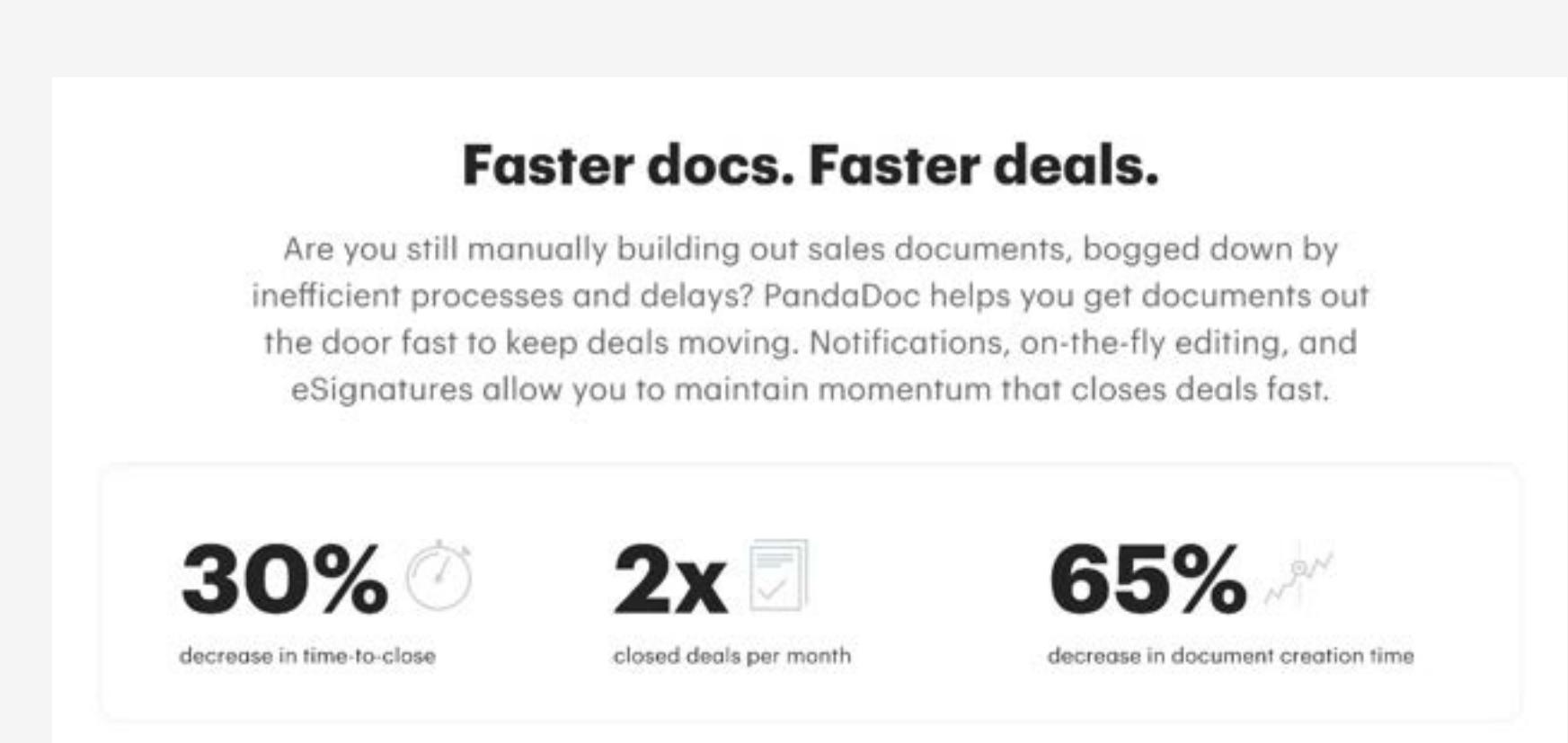
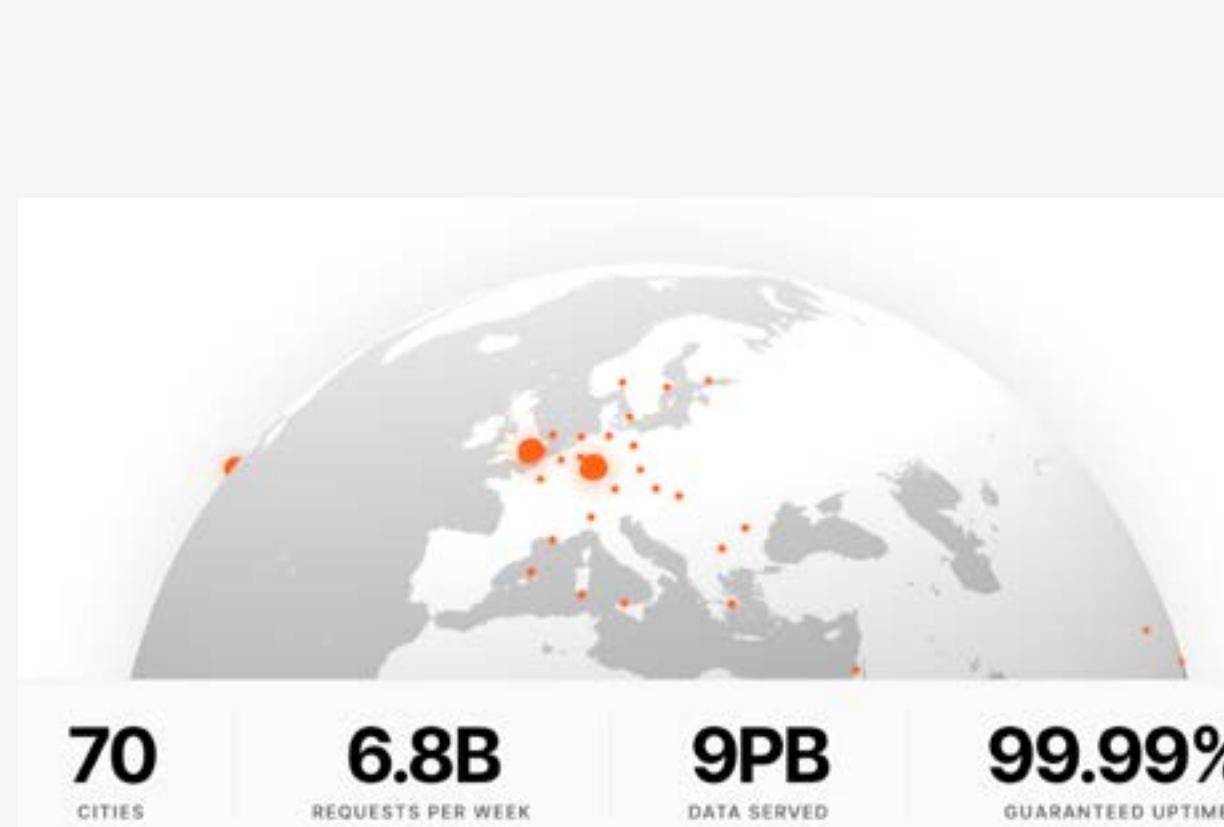
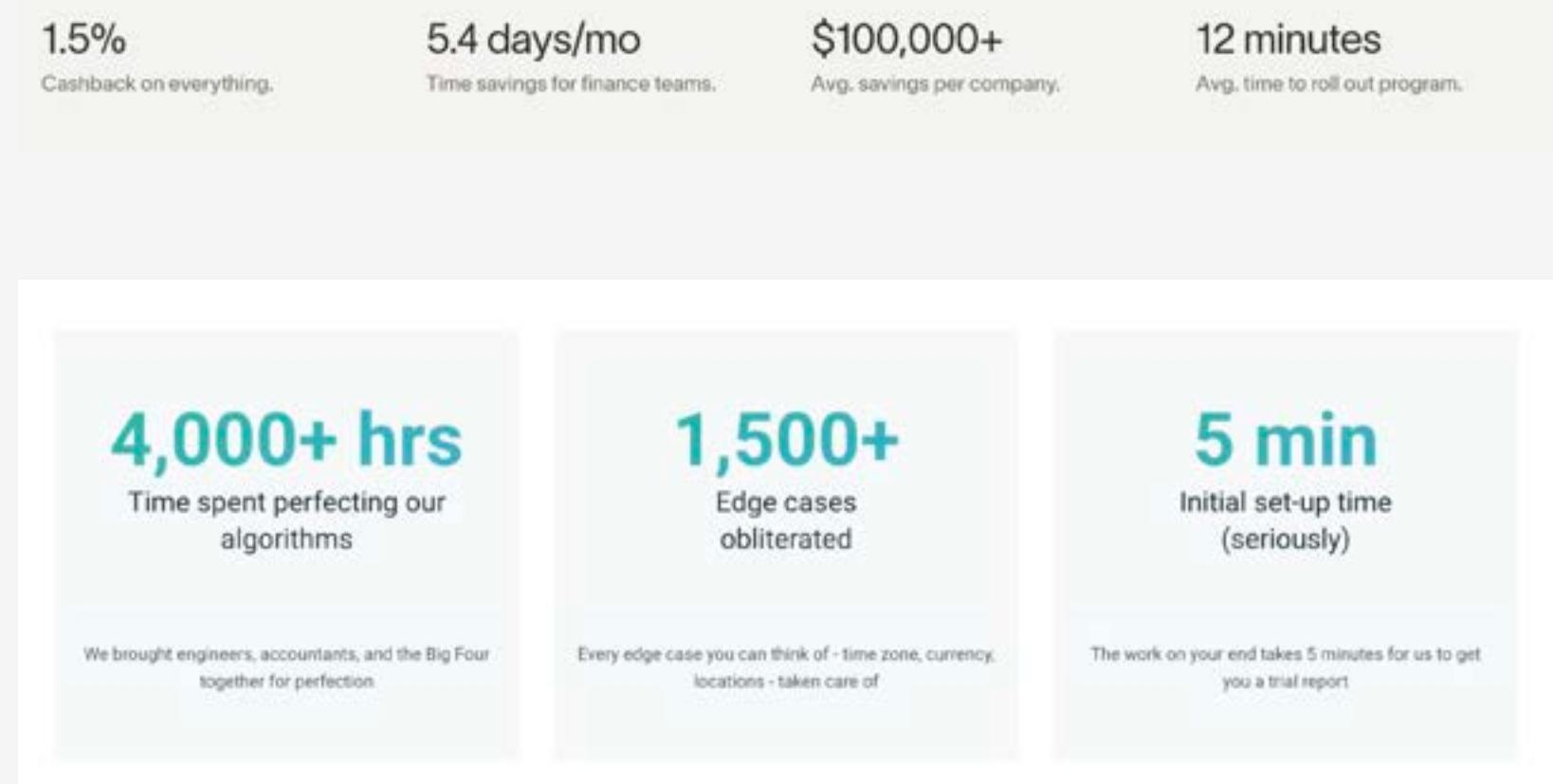
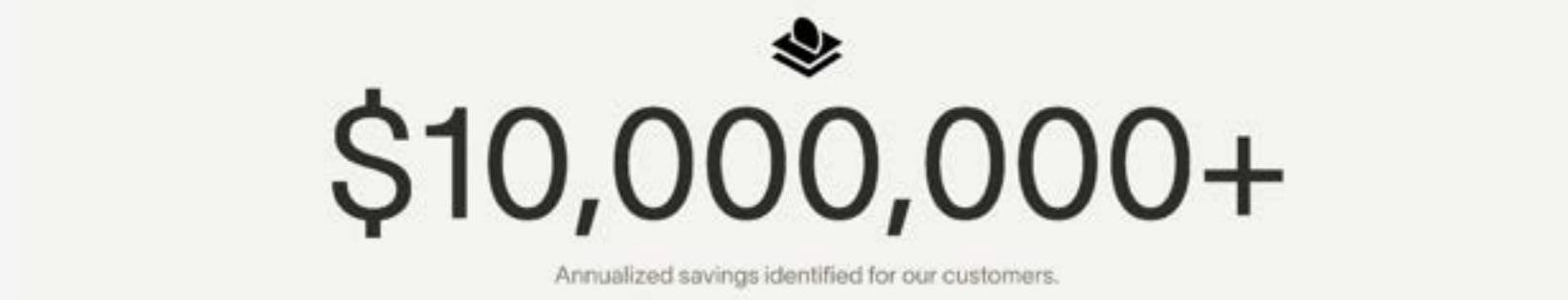
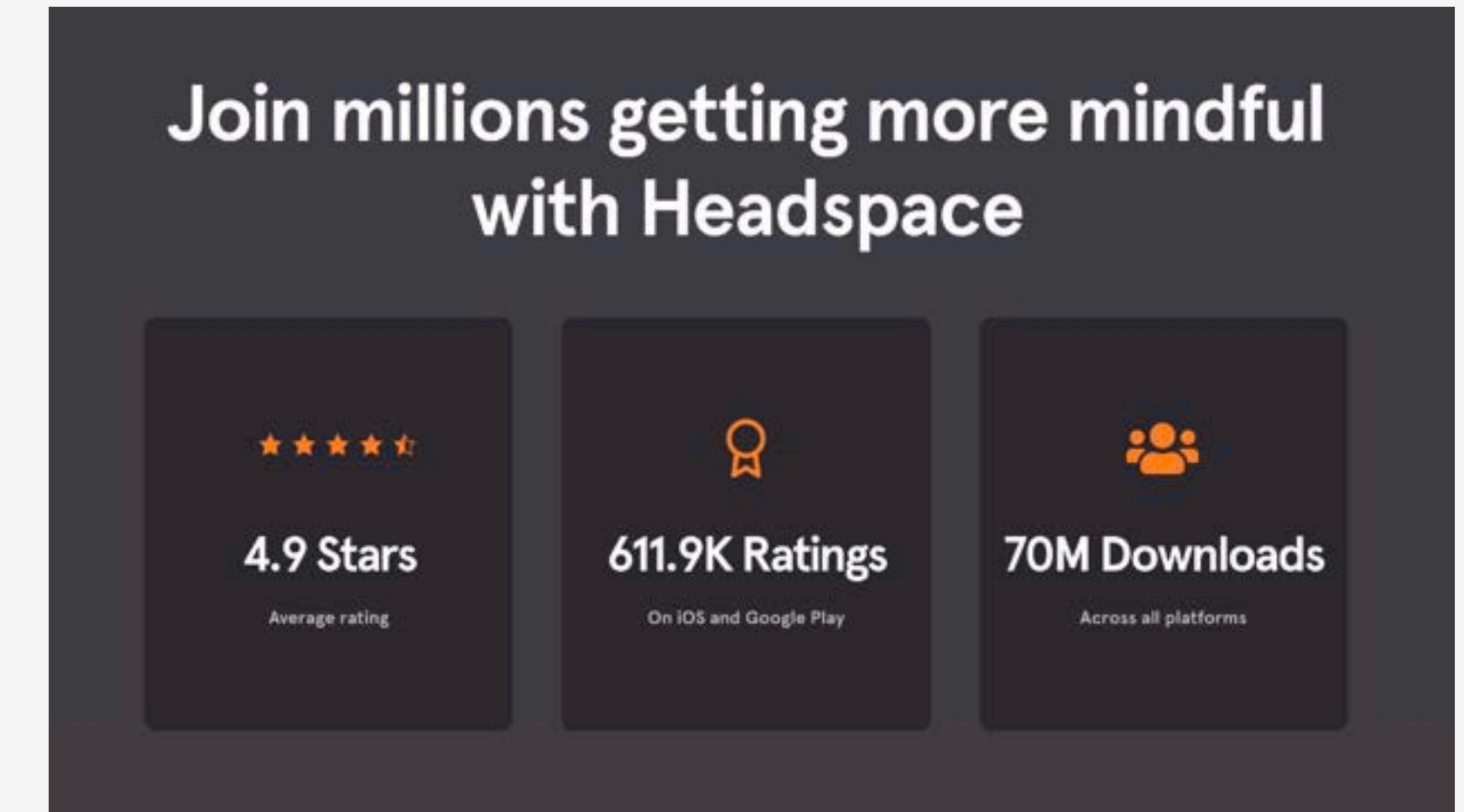
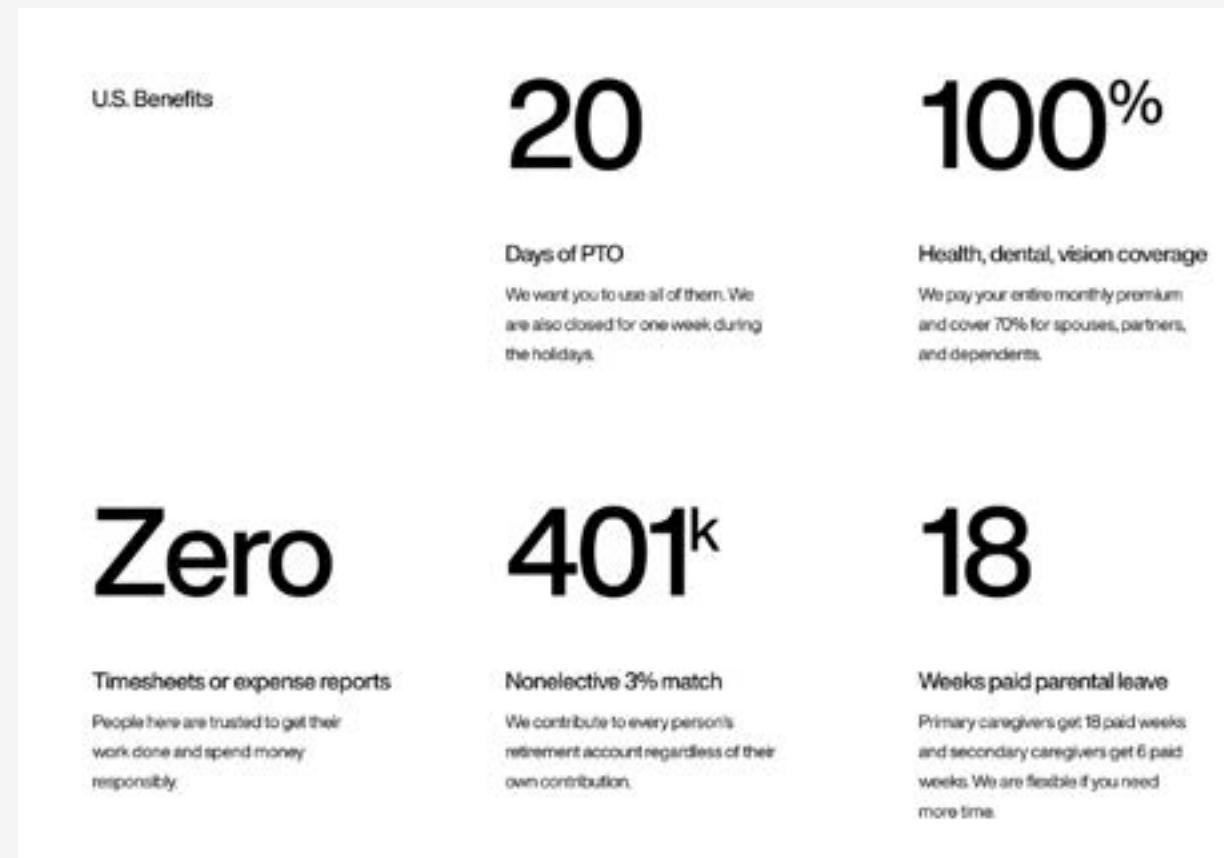
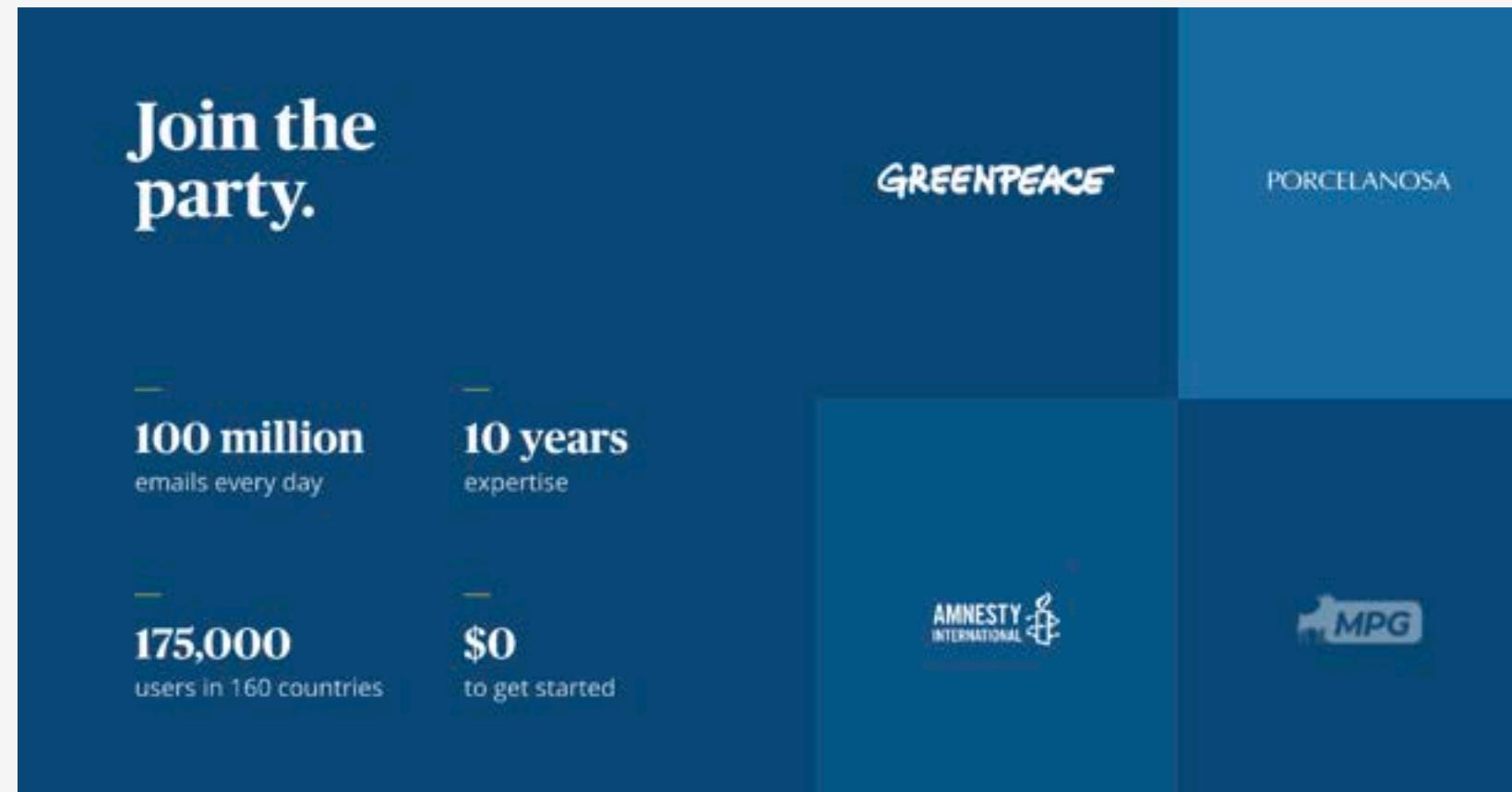
03 ALERT AND STATUS BARS

B COMPONENTS



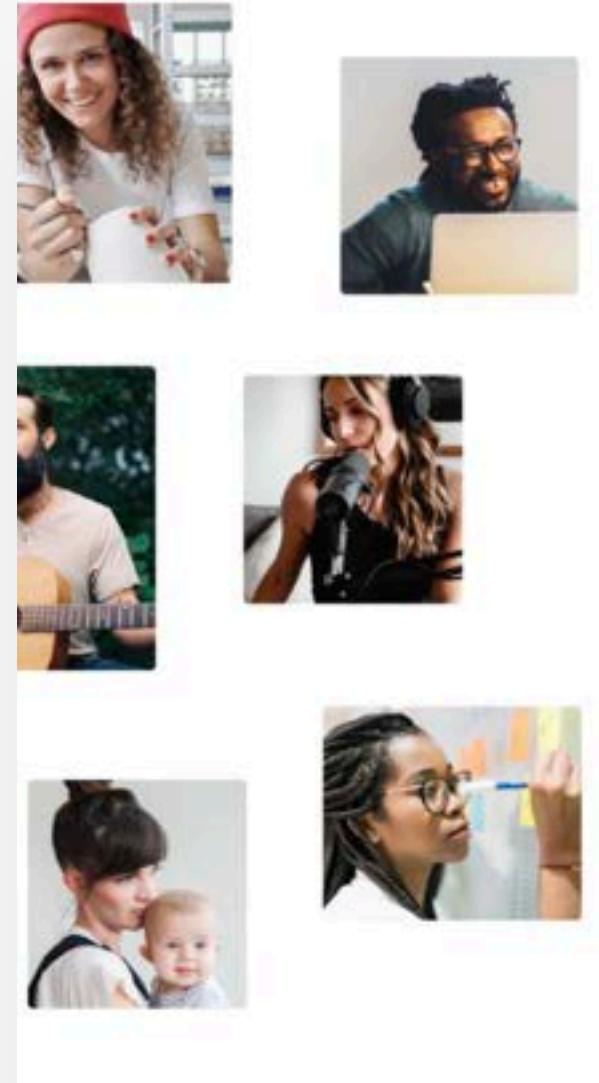
04 STATISTICS

B COMPONENTS



05 GALLERY

B COMPONENTS



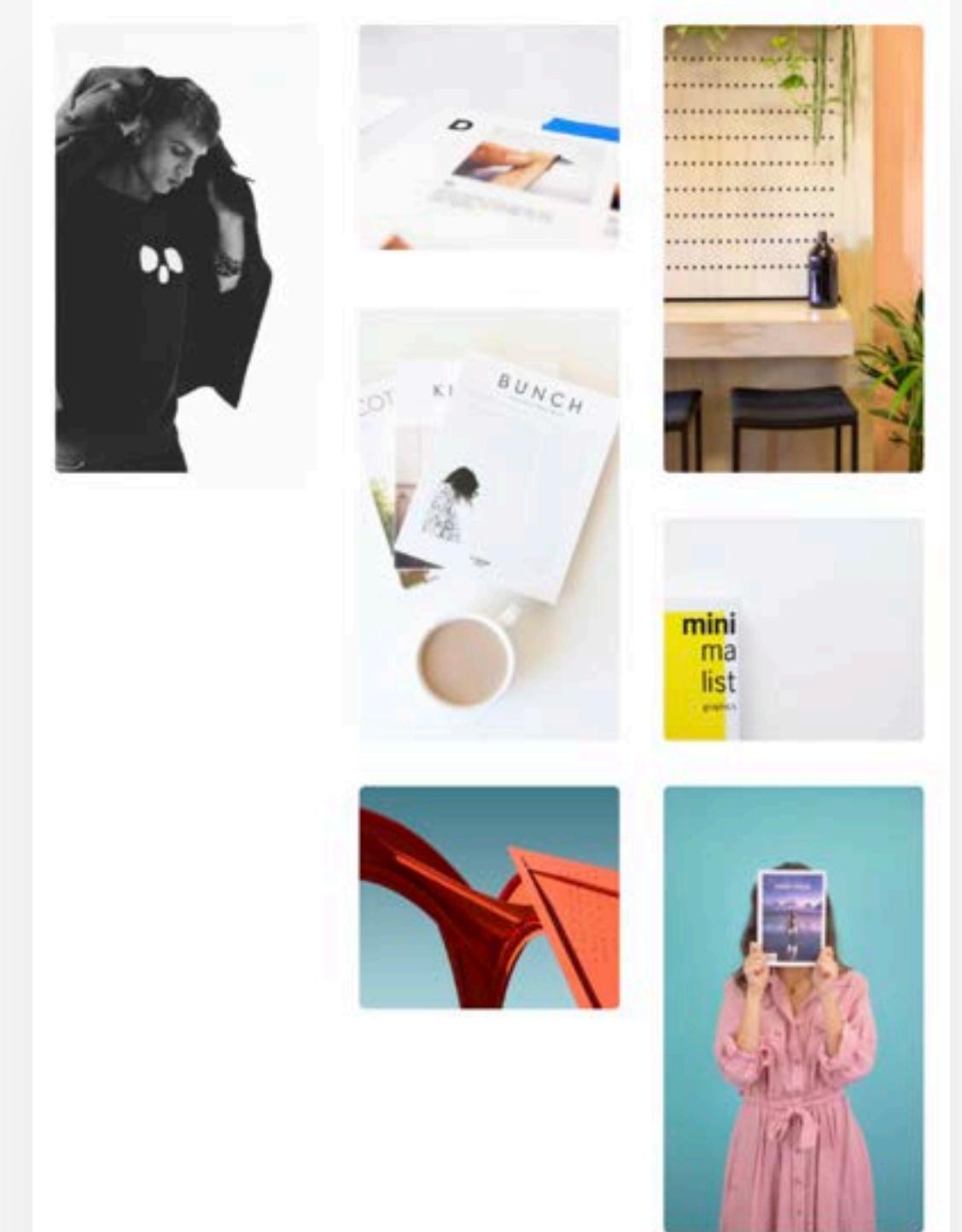
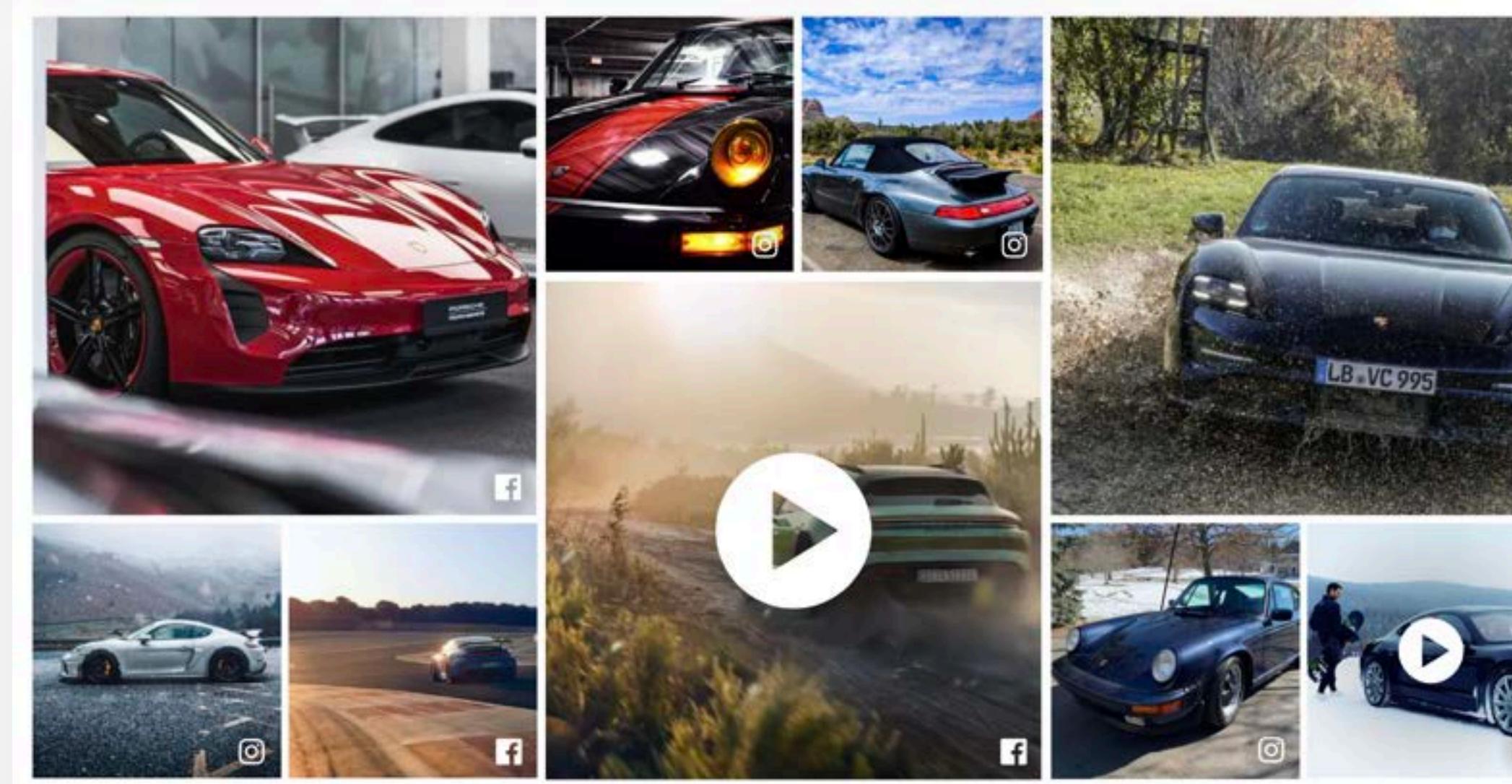
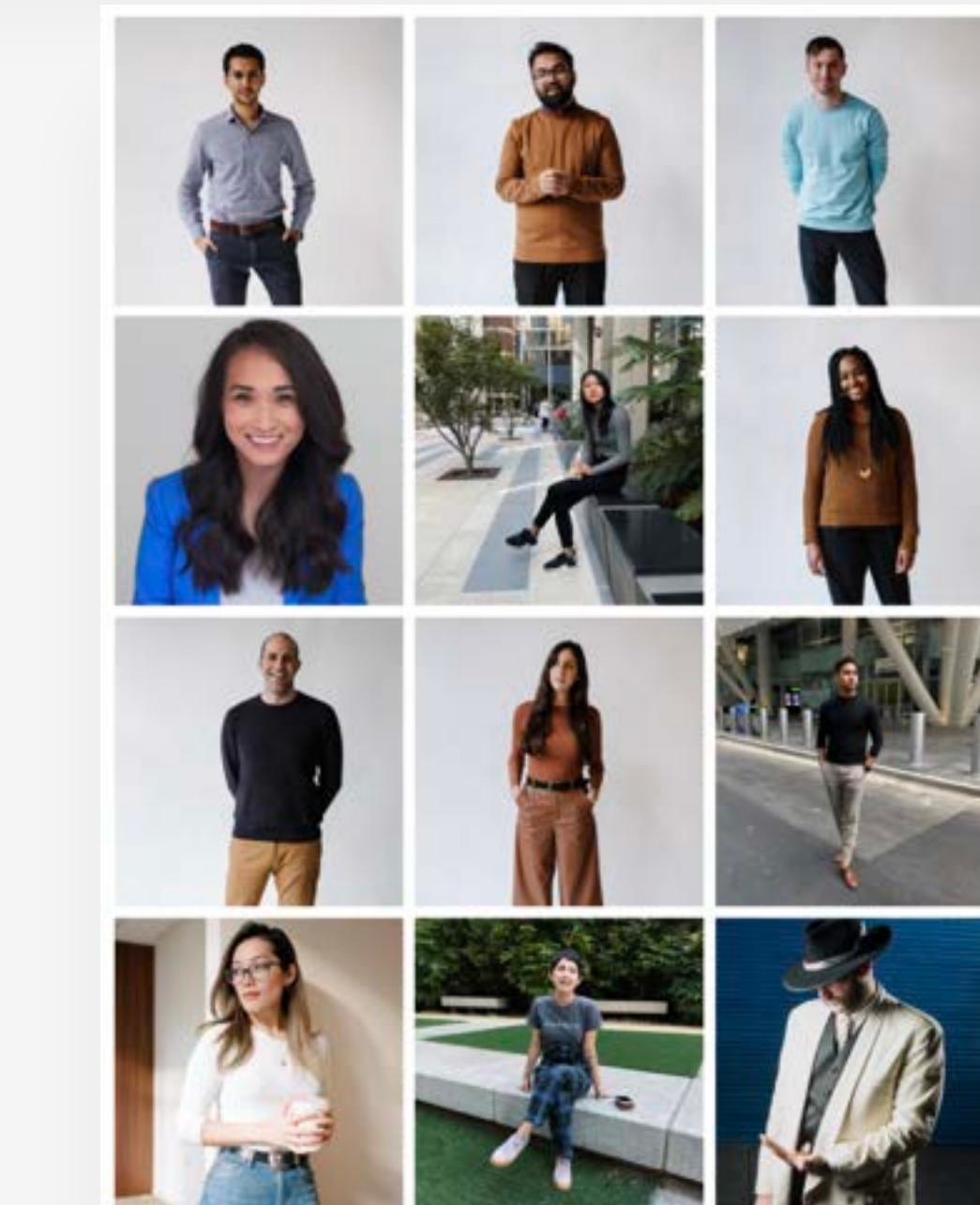
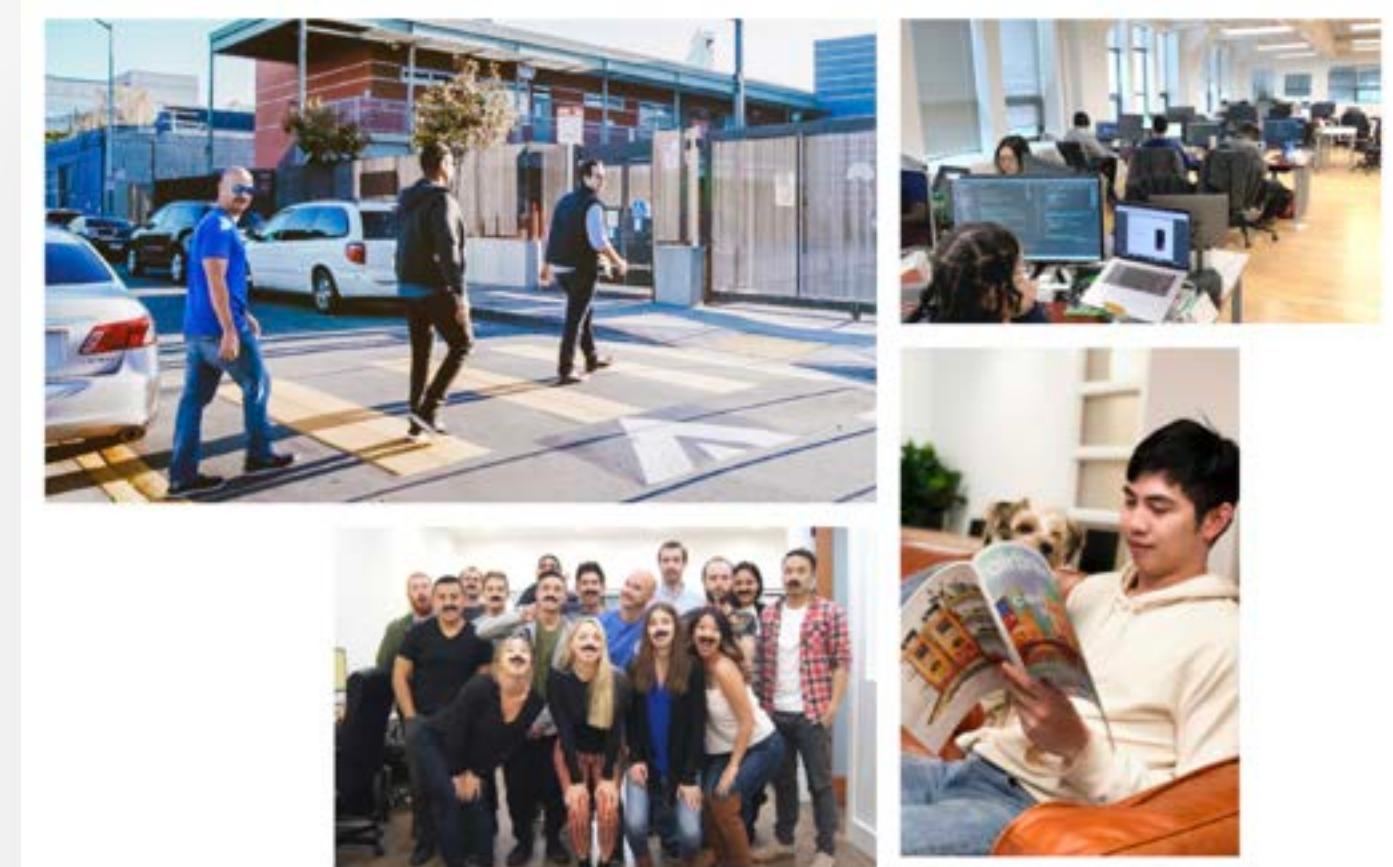
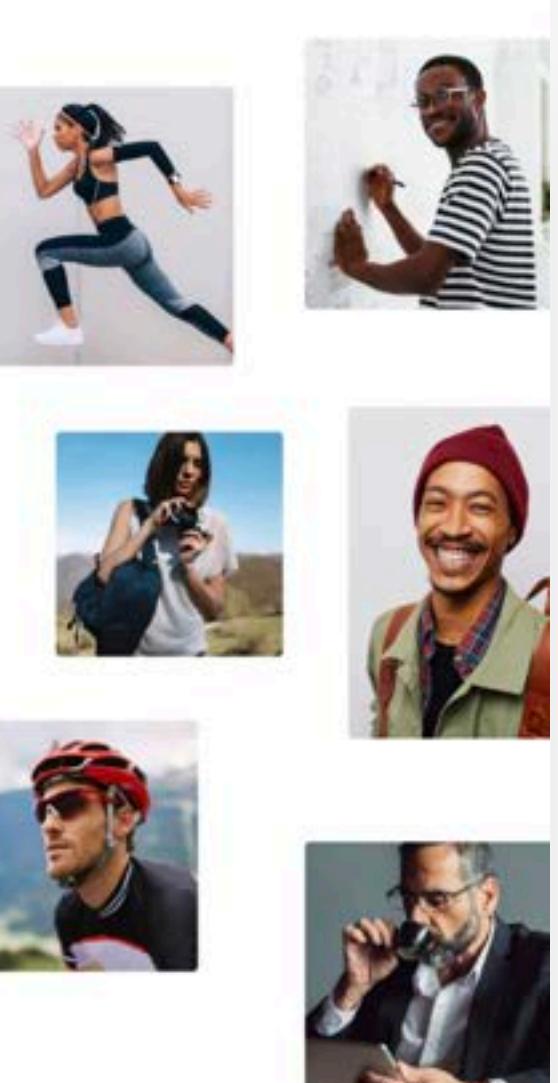
We built Circle for creators like you

Communities are the shelf life of independent online creators. They build connections among members, enable profound experiences, and empower vocal advocates.

But after speaking to hundreds of creators, we observed them struggle with co-opted products, stitch together subpar solutions, and wrestle with discussion boards that went stale.

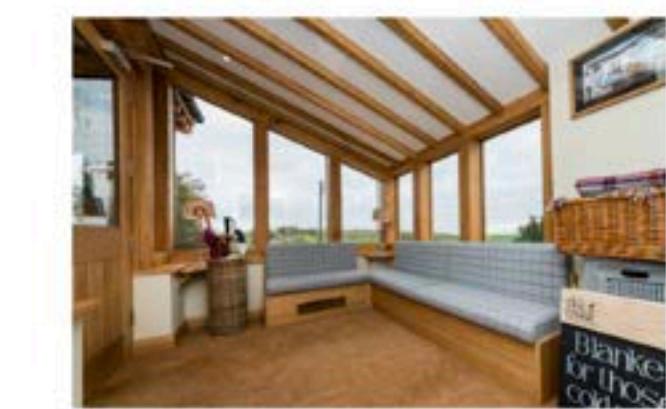
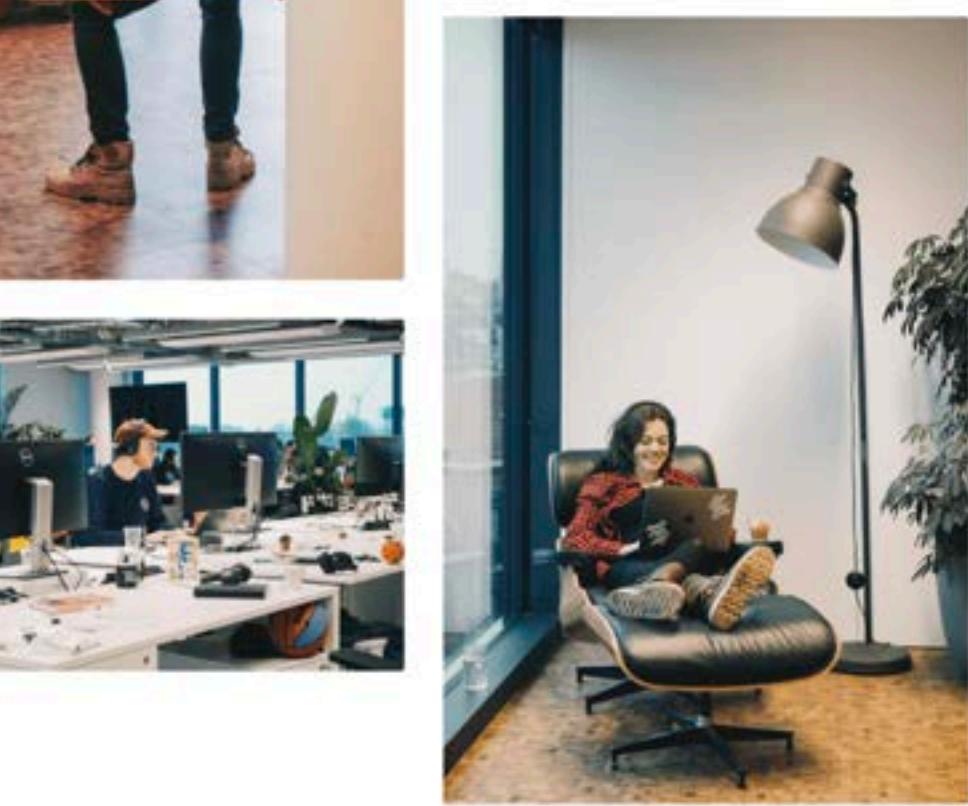
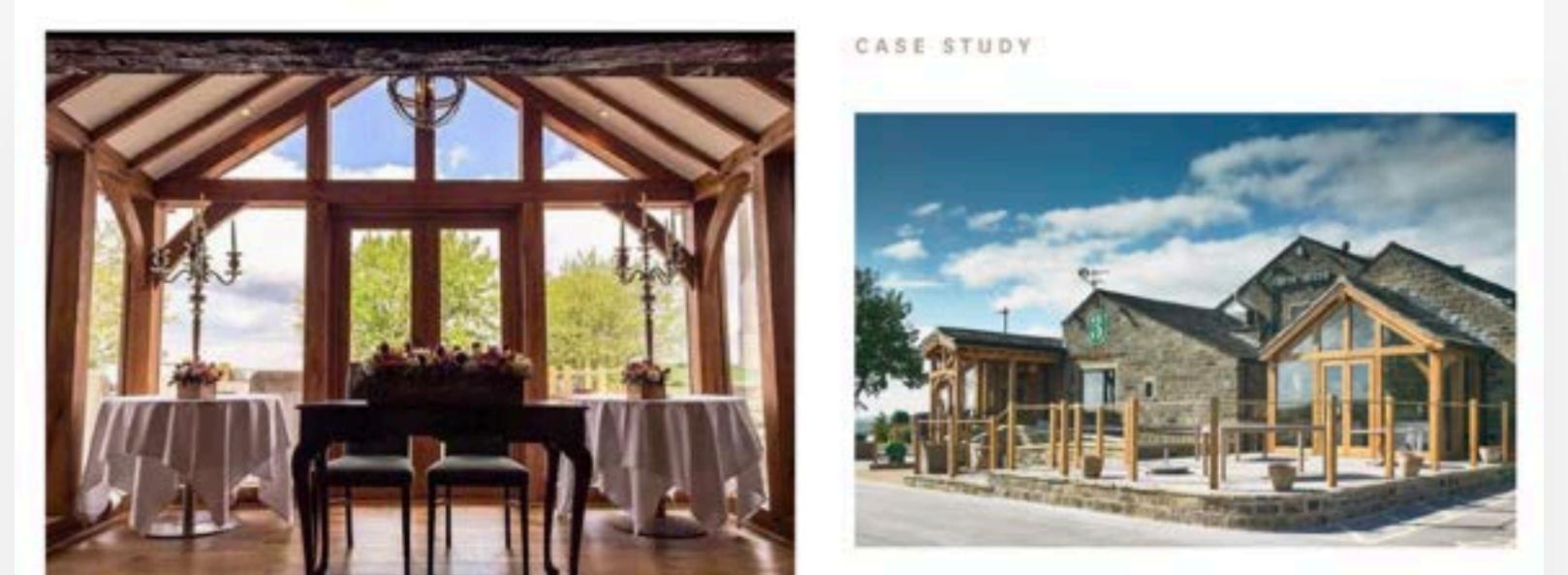
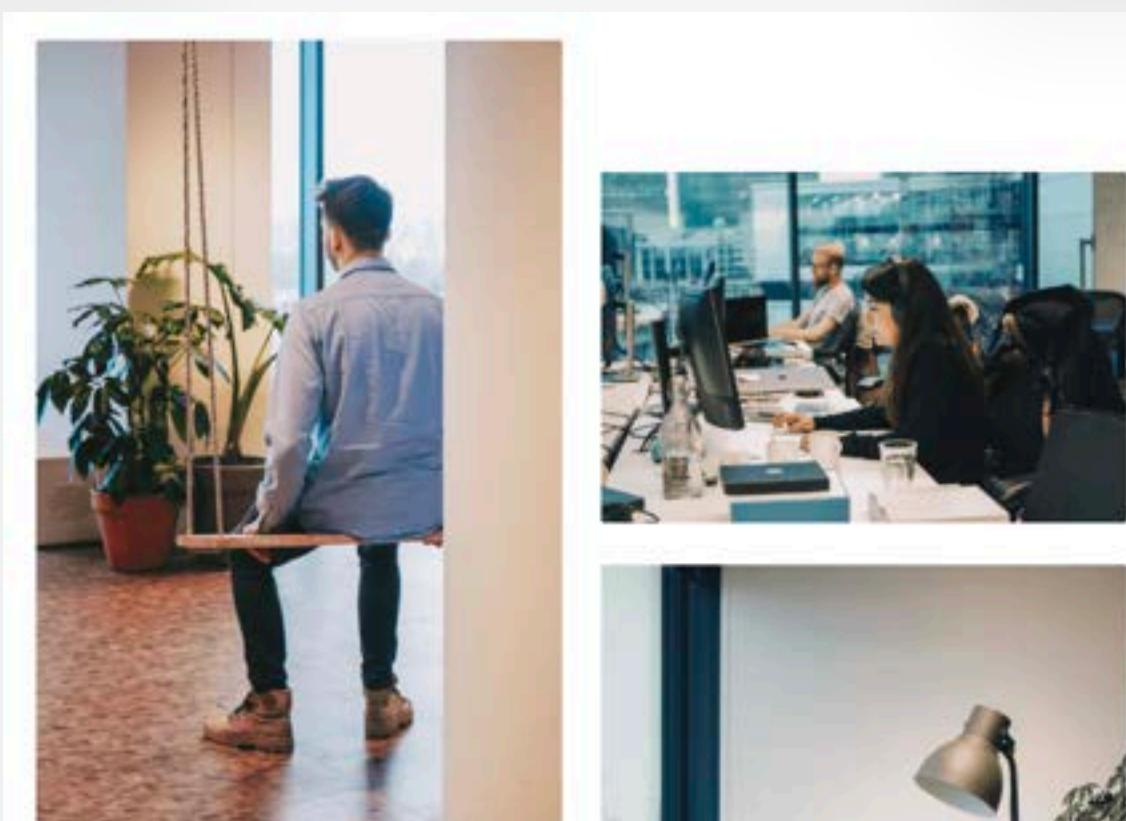
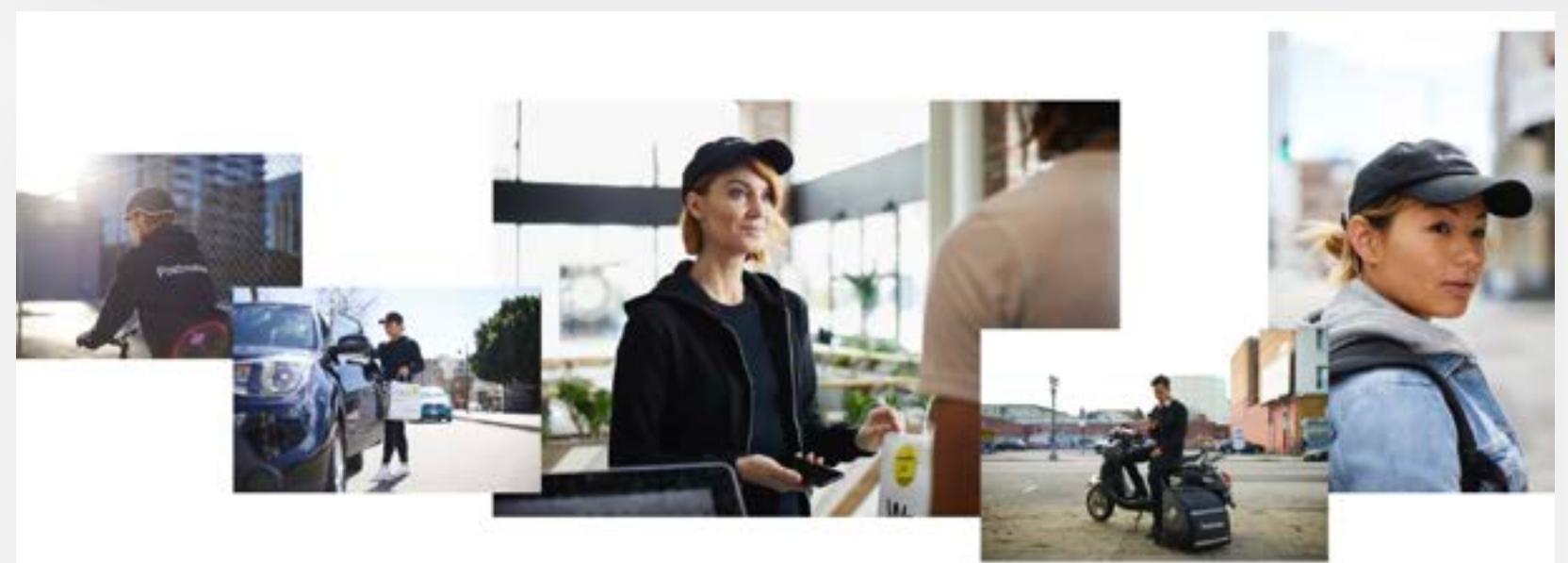
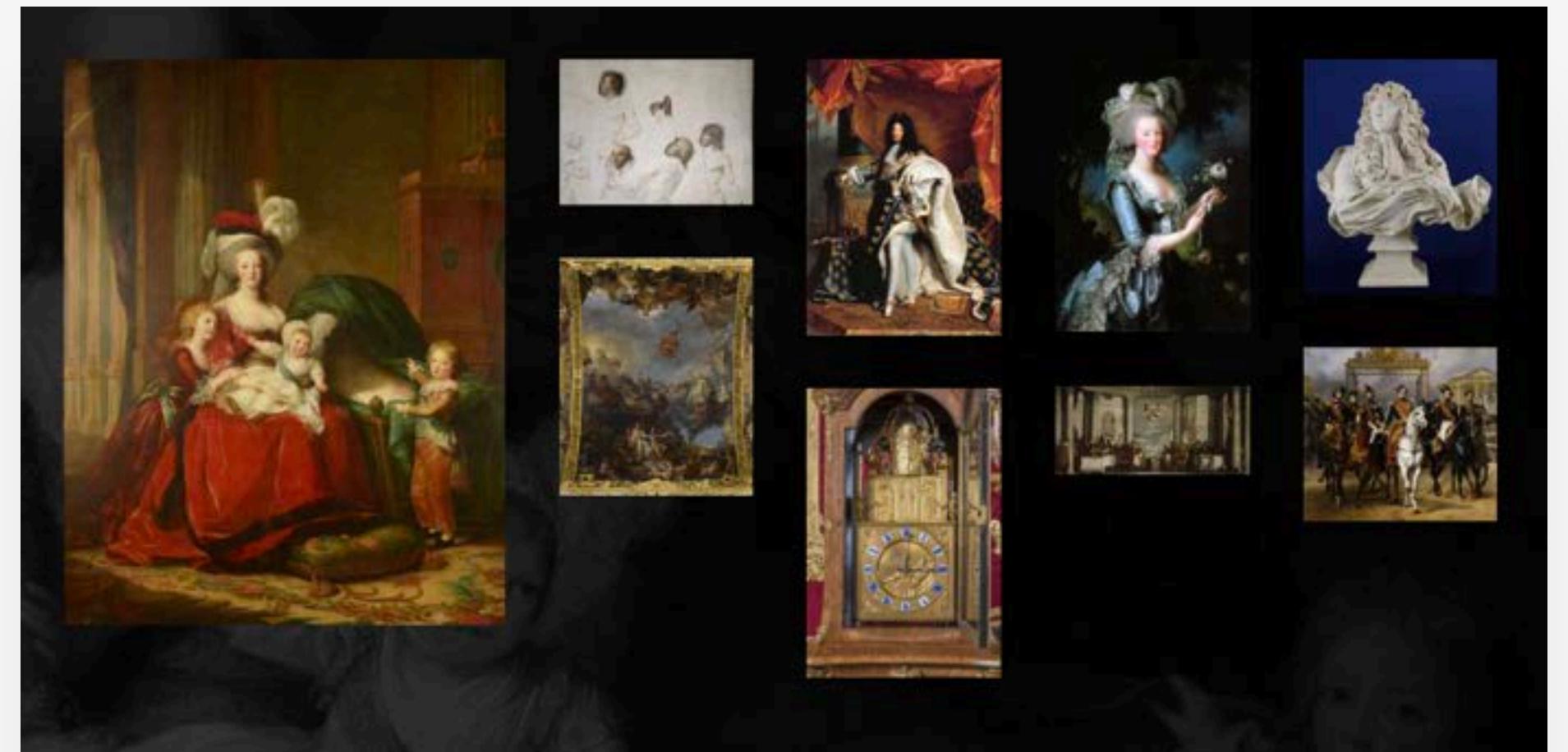
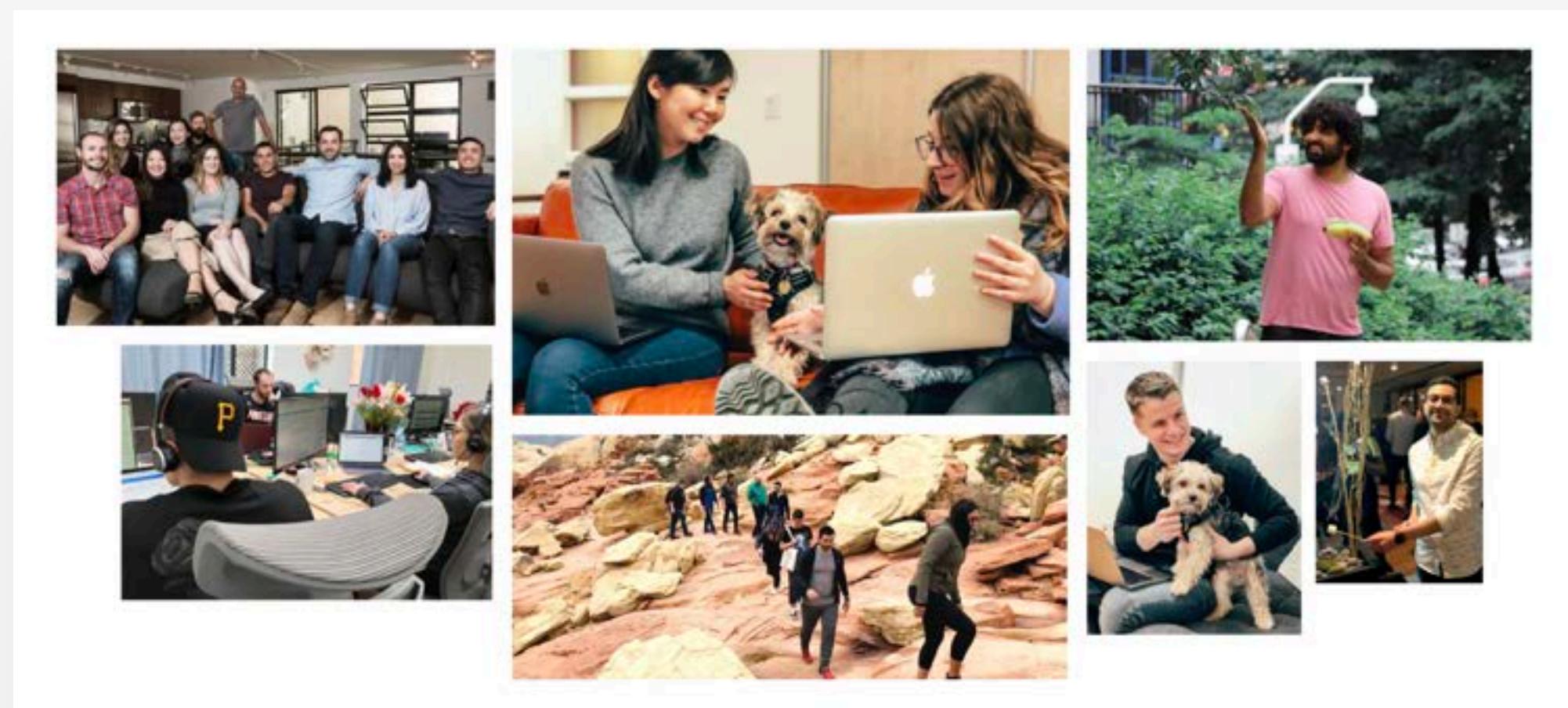
So, we built Circle: a community platform that integrates with your creator stack and transforms your passive audience into passionate superfans for life.

[Start your community today](#)



05 GALLERY

B COMPONENTS



Three Acres
Restaurant

[DISCOVER MORE](#)

06 FEATURE BOX

B COMPONENTS

Scope of work
Brief but powerful, the scope of work is one of the essential tools in the project management world.

Subscriptions
Generate recurring revenue and build customer loyalty by selling subscriptions to your products on a weekly or monthly basis.

ADDED SUGAR
Added sugar consumption has been linked to cognitive decline, cellular aging, weight gain, and inflammation.

Consult
Schedule a consultation
Chat with one of our executive financial design consultants to see how our services can fulfill your project needs.

On average we spend almost **12 hours a week** going through our email inboxes!

\$33M
Trackable revenue generated across our portfolio

ANXIETY
Quiet your mind and calm the storm.
When things get hectic and your stomach is in knots, Feals can ease your mind and calm you down so you can live in the present and have a better day.

INSIGHTS
Log in once, see everything
See social media, paid ads, Google Analytics, Shopify, and email marketing together. Drive results with clear, actionable insights across platforms.
[Learn more →](#)

06 FEATURE BOX

B COMPONENTS

Membership communities

Circle offers the flexibility to create a membership experience that's truly yours.

With direct integrations to tools like Memberstack and Memberspace, Circle can fit seamlessly into the rest of your membership stack.

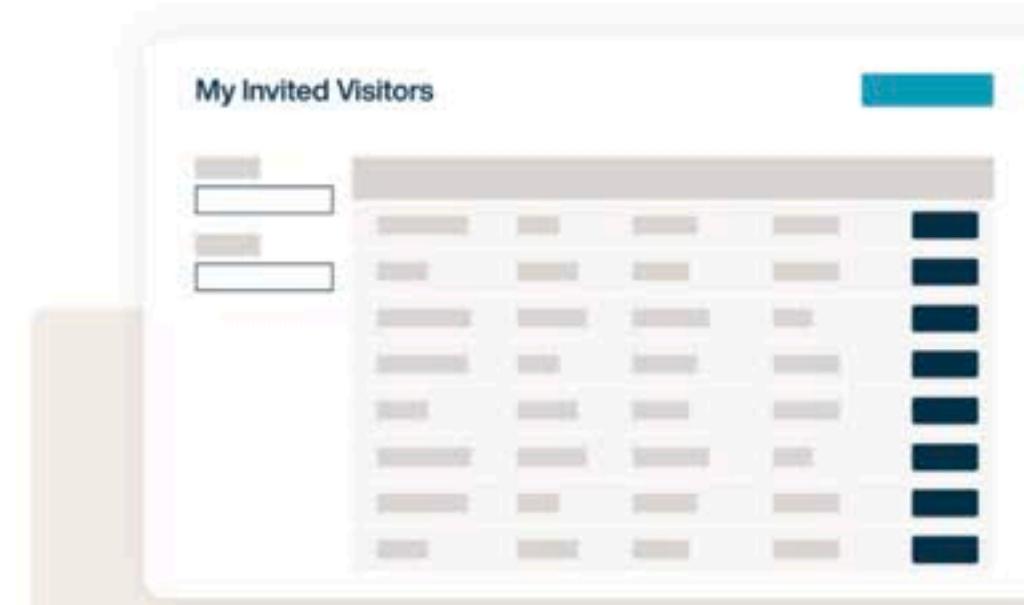
Examples include...

- ✓ Exclusive memberships
- ✓ Communities for courses
- ✓ Premium masterminds
- ✓ Paid newsletters
- ✓ Conference communities



Secure

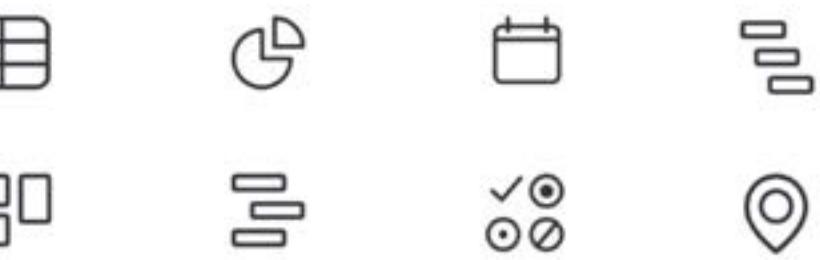
Safeguard your agreements



Visitor Management

Keep your office safe and secure. Allow visitors to check in, sign NDAs, and print badges on entry. Our software also helps you save time by allowing your employees to pre-register their guests.

[Learn More](#)



8 different data visualizations

including Kanban, calendar, timeline, Gantt, map, form, and workload



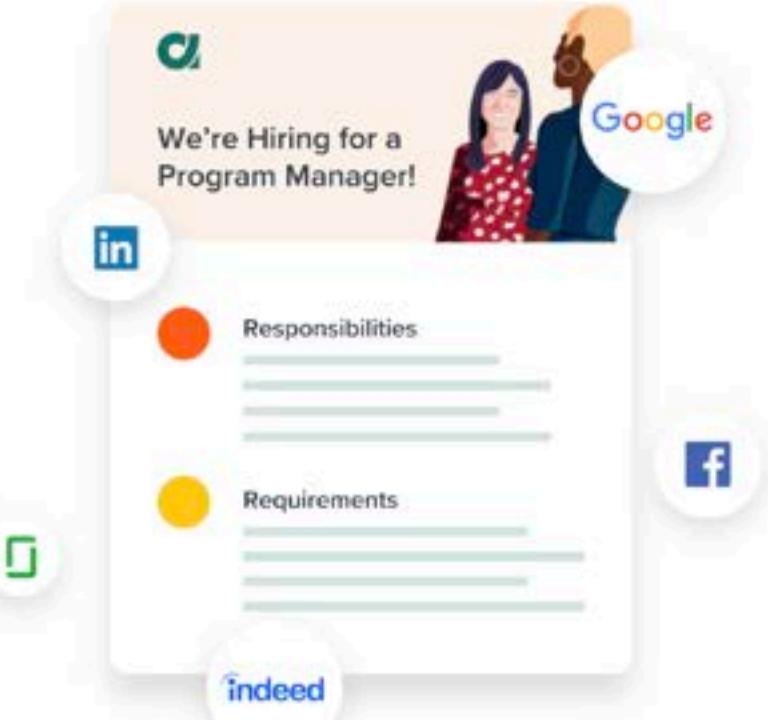
Close to the metal

From **direct integrations** with card networks and banks to checkout flows in the browser, we operate on and optimize at every level of the financial stack.



Gets feedback from stakeholders.

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



FIND

Find and attract candidates

Fill your pipeline quickly with one-click job posting to 200+ sites, AI-powered sourcing, employee referrals and more.

[LEARN MORE >](#)



Design consultants

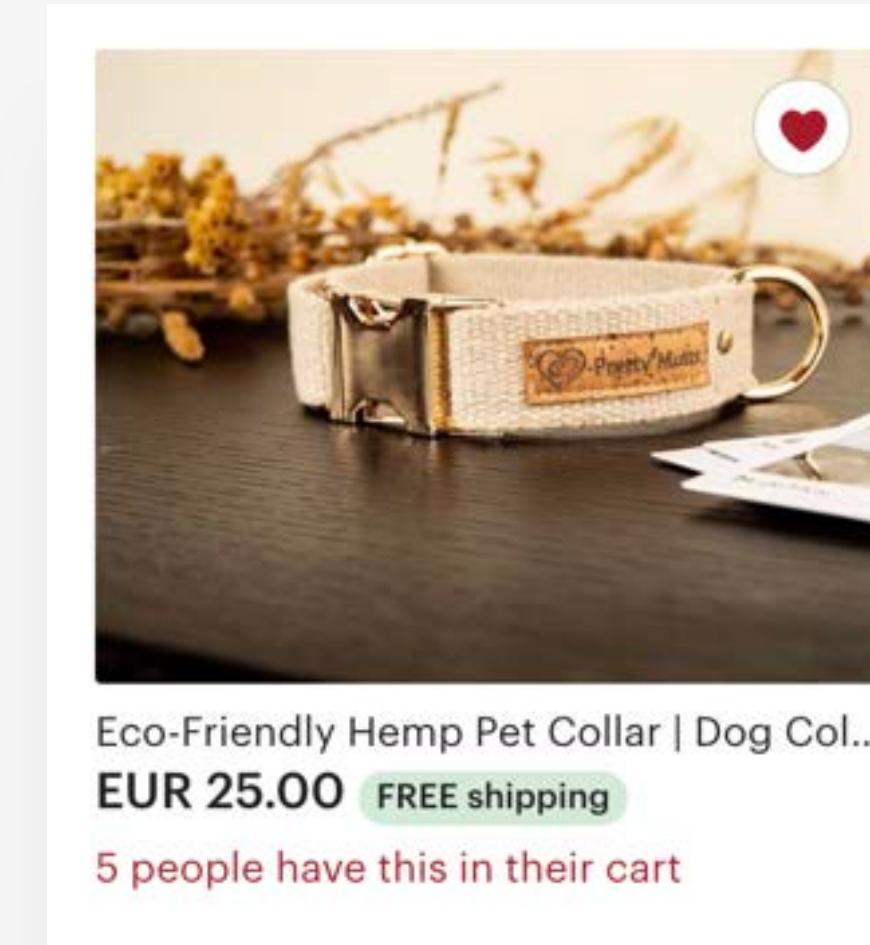
Our team can help you create your FF&E specification, keeping it on time and in budget.

07 PREVIEW AND PROFILE CARDS

B COMPONENTS



A product card for Magnesium. It features a blue header with a white capsule icon. Below it, the text "Magnesium" and "The Dream Weaver". A bulleted list includes: "From Irish seawater", "Includes 72 trace minerals", "High solubility", and "Essential mineral for over 300 reactions in the body". The price is \$8. An "Add" button is at the bottom right.



A course preview card for a video course. It shows a thumbnail of a video player with a play button. Below it, the text "Preview this course". The price is €12.99, with a note that it's 90% off from €129.99. A "5 hours" badge indicates the duration. There are "Add to cart" and "Buy now" buttons. A "30-Day Money-Back Guarantee" is mentioned. A list of course includes: "68 hours on-demand video", "20 articles", "18 downloadable resources", "Full lifetime access", "Access on mobile and TV", and "Certificate of completion". An "Apply Coupon" button is at the bottom.

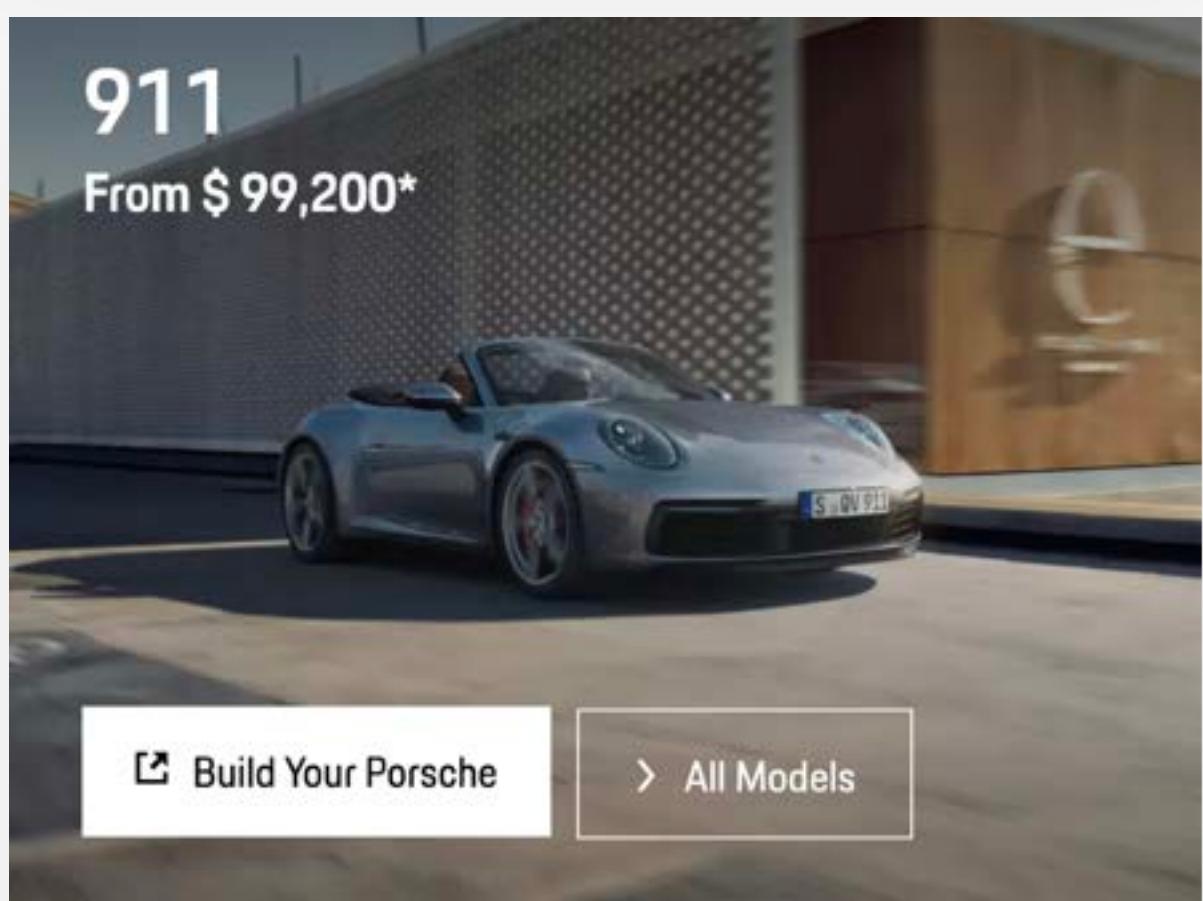
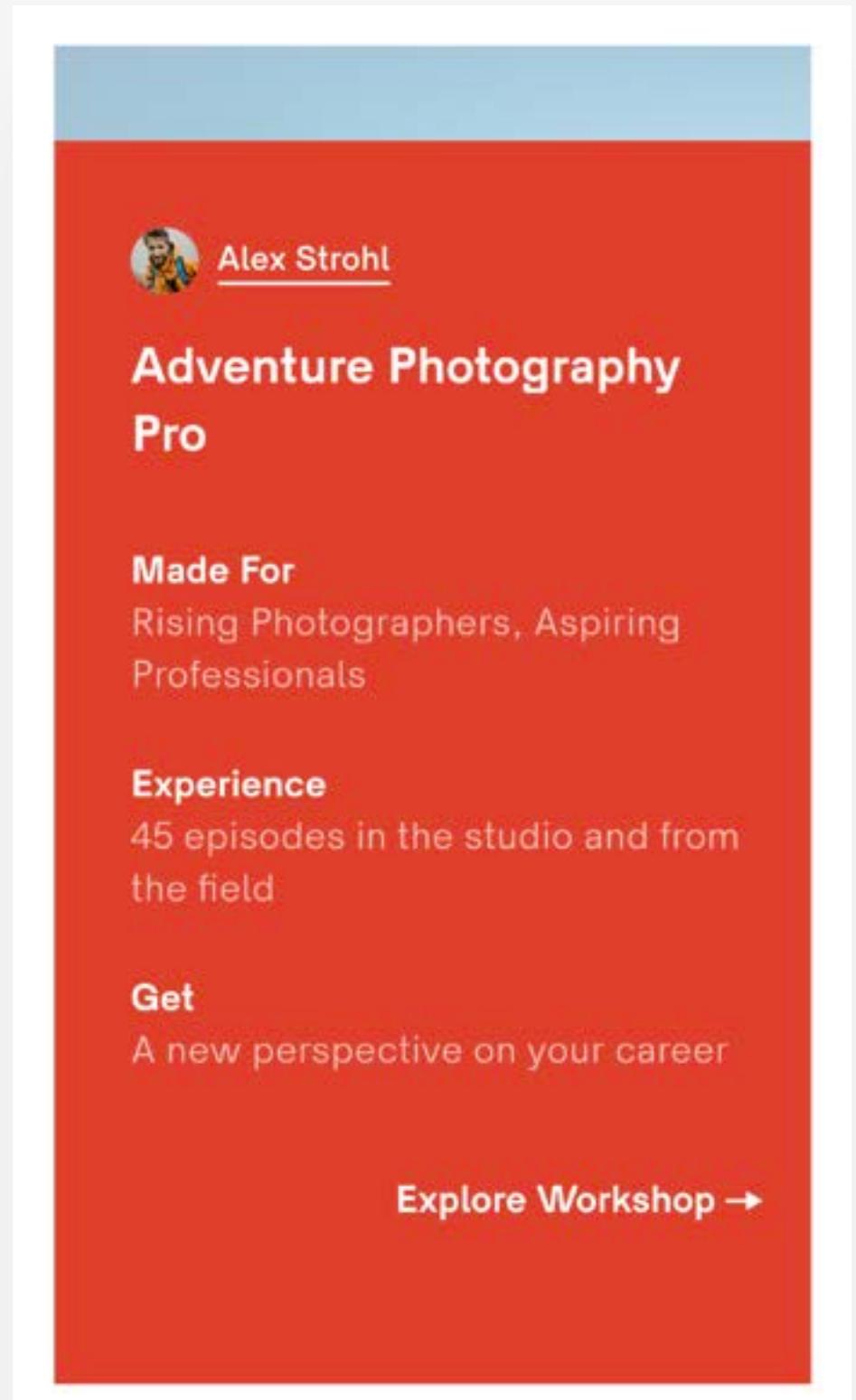
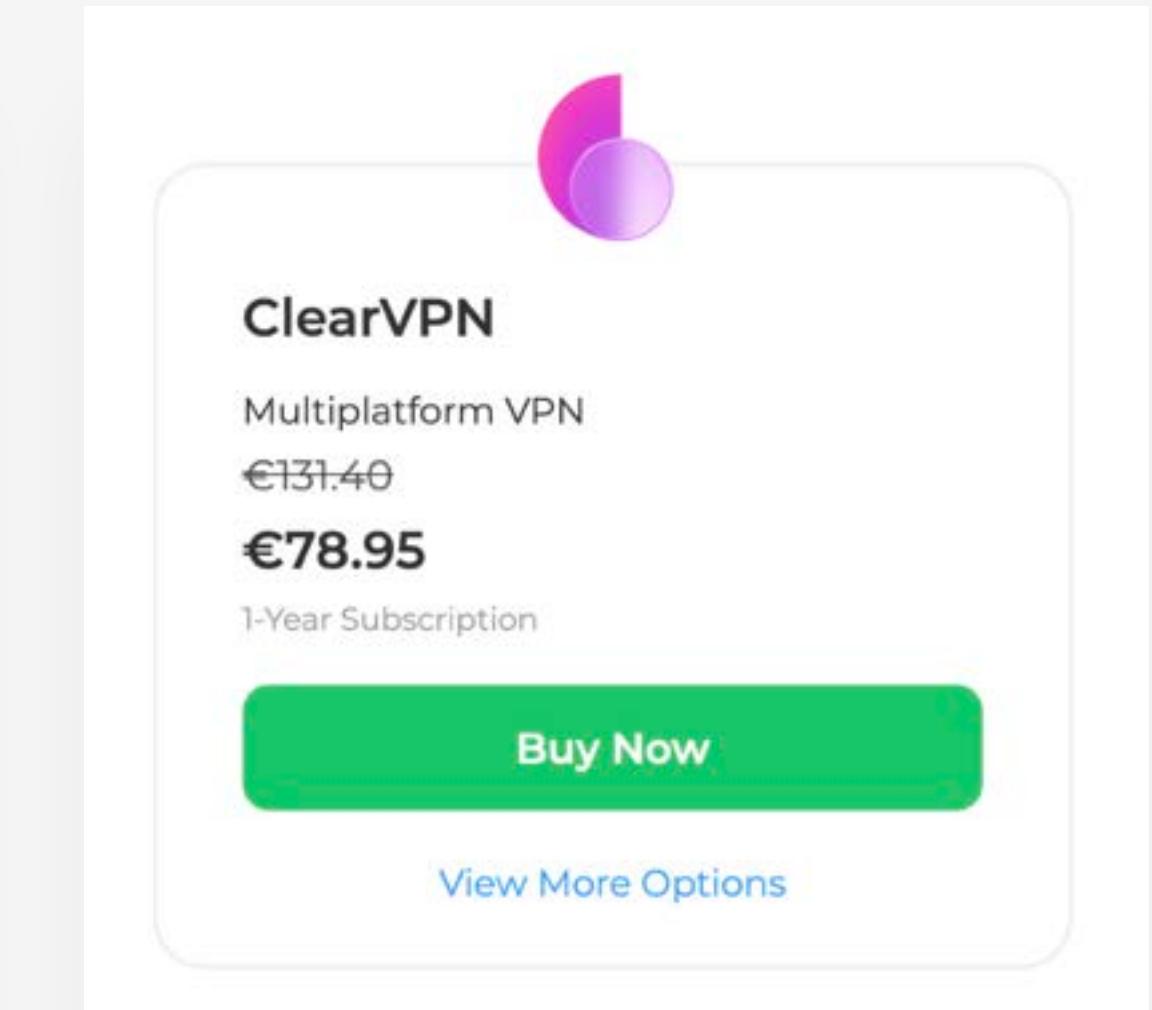
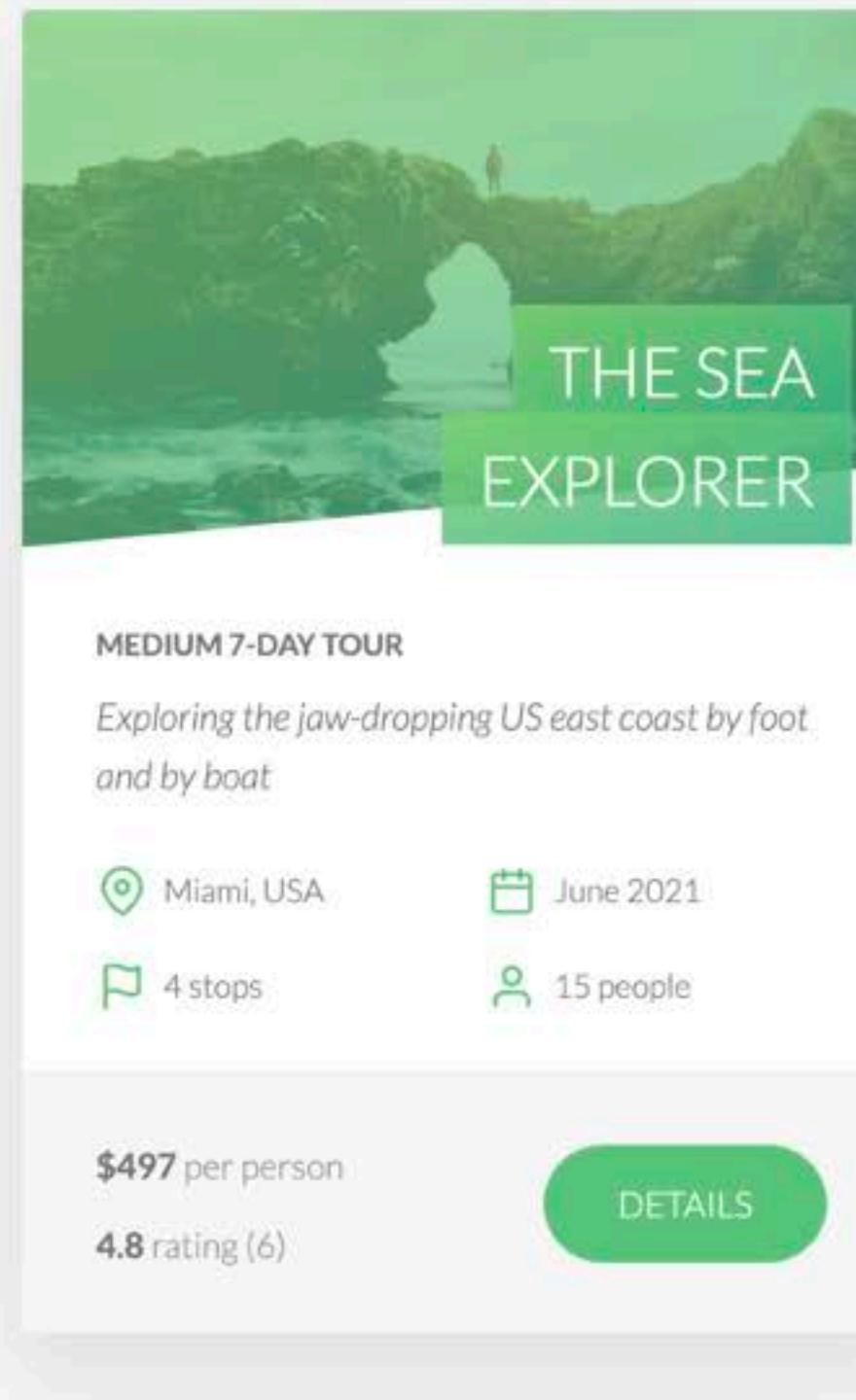
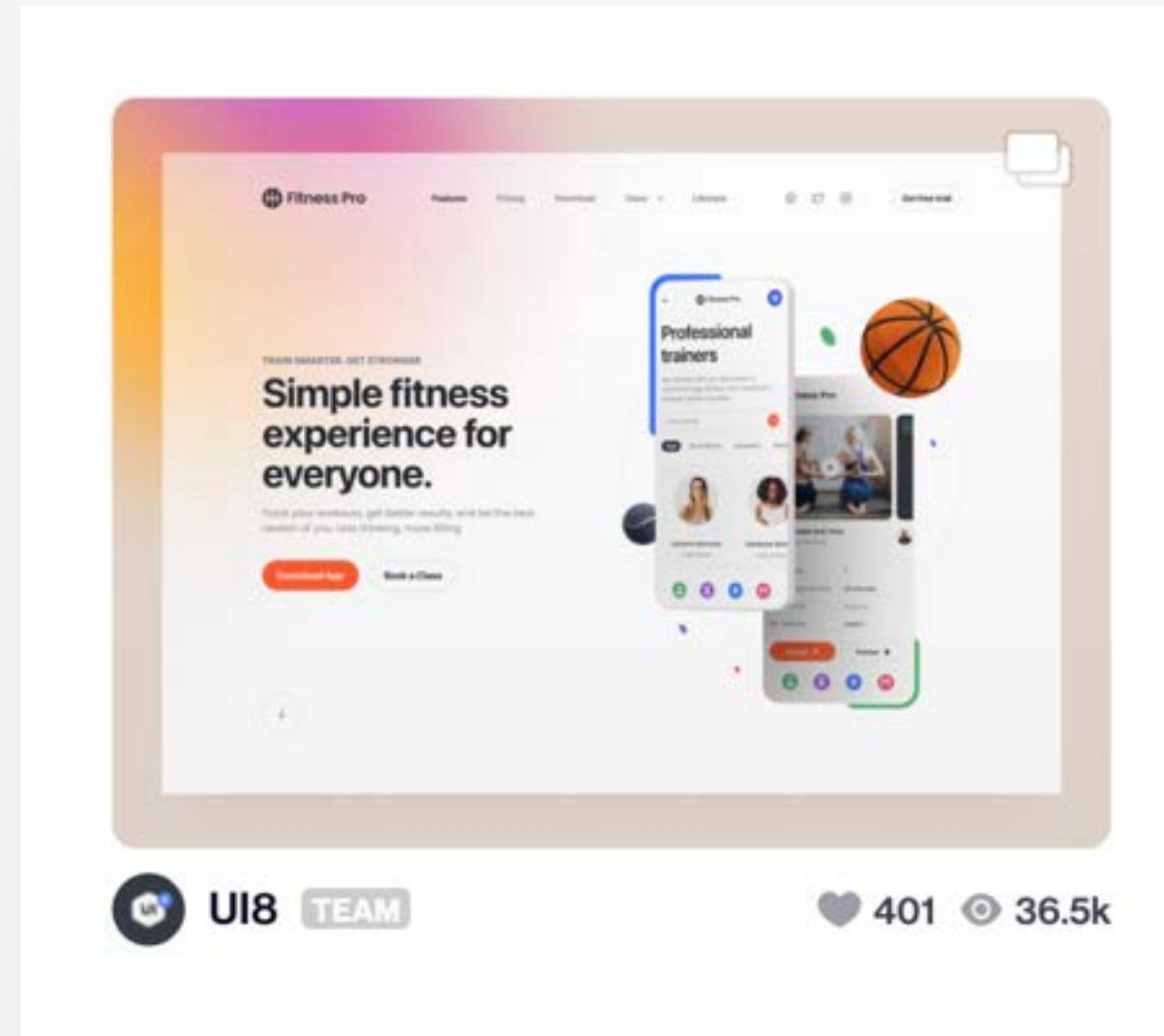
A profile card for a "Daily Digest" feed. It has a dark background with a blue toggle switch. Below the switch, there are icons for social media platforms like Twitter, Facebook, and LinkedIn. The text "Private • Daily at 12:00 pm" is at the bottom. At the very bottom, there are "Read" and "Edit" buttons.

A course card for "React Native for Designers Part 2". It features a blue gradient background with a central illustration of two people working on a large puzzle piece. The title "React Native for Designers Part 2" is in bold white text. Below it, "12 videos - 3 hours" and a thumbs-up icon are shown.

A recipe card for "PIADINA WITH BREADED CHICKEN, TZATZIKI SAUCE AND SPINACH". It shows a close-up of three piadina wraps filled with meat and vegetables. Below the image, the title is in bold black text. To the right, there are icons for time (25'), cooking (chef hats), and media (camera). At the bottom, a "GO TO RECIPE →" button is visible.

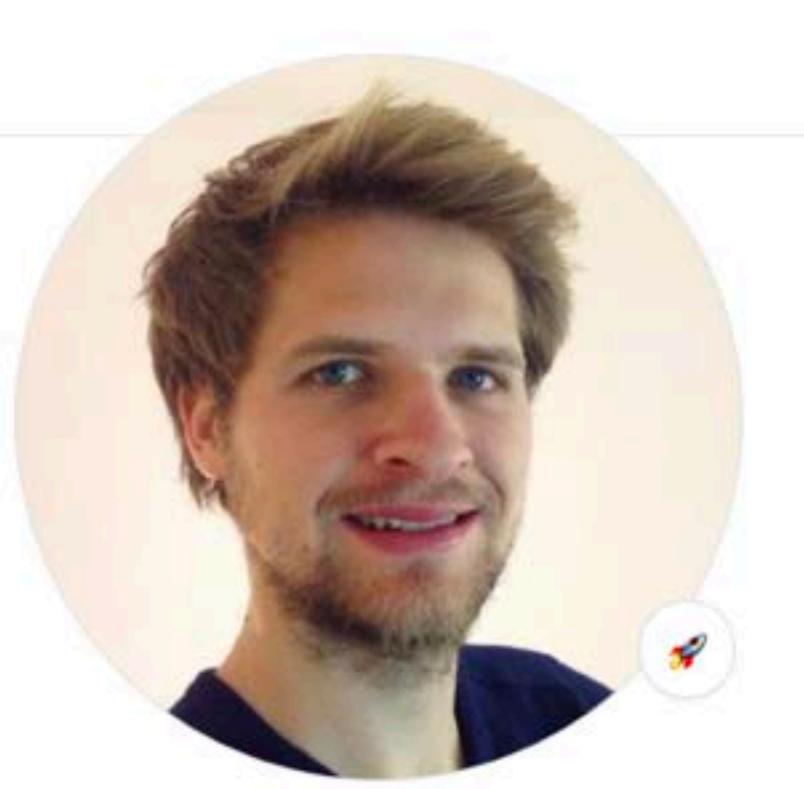
07 PREVIEW AND PROFILE CARDS

B COMPONENTS



07 PREVIEW AND PROFILE CARDS

B COMPONENTS



Jonas Schmedtmann
jonasschmedtmann

Designer. Developer. Online teacher.

[Edit profile](#)

6.7k followers · 0 following · 38 posts

📍 Faro, Portugal
✉️ hello@jonas.io
🔗 jonas.io
🐦 @jonasschmedtman

Highlights
★ Arctic Code Vault Contributor



André Jonas

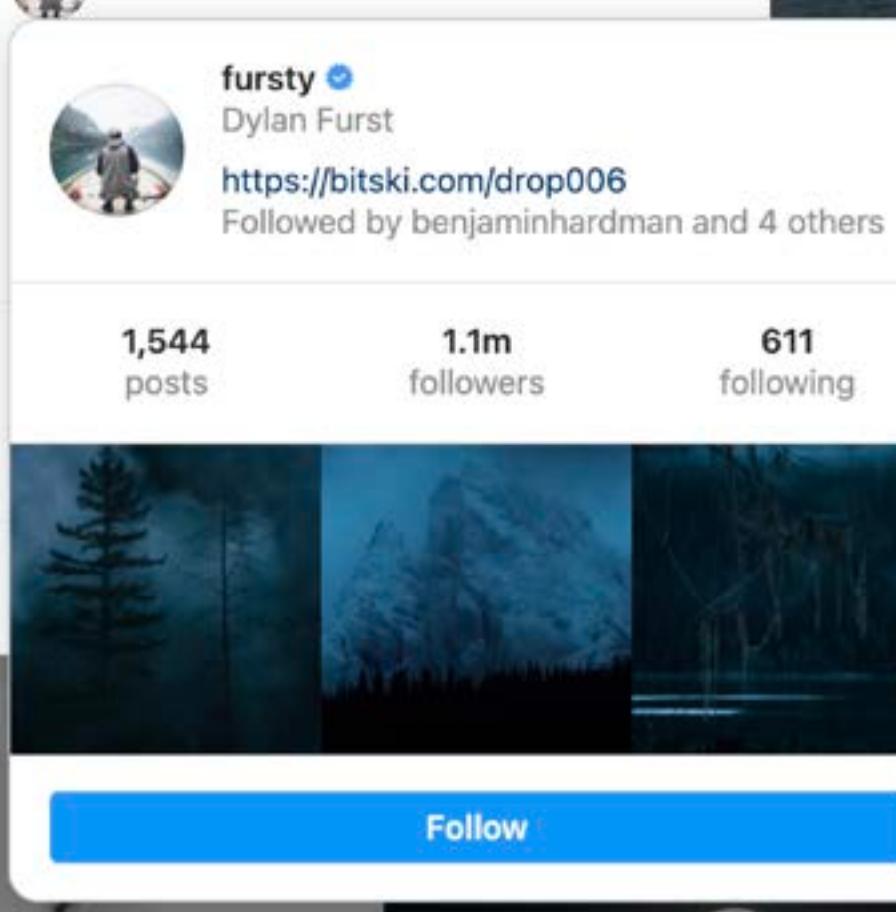
Hi 🌟 I'm André, a seasoned software engineer and former teacher working remotely from Portugal. I am a geek, a problem solver, a communicator and forever a student. <https://andrejonas.com/>

[Follow](#)

WORK
Senior Software Engineer

LOCATION
Silves, Portugal

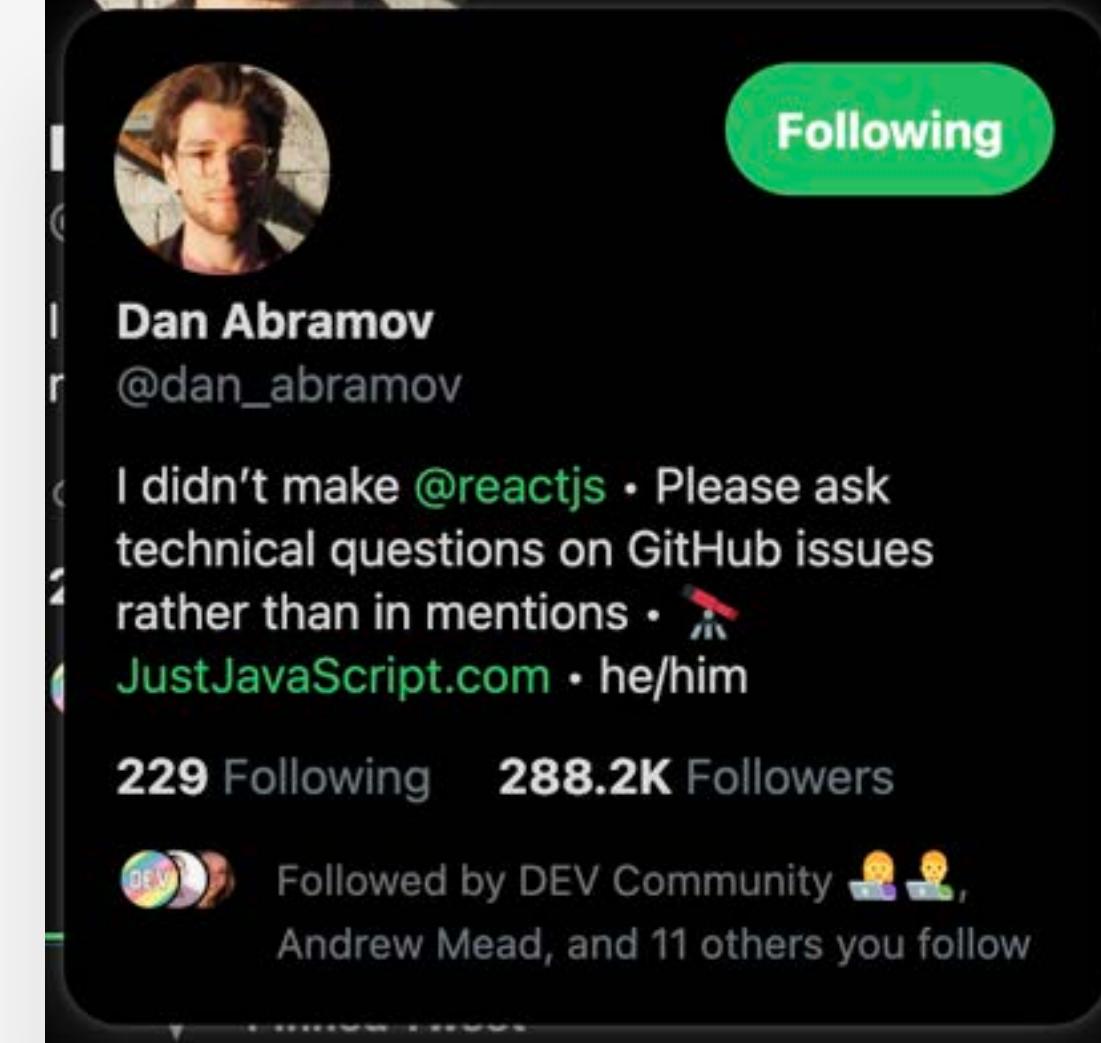
JOINED
8/01/2021



fursty • Dylan Furst
<https://bitski.com/drop006>
Followed by benjaminhardman and 4 others

1,544 posts · 1.1m followers · 611 following

[Follow](#)

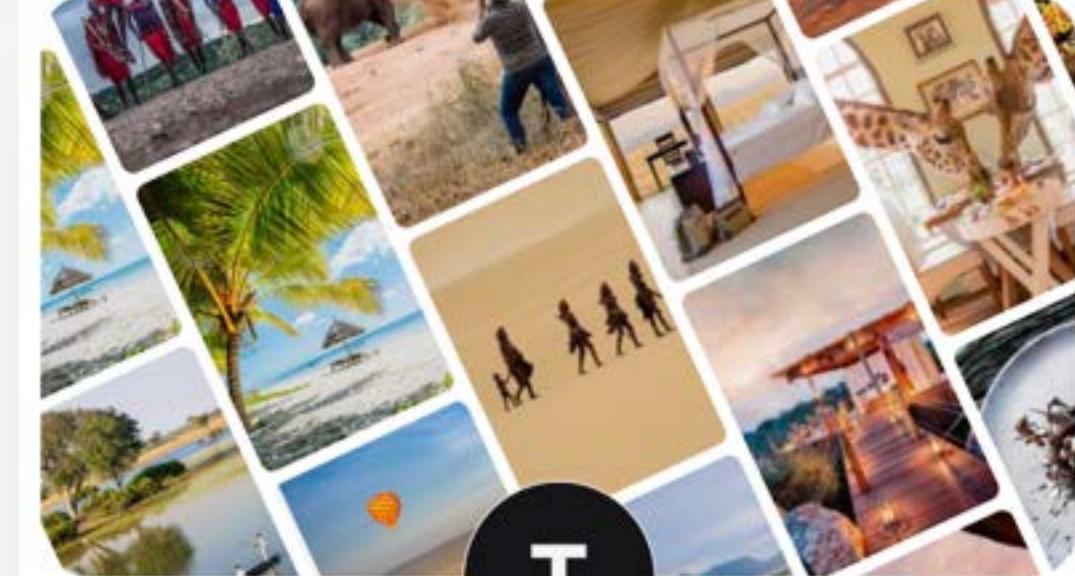
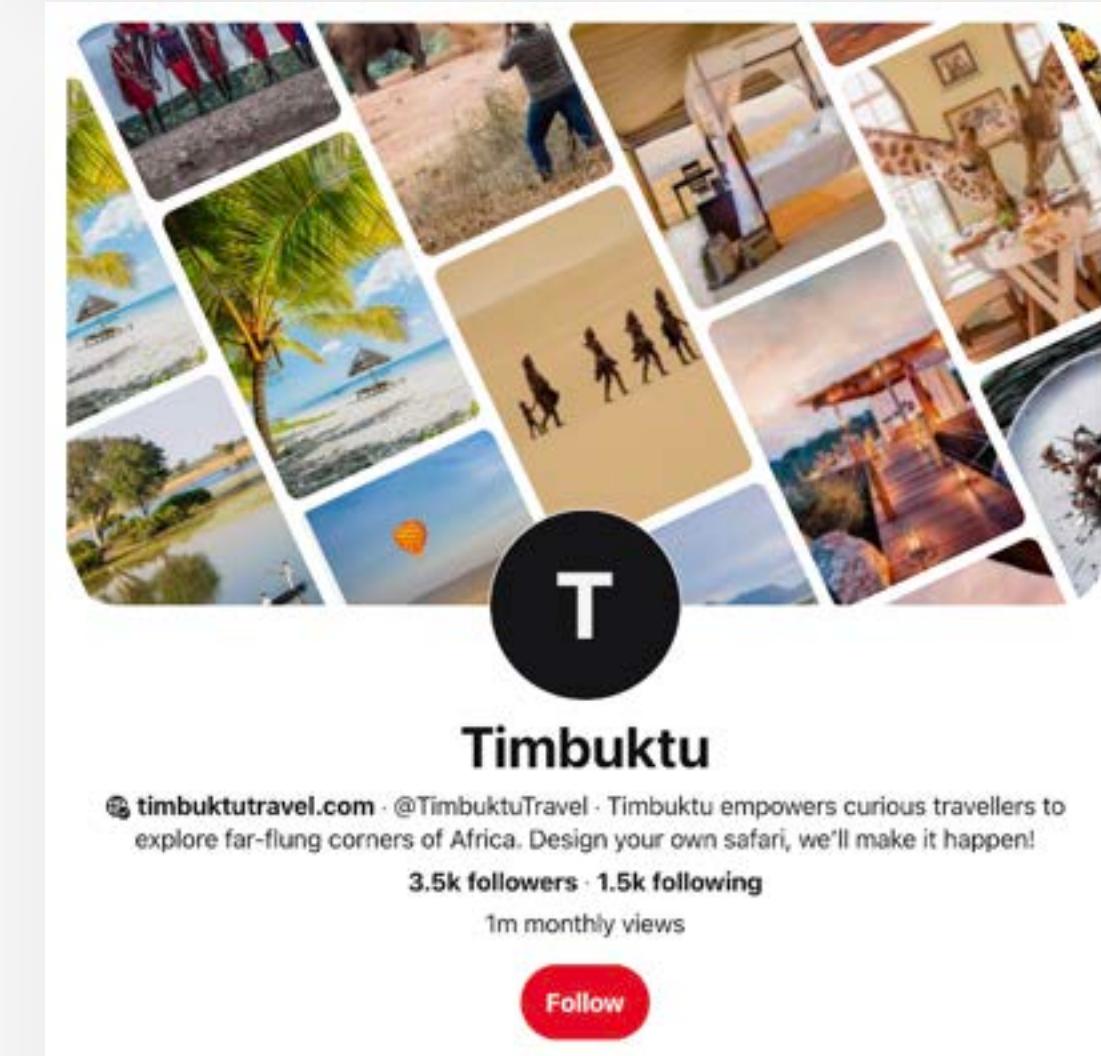


Dan Abramov
@dan_abramov

I didn't make [@reactjs](#) • Please ask technical questions on GitHub issues rather than in mentions • [JustJavaScript.com](#) • he/him

229 Following · 288.2K Followers

Followed by DEV Community, Andrew Mead, and 11 others you follow

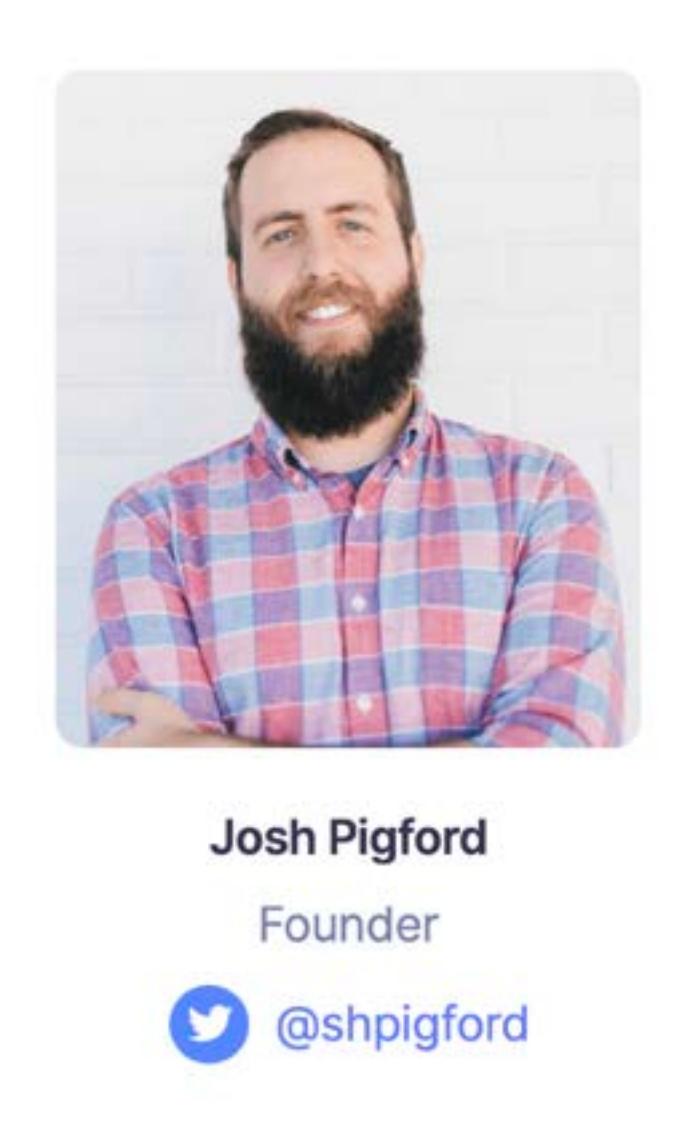


Timbuktu

@timbuktutravel.com · @TimbuktuTravel · Timbuktu empowers curious travellers to explore far-flung corners of Africa. Design your own safari, we'll make it happen!

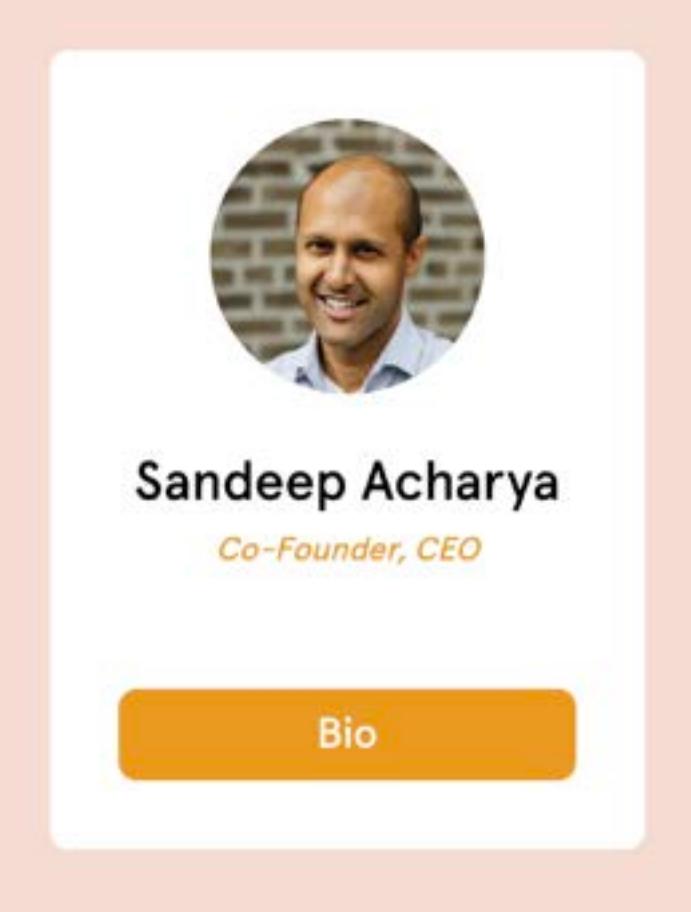
3.5k followers · 1.5k following · 1m monthly views

[Follow](#)



Josh Pigford
Founder

 [@shpigford](#)



Sandeep Acharya
Co-Founder, CEO

[Bio](#)

08 ACCORDION

B COMPONENTS

FAQ

We know that you have a lot of questions, we've tried to list the most important ones 😊

- Do I need to pay only once to get Popkit for life?**

Absolutely! We offer only one price: 79\$ for a lifetime unlimited access (unlimited websites, unlimited domains, unlimited page views, unlimited widgets...)
- Do I need how to code?**
- Does Popkit will work with my website?**
- Does Popkit affect Website Performance?**
- Do you have plans for larger needs?**
- Can I use the Popkit widgets adapted to my language?**

Current Job Openings

All Departments

Category	Openings
Customer Success	6 Openings
Engineering	15 Openings
Finance	2 Openings
Legal	3 Openings
Head of Legal Dep. Corporate / M&A	EMEA, Remote
Legal Counsel - Commercial	EMEA, Remote
Senior Legal Counsel - Commercial	EMEA, Remote
Marketing	1 Opening
Sales Americas	4 Openings
Sales APAC	5 Openings
Sales EMEA	8 Openings
Security & IT	1 Opening

WHAT WE DO (SO YOU DON'T HAVE TO)

- 01 Project net worth over time**
- 02 Incorporate the essential data**

By using relevant third-party data, Path more accurately calculates the cost of each scenario you explore and its impact on your overall finances.

 - US Census earnings growth data
 - Bureau of Labor Statistics retirement spending data
 - Real-time property prices from Redfin
 - Freddie Mac mortgage data
 - Department of Education's projected college costs
- 03 Reflect your all-in costs**

WHAT'S COVERED?

- Your personal belongings in your home**

When they are damaged, destroyed or stolen
- Your liability to other people**

Occupier's and personal liability
- Visitors' possessions**

Damage occurring at your home, provided they are not insured elsewhere
- Money cover**

Covers against loss or damage occurring at any location within the United Kingdom

08 ACCORDION

B COMPONENTS

FAQs

How can I get started? Getting started is easy! Request a demo to hear...

Which platforms does Yotpo support? Yotpo integrates with world-leading eCommerce...

Is my data secured? Who owns the content? Protecting our customers' information and data is...

Can I connect Yotpo to my other marketing tools? Absolutely! You can integrate with the marketing...

How much does Yotpo cost? Our pricing plans are based on your business needs, taking into account your monthly order volume, traffic, products, and domains. Our plans are built to grow with you, so you can get maximum value no matter the size of your business.

Does Yotpo support businesses with high order volumes? Yes, we have a solution for any order volume. Over...

Does Yotpo work with Google, Facebook & Instagram? Yotpo is an official marketing partner of Facebook...

What kind of plans do you offer for small brands? Our Growth plan, starting at \$19, is perfect for sma...

- ⊖ Multi-brand specialists
- ⊖ Industry-leading repair-rate
- Last year Greenbridge Technology repaired 86% of devices sent to us by our customers. Our primary objective is to get customers' devices fixed and returned to them as quickly as is possible. This industry-leading repair rate is the central pillar of Greenbridge's commitment to deliver large cost-savings to our Clients, and to minimise the amount of electrical waste being generated from our claim flows. Greenbridge Technology delivers low average costs per claim for our Clients as well as a great environmental outcomes.
- ⊖ Best-in-class SLAs
- ⊖ Modern customer experience
- ⊖ API and Integration Solutions

Rated 5.0 on Clutch +

94% employee retention rate -

Happy employees build happy software. Hire a team that cares about giving you stellar results.

50+ successful projects +



9000+ stars on GitHub +

1.5 years of cooperation on average

100% office-based team +

Frequently Asked Questions

Is my data really secure?

How do you backup my data?

Craft has a data recovery plan. Our databases are always replicated synchronously, so a quick recovery can be executed at any time. As an extra precaution, a snapshot of the databases is taken daily, to allow recovery in extreme conditions.

Can I cancel my account at any time?

Can I change plans after I signed up?

What plan do I get with the free trial?

What happens after my trial is over?

What are Contributors?

What is a Product Admin?

What is a Product Editor?

What is a Feedback Manager?

09 TABS

B COMPONENTS

Kindle \$37.09 Paperback \$22.76 - \$45.49 Other Sellers See all 2 versions

Buy

eBook features:

- Highlight, take notes, and search in the book
- In this edition, page numbers are just like the physical edition
- Length: 708 pages
- Enhanced Typesetting: Enabled
- Page Flip: Enabled

Read with the free Kindle apps (available on iOS, Android, PC & Mac), Kindle E-readers and on Fire Tablet devices. See all supported devices

Sold by: Amazon.com Services LLC

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Buy now with 1-Click Send a free sample

Deliver to: Your Kindle Library Give as a Gift

Enter a promotion code or Gift Card

Quality assurance Onboarding Coaching and 1-1s Analytics & KPIs Browser Extension

Get your customer support reps up to speed

View real-time KPIs by agent to ensure consistent performance amongst agents and identify top and low-performers. Deliver transparent and actionable feedback. With ongoing visibility into their performance, there are no surprises.

A screenshot of a software interface showing various dashboards and data visualizations related to customer support performance.

Sales Marketing RevOps Customer Success

Breakdown organizational silos with a seamless workflow to produce faster sales cycles.

Learn more



Free Tools Marketing CRM & Sales Customer Service CMS

Marketing Hub™

Everything you need to capture leads and turn them into customers. Calculate your price ↓

NEW: Only pay for marketing contacts.
Enjoy transparent pricing by choosing the contacts you pay to market to (and store your non-marketing contacts for free, up to a limit of 15 million overall contacts).
Learn more ↗

Starter Starts at €46 €41/mo billed at €552 €497/yr Pay Monthly Commit monthly Pay Upfront SAVE 10% Commit annually Buy now

Professional Starts at €623 €740/mo billed at €9,879 €8,880/yr Pay Monthly Commit annually Pay Upfront SAVE 10% Commit annually Talk to Sales

Enterprise Starts at €2,944/mo billed at €35,328/yr Pay Monthly Commit annually Pay Upfront SAVE 10% Commit annually Talk to Sales

Description Care Instructions Ingredients/ Materials End of Life

This toothbrush is the perfect replacement for plastic toothbrushes. Our plant-based bamboo toothbrush is made completely from plants: soft bristles, smooth handle, wrapper and box.

Fully compostable packaging. USDA Certified Biobased. Dimensions: Length is 7", Width is 4" and the Height 1". Product of USA and China.

09 TABS

B COMPONENTS

Laser Beam Dedicated Team

Worthwhile Mobile

Humane Blockchain

Superstar AR

Tsar VR

Daring Machine Learning

Applications for iOS and Android OS

- Custom UIs with complex animations and transitions.
- Augmented reality apps with ARKit and ARCore.
- Applications for infographics and data visualization.

[Learn more](#)

Plant-Based Protein

Vitamins & Minerals

Healthy Fats

Slower Digesting Carbs



Soy protein isolate is the only high quality plant-based protein that contains all 9 essential amino acids. These are the amino acids our bodies cannot produce and need to be consumed in the diet. In addition, it provides a smooth texture, optimal flavor profile and added health benefits. [Learn more](#).

Deploy

Scale

Store

Secure

Monitor

 **Resize**

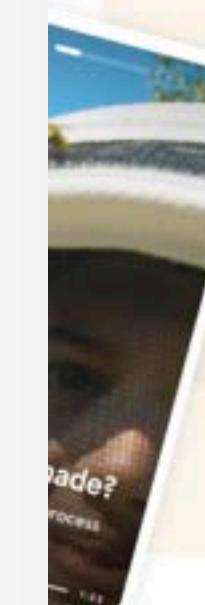
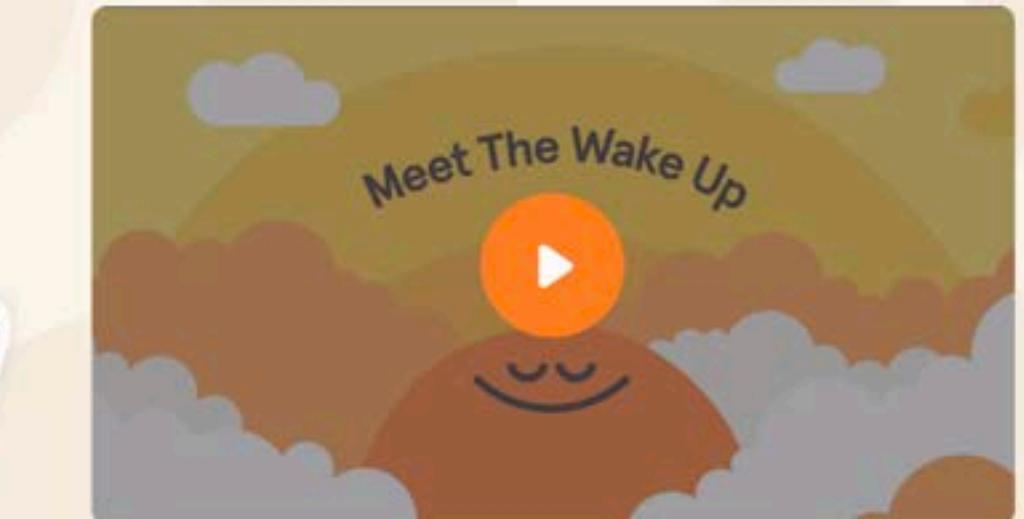
Quickly scale up, scale down, or migrate to different Droplet types to meet the demands of your customers.

 **Floating IPs**

Redirect network traffic between your Droplets using a Floating IP.

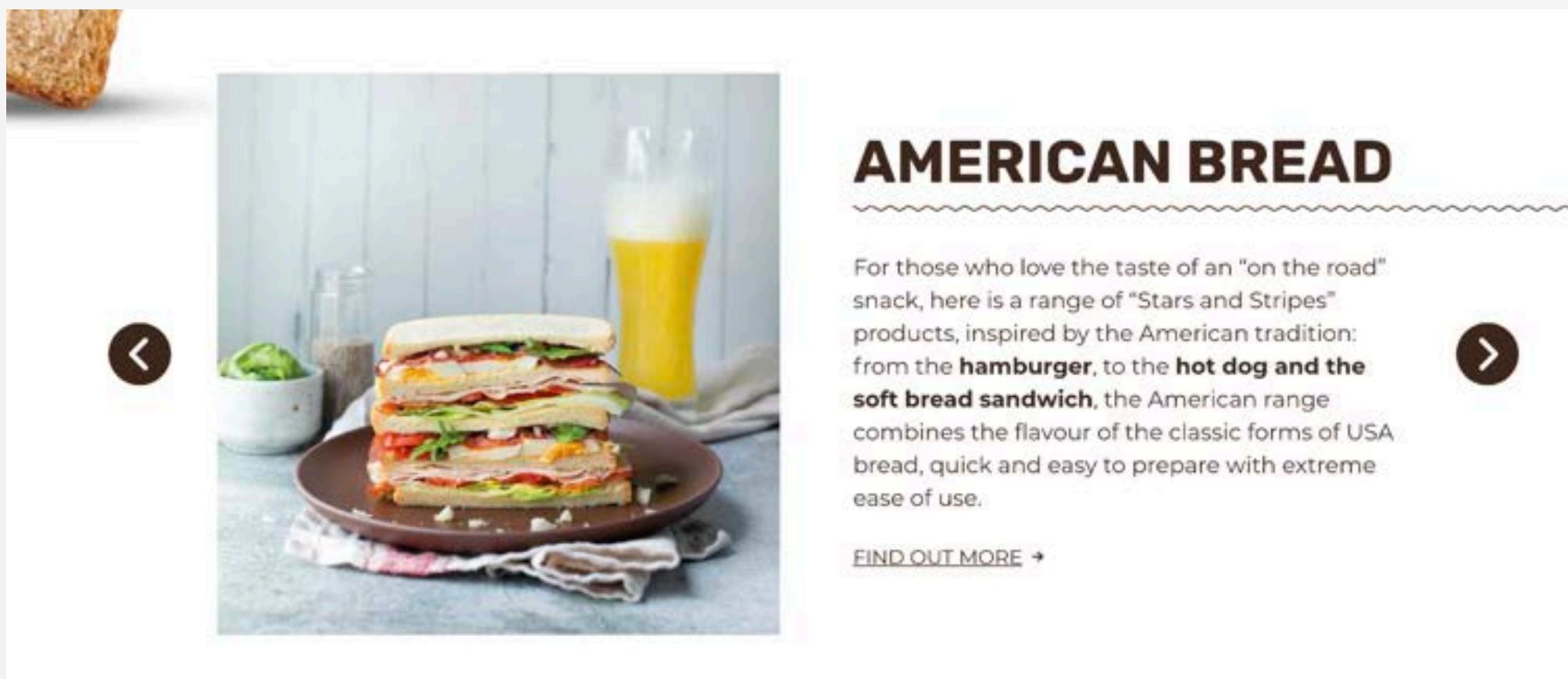
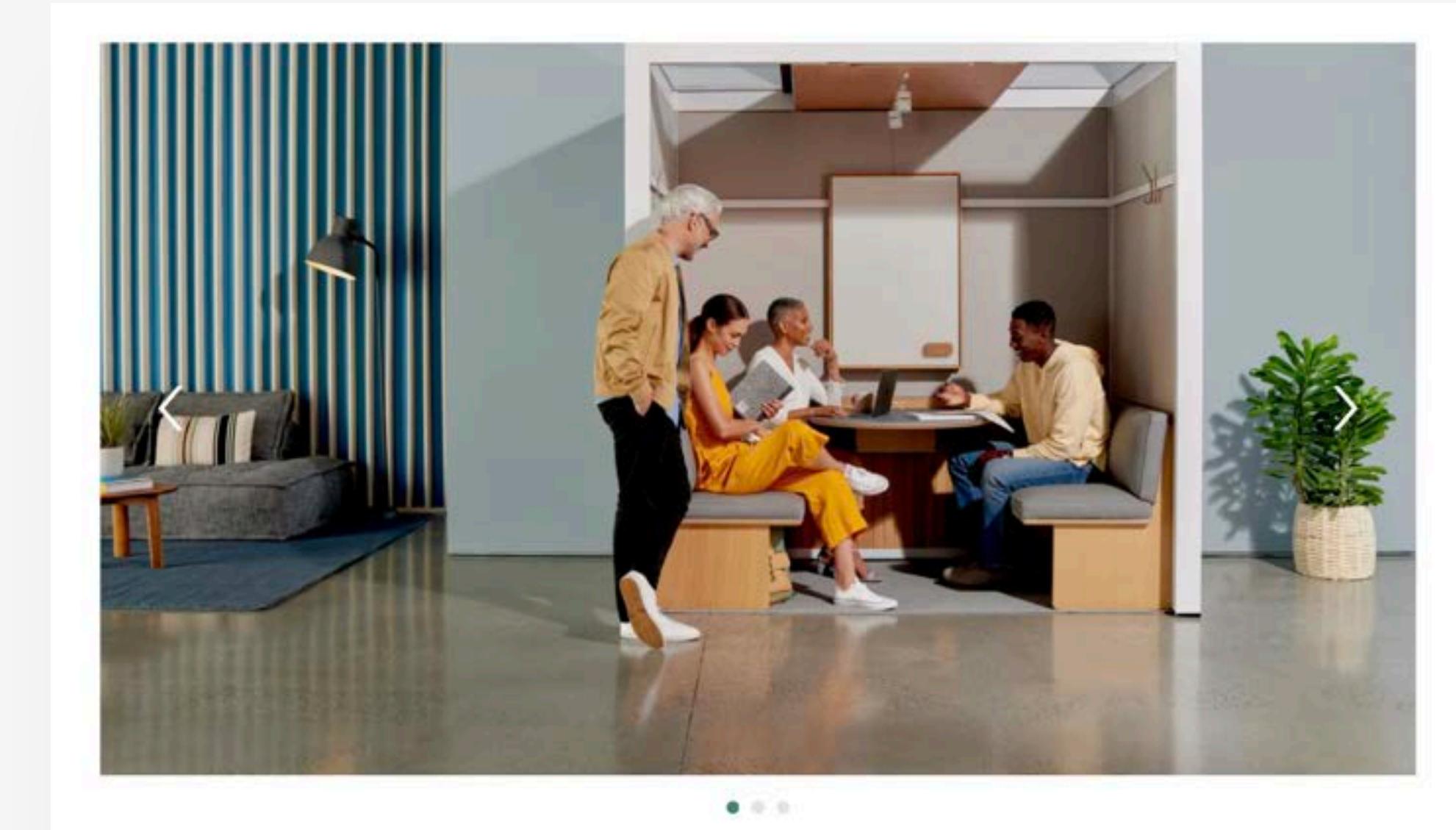
Sleep Meditate Move Wake Up Focus

Inspiring stories and mini-meditations delivered daily to help you start your morning right.



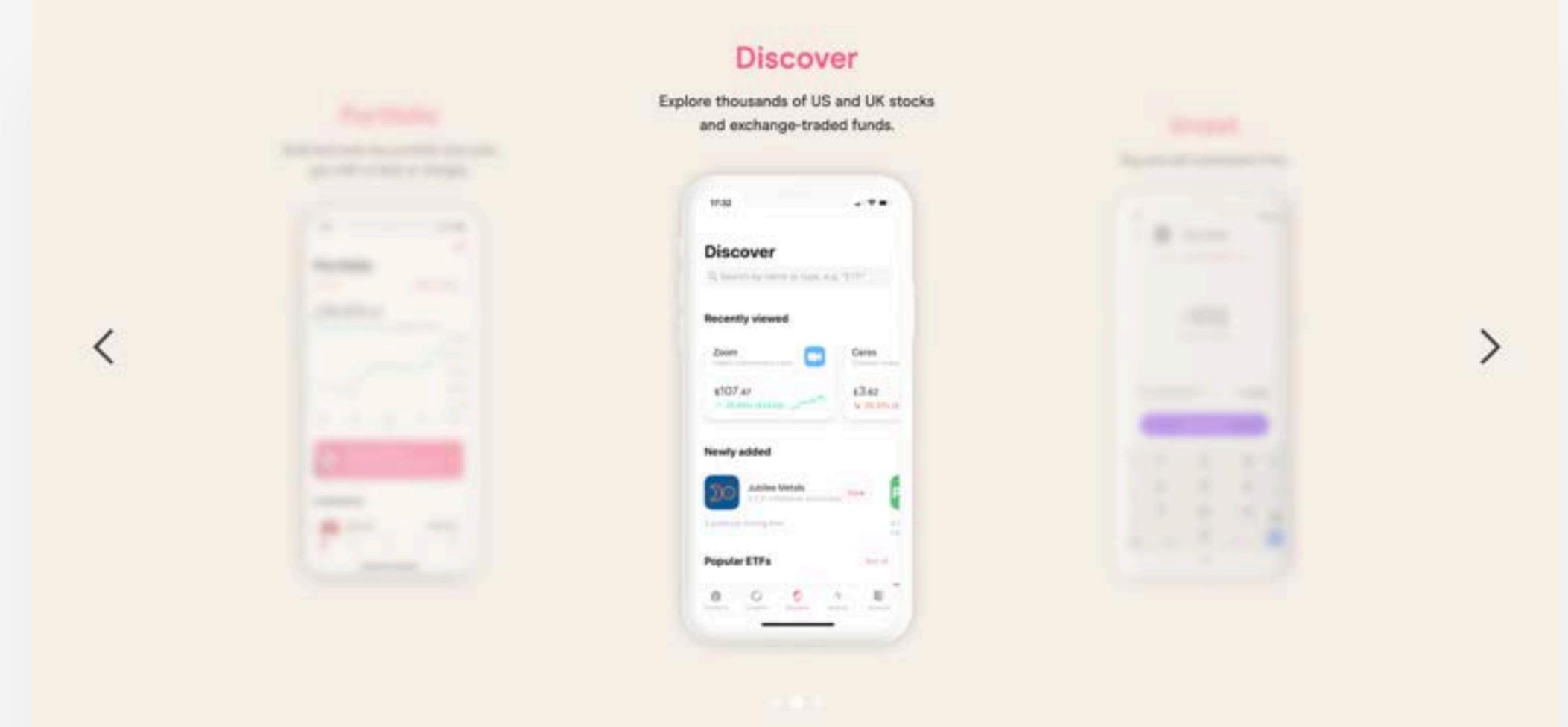
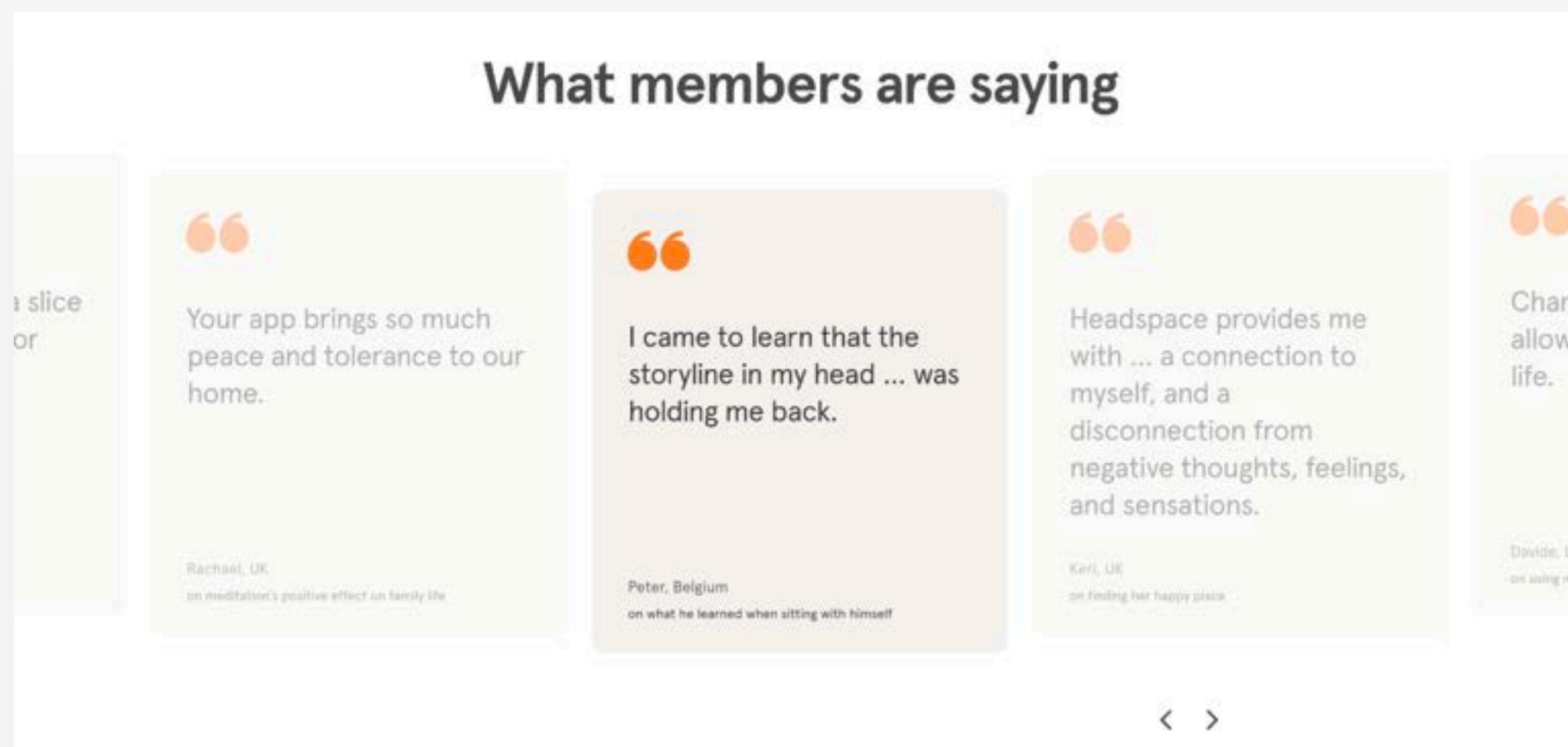
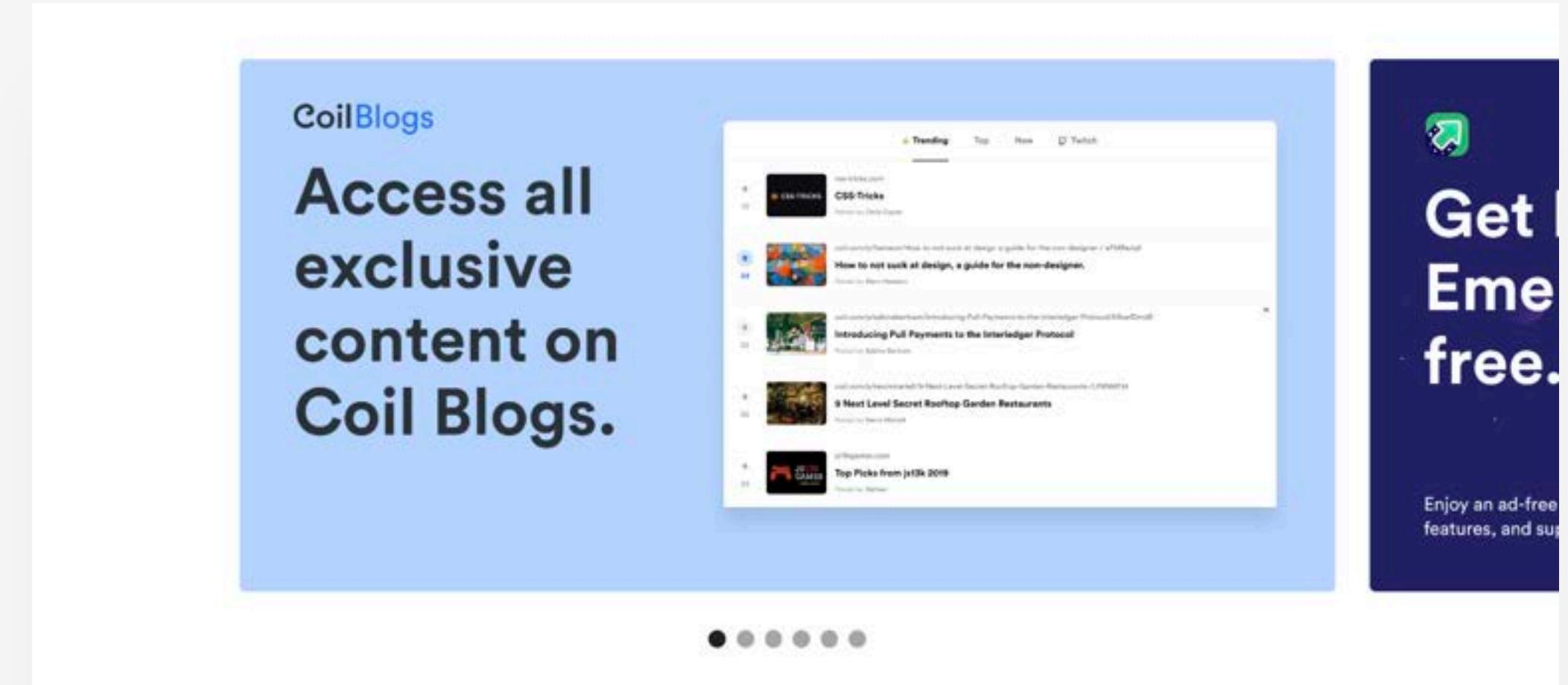
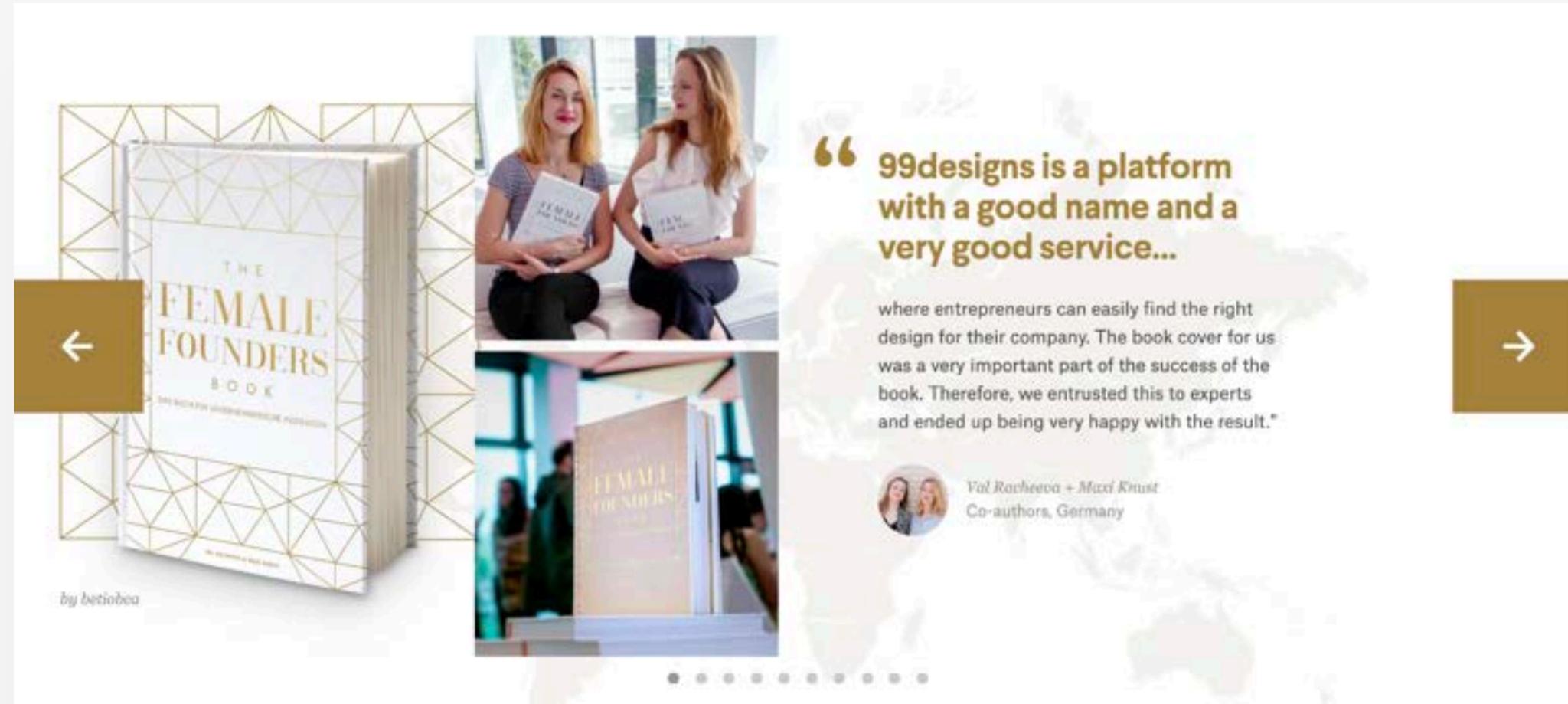
10 CAROUSEL

B COMPONENTS



10 CAROUSEL

B COMPONENTS



11 CUSTOMER TESTIMONIALS

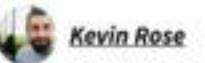
B COMPONENTS

“ hey.com is the most exciting app I've used in years. A complete rethinking of email, full of bold, brilliant ideas. Highly recommended. Not only for the product itself, but because its boldness will inspire you to question your assumptions and think differently.”



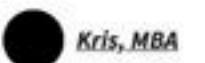
Adrian Holovaty

“I just got an early demo of Hey from @jasonfried. I can confirm this will be my new default email over Gmail... it's a beautiful rethinking of everything wrong with email. I can't wait for you all to play with it soon.”



Kevin Rose

“Let me tell ya'll something: Hey is going to change the way we use email . Bye-bye Gmail. Helllooooo Hey.”



Kris, MBA

Don't just take our word for it

See what some of our 10,000+ users across the globe have to say



“We are using Reply.io for our outbound sales campaigns and for this the solution is pretty great.”

Hannu Stewart

Head of Sales at Drawboard



“Reply has allowed me to quickly set up cold outreach campaigns while running fast and easy tests on messaging.”

Brittney Barrett

Co-founder at Kinside



“Reply.io will take care of the weightlifting while you can focus on closing deals with your engaged prospects.”

Alessandro Rinaldi

Head of Business Development at Labiotech

“ I can do everything on my own schedule. From picking out interview time slots to selecting only the companies I want to interview with, this is what recruiting should look like.

Joseph G.
Software Engineer

“ I've never felt so taken care of by a recruiter in my life. Saying my Talent Advocate goes above and beyond is an understatement. She clearly loves what she does, and that devotion is absolutely contagious.

Jorge S.
UX Designer



“ Finding a new job is tedious and stressful. Working with Hired meant multiple companies that were a good fit were looking to hire me.

Dipika M.
Software Engineer

“ Leo is much more sophisticated than a simple news filtering tool. It's a true AI that uses machine learning and NLP to filter out the noise.



Jon Henshaw (Lead SEO Analyst – CBS Interactive)



Braintree
A PayPal Service

“ We call it our cheat code. To find qualified talent that's looking ... half the battle is already won.

Kyle Barbato
Sr. Manager, Talent Acquisition, Braintree



Long time user - back again!

Infusionsoft / Keap is the most intuitive and customizable solution for my...

Michael Ferris
Feb 18, 2021



If you are committed to your business Keap is the support system for you.

The system is only limited by your commitment. The team and resources are there to create the...

David Radke
Feb 18, 2021



Keeping on task with Keap

I like the fact that Keap is available on all of my devices and I can very quickly access my...

Emily Rogers
Feb 03, 2021



I love Infusionsoft!

What I like best is how easy it is to use and how it integrates with other...

User in Marketing and Advertising
Jan 28, 2021

11 CUSTOMER TESTIMONIALS

B COMPONENTS

John Crain @gnarzly

Have been trying out @Tandem_HQ for video and screen share. Love not having to keep track of zoom links :D

Avery Carter Product @ Placenote

Our team has been using it for about 2 months or so, and it has been a really nice way to start conversations.

Working remote, you find that there is this weird social awkwardness over starting calls or wanting a super quick call with another teammate. Tandem has the best solution for that problem from what I've seen thus far.

The team works hard and cares a lot about customer feedback which is awesome. Keep it up!

javascript joe @jsjoeio

Huge fan of Tandem so far! I think this is going to take distributed teams to the next level.

JASON @jscottpearson

Excited for the @Tandem_HQ crew! They came by @figmadesign a while back to show us what they were cooking up. Rad that it was inspired by, and designed using, Figma. As the manager of a semi-remote team, anything to make remote work more enjoyable and productive is 🔥🔥!

What I love about it:

- intuitive + beautifully designed UI
- simple + easy to use
- instantly connect to team members via video or audio chat
- instantly share your screen

Kevin Hale @lilkevests

I honestly feel like this is going to be a game-changer for working remotely. Excited to see the future of Tandem!

Nikema Prophet @dev_nikema

Tried out @Tandem_HQ today with @enigmaticsoulrg and loved it. Much better than a running zoom call for virtual coworking.

From our clients

Davide Dattoli
Co-founder & CEO, Talent Garden

«Pros with fresh ideas. This studio is able to make digital products around people needs.»

Krister Bagkop
Mobility Platforms Product Owner, European Innovation Lab

«What makes this team great is how they're helping us in decision-making. We stopped talking about things over and over and just focused on building the right product.»

Vittorio Banfi
Co-founder & CEO, Botociety

«Moze is a world-class team working at the intersection of technology, design and business. If you are expert in those areas, and obsessed with design, you can create beautiful things that just work. That's what they do.»



I installed Fathom on my personal website yesterday, and wow, what a breath of fresh air. I love how simple it is, and for something like a blog it really gives you all the traffic metrics you could need.

Joel Gascoigne, CEO of Buffer



I switched to Fathom because it's an ethical analytics tool that I can trust with my data. The interface is beautifully simple to use: it shows me everything I want to know about my site's performance, and nothing I don't!

Charli Marie, creative director of ConvertKit



Fathom is the perfect privacy-based Analytics solution for us. We can provide the metrics that our clients need and reassure them that their customers' data isn't being shared with faceless companies.

Darren Pinder, owner of Vatu



Developers are pretty tech-savvy people, and these days very privacy-cautious—they understand how scripts follow you across the internet, that's why we choose Fathom, because they don't do that.

Oskar Krawczyk, cofounder of JSFiddle

★★★★★

“It’s true, the original Casper is a great value for the price. The cooling technology keeps me comfortable all night.”

Nicole
Brooklyn, New York

[See all reviews](#)



Original Mattress
From \$595



Tidio has been a huge success on our guitar lesson website because it allows students to ask questions in real-time as they stream our guitar lesson videos. The Tidio app was easy to install and it is by far the most modern chat application for websites.

★★★★★
[countryguitaronline.com](#)



Tidio helps us to connect directly with our site visitors and support them immediately with their needs. At WeWent.com we use a customized chatbox to help us differentiate event bookers from event providers. The Tidio app allows us to stay connected with our customers 24/7.

★★★★★
[wewent.com](#)



Tidio has given our clients a quick and easy way to send over thoughts and questions without delay or wait time! No second-guessing—just asked and answered quickly in order to make their purchasing decisions easier!

★★★★★
[dynamikayak.com](#)

“

Thanks to Upflow, we are able to gain real-time visibility into our customer debt and follow up on unpaid invoices if necessary.

Eugénie Chaltiel, CEO @ High Flyers Agency



DRAFT KINGS

“Polly makes it easier for employees to share their voice.”

Laura Zhang
Senior Analytics Manager, People

11 CUSTOMER TESTIMONIALS

B COMPONENTS

Our members are so impressed. It's intuitive. It's clean. It's distraction free. I'm so glad we made this decision.

Pat Flynn
Founder @ Smart Passive Income

Circle came at an absolutely crucial time for the Makerpad community and has been essential in allowing us to grow. The team are so responsive and the way they build is so intuitive that the platform gets better every week. I recommend Circle to everyone looking at building a community.

Ben Tossell
Founder @ Makerpad

We've built three communities serving more than 1,500 students using the new Circle.

- Zoom hosts live calls
- Teachable delivers curriculum
- Circle combines ephemeral chat with permanent discussions

These three ingredients + engaged instructor + vibrant community = transformative learning experience.

Will Mannon
Course Manager @ Forte Labs

Circle is going to fill the GIANT hole in between FB groups and Slack for virtually every kind of online community.

Ankur Nagpal
Founder @ Teachable

If you already have an audience, use a platform like Circle.

Tyler Lastovich
Creative + technical strategist

Entire community + forums load via pop-up on foundersummit.co - so fancy, nice work Circle!

Tyler Tringas
Earnest Capital

Shereen

"Lugg is THE best! Solomon and Yuri were great! For my most recent purchase I coordinated a pickup elsewhere and drop off at my place. They were fast, efficient, friendly, and extremely helpful (I needed to move a piece of furniture to make some room for the item they picked up). They were in and out in 10 minutes! Thanks a ton!"

[Read more customer reviews →](#)

Overall, Statamic feels like a CMS of the future, whereas WordPress feels like a CMS of 10 years ago. I'm sold & can't wait to use it for my other sites.

Paul Jarvis
Founder, Fathom Analytics

While Lessonly's software is exceptional, their people have taken this from a business exchange to a partnership.

Marge from Dia & Co.

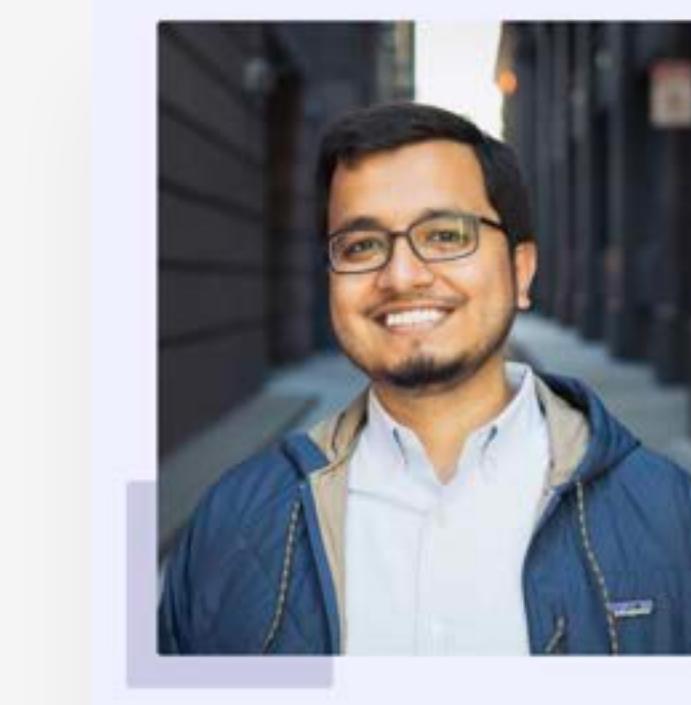


Figma

Because communication is centralized, it saves us a ton of overhead.

— Badrul Farooqi // Product Manager

[Meet our customers →](#)



12 CUSTOMER LOGOS

B COMPONENTS

Coworking brands love Optix

Discover why leading brands call Optix the best coworking management software.

See why over 100,000 teams choose monday.com

Trusted by over 26,000 forward-thinking companies

Meet Our Customers →

Trusted by

Join 8000+ professionals and brands already using VisualEyes

BECOME A MEMBER NOW →

12 CUSTOMER LOGOS

B COMPONENTS

You're in good company

Trusted by leaders at some of the world's most inspired organizations

The best creators trust Frame.io

Google	MASTERCLASS	BuzzFeed	MEDIA MONKS	HBO
ACTIVISION	LinkedIn	CONDÉ NAST	group nine	Lightricks
IDEO	CNN	accenture	dji	TED

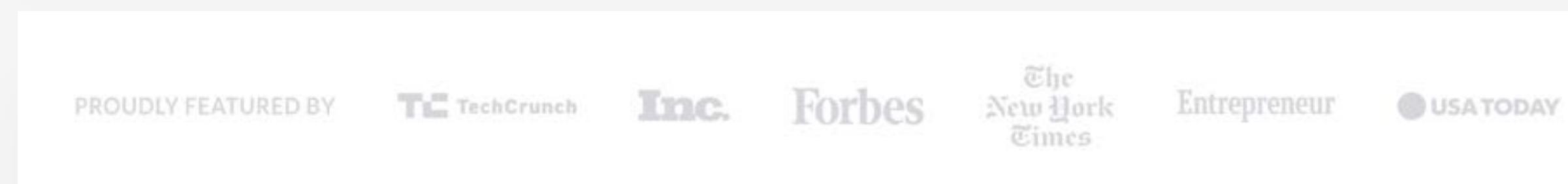
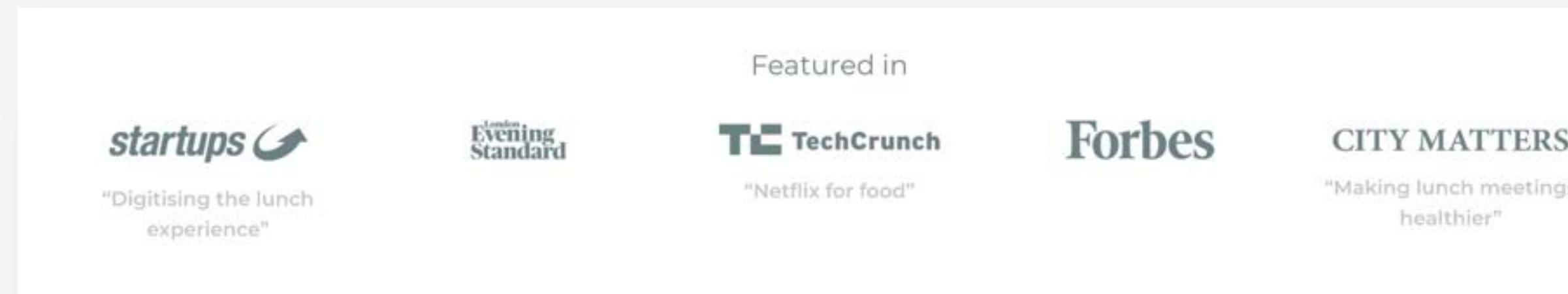
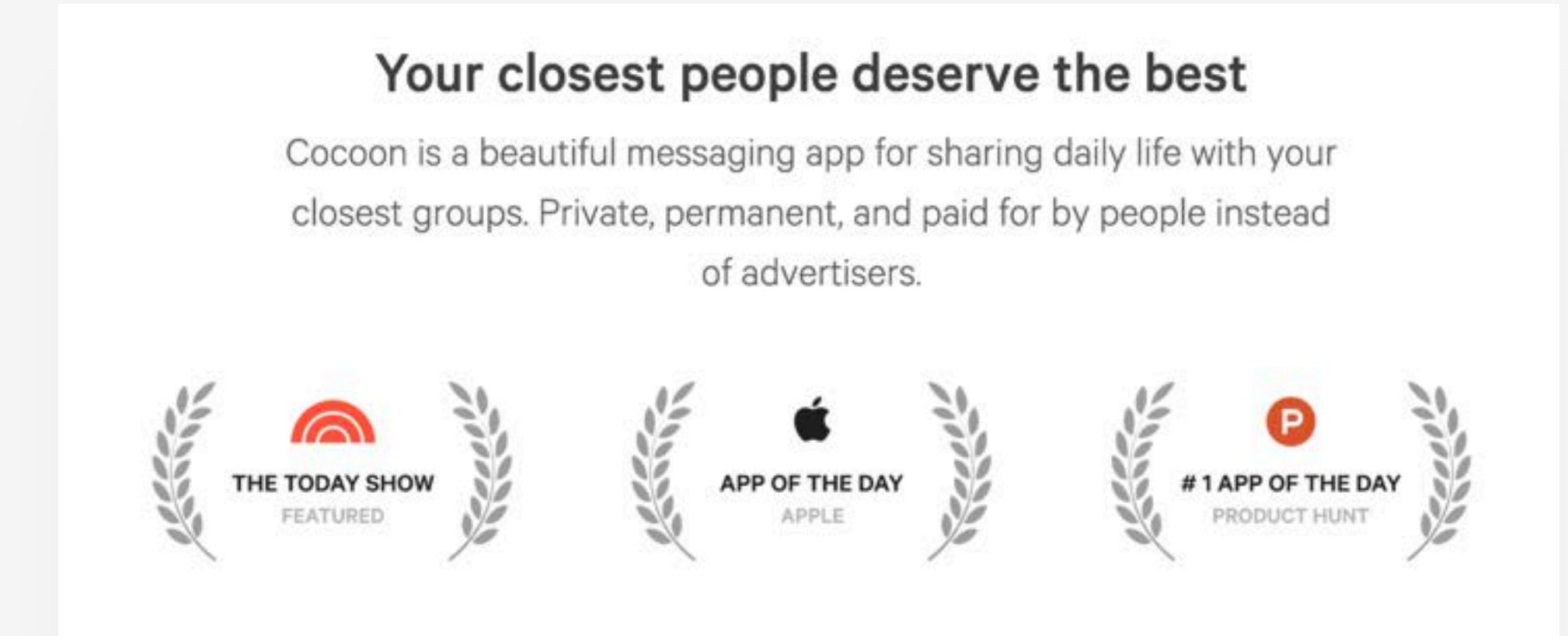
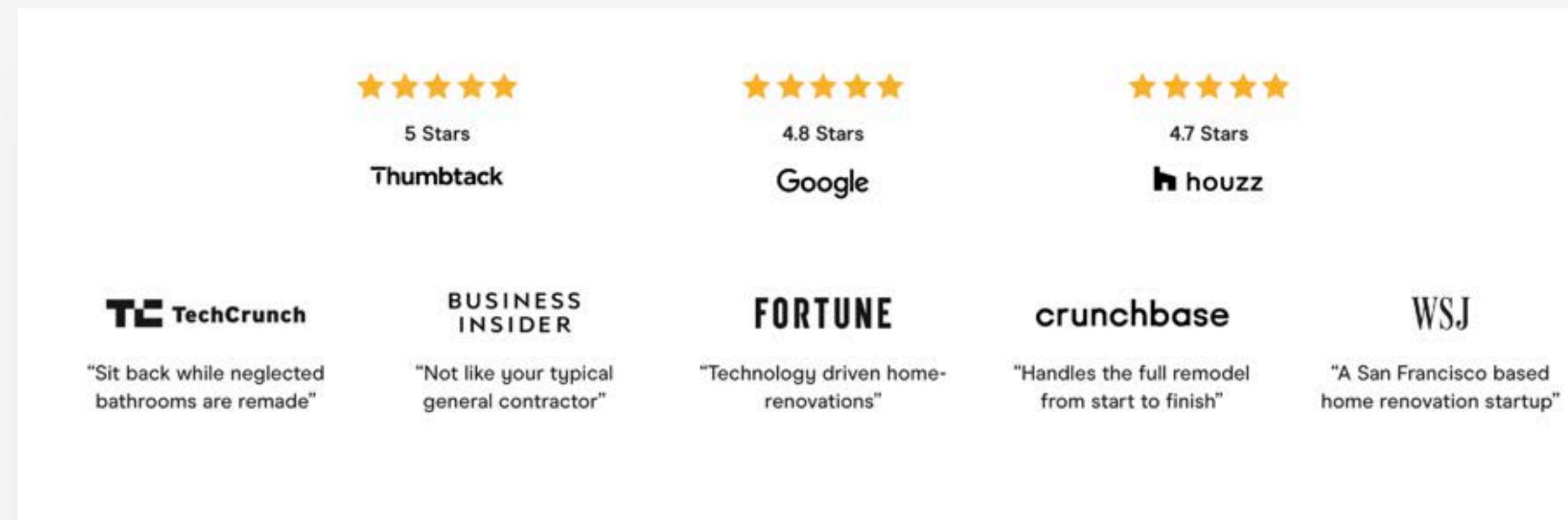
Thousands of teams already add more focus to their work with Slite.

From startups to Fortune 500s, the world's best teams use Retool to power their internal apps. [Our customers →](#)

VANMOOF	airbnb	WeTransfer	Spotify	yousign	meero
amazon	DOORDASH	ABInBev	Brex	gojek	allbirds
PROGRESSIVE	PHILIPS	PLAID	Rappi	PELOTON	FOX
JLL	JAGUAR LAND ROVER	Carrier	v o l v o	Rakuten	NFL
FIRE EYE	Mercedes-Benz				

13 FEATURED-IN LOGOS

B COMPONENTS

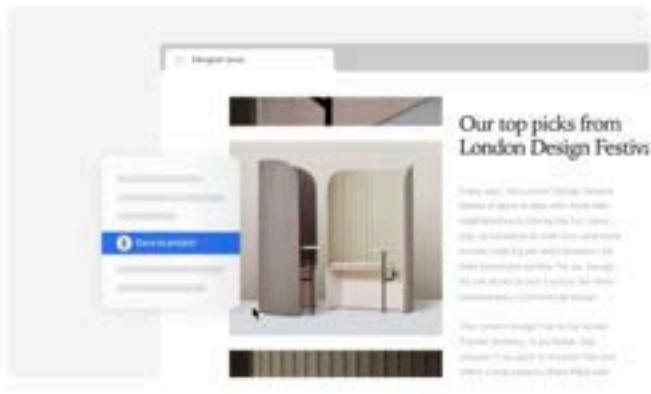


14 STEPS

B COMPONENTS

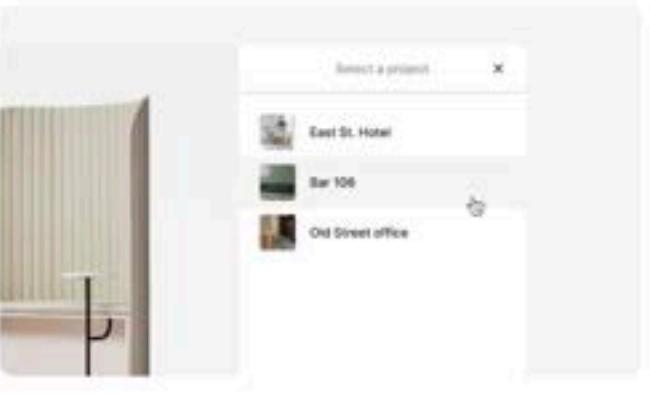
01 Any product, any website

Right-click on any image on any website and click **Save to project**



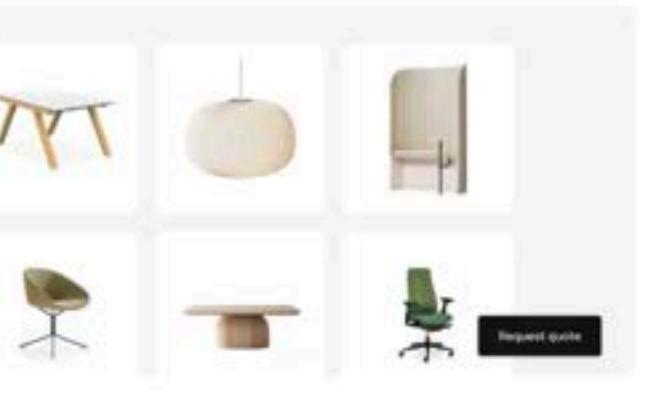
02 Save it to Clippings

Add details and select your project. The product will be added to the board.



03 We'll source it for you

Request a quote on Clippings, and our team will source it for you.*



*subject to project qualification, fees may apply.

It's easy as 1, 2, 3

Clerksy can help use your unique business needs. Here's how:

Fill out a form and tell us what you're looking for: **5 minutes**

Time it will take a Clerksy rep to follow up: **24 hours**

Take advantage of our monthly plans starting at: **\$969 USD**

Book Free Discovery Call



1. Pick a style

[Browse our style templates](#) to find the best visual match for your product. You can even try a free sample photo if you're not sure.



2. Pack your products

Schedule a free next day product pick-up and leave the leg work to us. We'll text you once your photos are ready!



3. Download photos

Resized for feed, story or billboard - Simply hit download and share instantly on your e-commerce store or social media.

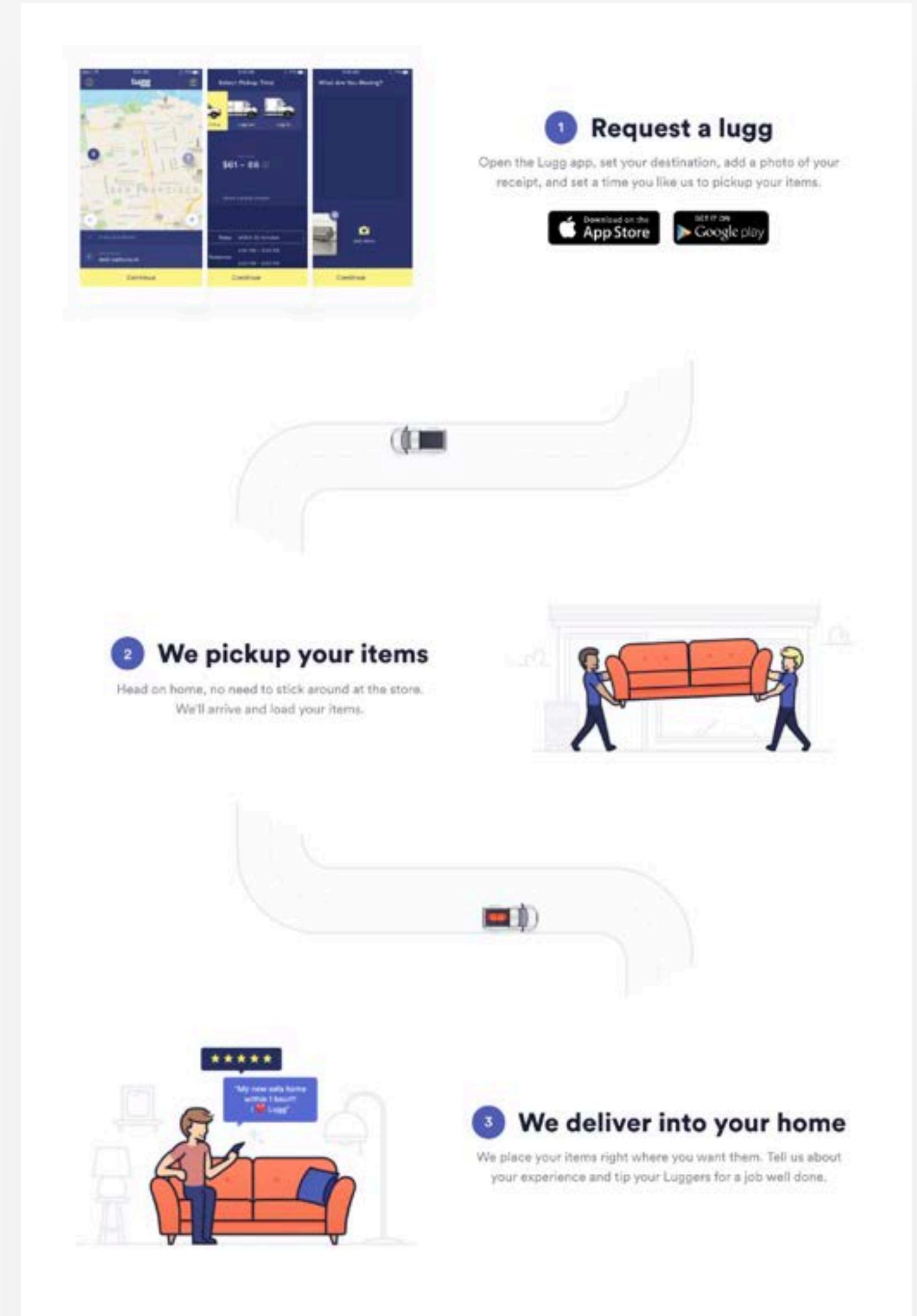
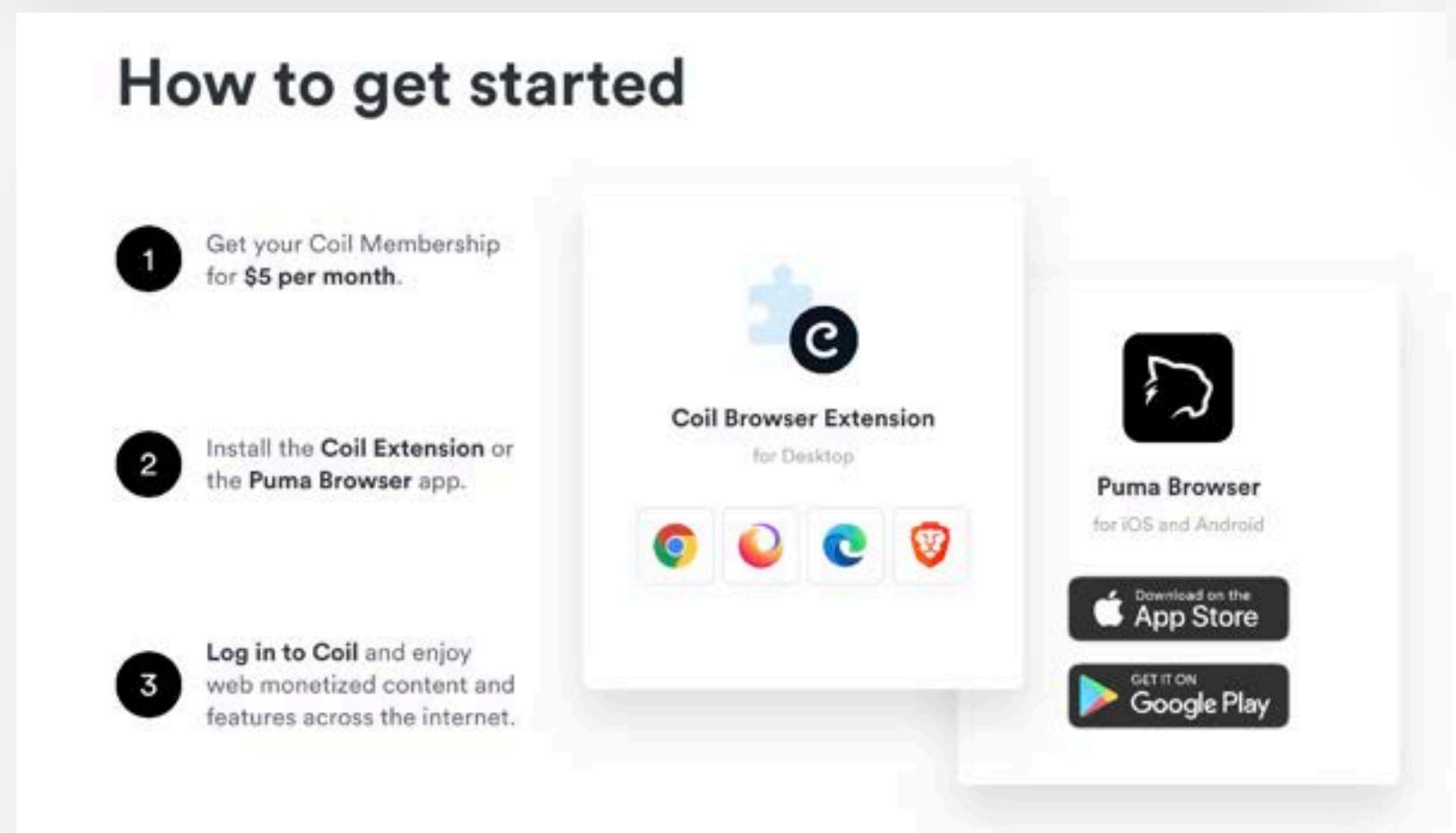
- 1 Solve a programming quiz (~15 min)
- 2 Take the coding challenge (~40 min)
- 3 Record a 3-minute video (~5 min)
- 4 Receive offers! (as long as you want)

Because we value your skills, not your CV.

We've recorded 3 simple questions for you to answer.

14 STEPS

B COMPONENTS



15 FORMS

B COMPONENTS

Name

First Name Last Name

Email

pat@acmebank.com

Phone optional

917-288-0901

Company Name

Acme Bank

Role

Pick one

[Request A Demo](#)

Tell us more about your home and we'll let you know your earnings potential instantly 

Name

Property Address

Email Address

Phone (Optional)

Bedrooms Bathrooms

[Get my instant estimate](#)

Become a partner

Plug(in) and play with Frame.io.

FIRST NAME

LAST NAME

COMPANY NAME

WEBSITE

HOW WOULD YOU LIKE TO PARTNER?

Please choose an option

NOTES

EMAIL

[REACH OUT](#)

Let's make a new project together.

Hello! I'm your name and I work for your company name. We'd like to develop an application. You can reach me at your email address to chat about it & schedule a call. Thank you!

I've read the Terms of Use and User Agreement

Submit >

Write to us

Full Name Work Email

Phone Number Company

Company Size Country

How can we help? (optional)

[Send Message](#)

Contact support

Question

Select your question...

Tell us more—how can we help?

Your email address

[Send email](#)

15 FORMS

B COMPONENTS

C

Want to see Circle in action?

Watch an on-demand product walkthrough or live demo (your choice), and start your free 14-day trial.



First Name

Email

Get Started

teachable Makerpad FORTE LABS

NESS LABS spi flowmingo

Redesk

Welcome to Redesk! 🎉

Create your account

Email

Enter your valid email address

Full name

Your name as seen by others in the app

New password

Create an 8 characters min password

I've read and accepted the [Terms of Use](#) and the [Privacy Policy](#) of Redesk.

Sign up now

Connexion

Log In

Log in to Hired with...

f **G** Google

Email

Password

Remember me [Don't know your password?](#)

Sign In

**Welcome back.
Let's sign in.**

Enter your email address

And your password

Sign in

[Forgot your password?](#)

We'll help you reset it so you can get back in.

Let's get started

First off, what are your first names?

First name

Partner's first name

Next step 1 of 3



15 FORMS

B COMPONENTS

Apply Now

Tell us why you'd be good fit for the role. Please suggest things you'd like to fix or add to our website, APIs, services, support channels, etc.

Name Email
Maximum of 500 characters.

Resume should be a PDF under 10MB.

Optional, include links to your social media profiles.

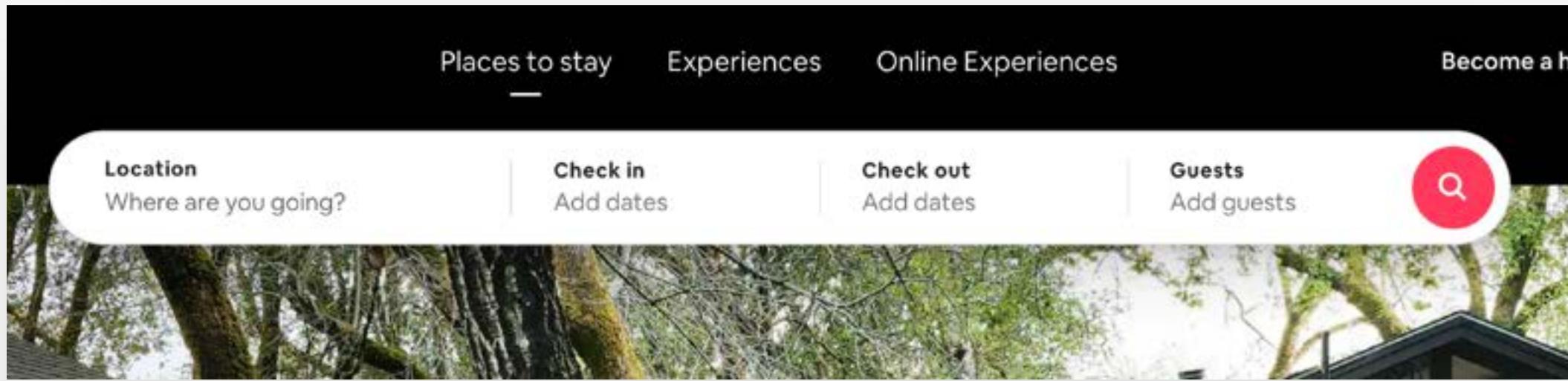
handle handle
 handle

First Name Last Name
Email Address Zip Code

I am interested in...
Select all that apply
 Yes, I want to stay up to date on the latest in solar! Subscribe me to your newsletter.
Anything else to add?
Message

Places to stay Experiences Online Experiences Become a host

Location Where are you going? Check in Add dates Check out Add dates Guests Add guests



Pickup address Enter pickup Destination Enter destination

16 TABLES

B COMPONENTS

Leads				
Email	Name	Company	Role	Location
ashley@clearbit.com	Ashley Taylor	Clearbit	Partnerships	San Francisco, CA
dcancel@drift.com	David Cancel	Drift	CEO	Boston, MA
elena@tealium.com	Elena Hill	Tealium	Digital Programs	San Diego, CA
marc@salesforce.com	Marc Benioff	Salesforce	CEO	San Francisco, CA
paypal@classpass.com	Payal Kadakia	ClassPass	Executive Chairman	New York, NY

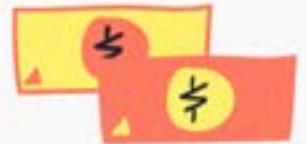
Security	
PASSWORD PROTECTION	<input checked="" type="checkbox"/> <input type="checkbox"/>
TIME LIMITS	<input checked="" type="checkbox"/> <input type="checkbox"/>
VIEW LIMITS	<input checked="" type="checkbox"/> <input type="checkbox"/>
DOMAIN-RESTRICTED ACCESS	<input type="checkbox"/> <input checked="" type="checkbox"/>
IDENTIFY VERIFICATION	<input type="checkbox"/> <input checked="" type="checkbox"/>

Limepay		
	Buy now, pay later providers	Payment Gateways
Pay in instalments	✓ Yes	No
Branding	✓ Yours	Theirs Not applicable
Merchant dashboard	✓ Full	Limited Limited
Reporting	✓ Full	Limited Limited
Purchase behaviour insights	✓ Yes	No Yes
Customers stay on your site	✓ Yes	No No
Accepted payment types	✓ All major cards and digital wallets	Major cards and bank accounts Varies - usually most cards and digital wallets

Size	Chest	Waist	Hip	Sleeve length
XS	33"-34"	26"-28"	32"-34"	33"
2-4.5	36"-38"	29"-31"	35"-37"	33.5"
5-7.5	39"-41"	32"-34"	38"-40"	34"
8-10.5	42"-44"	35"-37"	41"-43"	34.5"
11-13.5	45"-48"	38"-41"	44"-46"	35.5"
XXL	49"-53"	42"-45"	47"-49"	36"
XXL	54"-58"	46"-49"	50"-52"	37.5"

Up Everyday Accounts

Your Up account is free for most standard use. Interest is charged in the event your Up account becomes overdrawn.



Monthly service fee	Free
Direct debits	Free & unlimited
Online payments	Free & unlimited
Deposits to Savers	Free & unlimited
Domestic ATM withdrawals	Free at most major Bank ATMs
Domestic ATM enquiry	Free at most major Bank ATMs
International transaction fees	0%
International ATM withdrawal	Free at most major Bank ATMs
International ATM enquiry	Free at most major Bank ATMs
Overdrawn interest rate	11.23% p.a.

16 TABLES

B COMPONENTS

	Personal		Business		
	Plus For individuals	Family For families	Professional For individuals	Standard For smaller teams	Advanced For larger teams
	Buy now	Buy now	Try for free <small>or purchase now</small>	Try for free <small>or purchase now</small>	Try for free <small>or purchase now</small>
Dropbox core features					
Storage	2 TB (2,000 GB)	Share 2 TB (2,000 GB)	3 TB (3,000 GB)	5 TB (5,000 GB)	As much space as needed
Users	1 user	Up to 6 users	1 user	3+ users	3+ users
Best-in-class sync technology	✓	✓	✓	✓	✓
Integrated desktop experience	✓	✓	✓	✓	✓
Anytime, anywhere access	✓	✓	✓	✓	✓
Computer backup	✓	✓	✓	✓	✓
Easy and secure sharing	✓	✓	✓	✓	✓
256-bit AES and SSL/TLS encryption	✓	✓	✓	✓	✓

Stock	Ticker	Status	Exchange	Sector	IPO Price	No of Shares	IPO Date
AmeriHome, Inc.	AHM	Filed 🏠	NYSE	Finance	\$16	14.7M	
AppLovin		Rumour 😊		Entertainment			
Ascensus		Rumour 😊		Finance			
Butterfly Network SPAC	BFLY	Filed 🏠	NYSE	Healthcare			
Caliber Home Loans, Inc.	HOMS	Filed 🏠	NYSE	Properties	\$14	23M	
Coinbase		Rumour 😊		Tech			
Coinbase		Filed 🏠		Finance			
Coupang	CPNG	Filed 🏠	NASDAQ	Tech			
Coursera		Rumour 😊		Tech			

 db Xtrackers Euro STOXX 600 UCITS ETF (Acc.) (XSX6) European stock market LSE GBP ETF	Plus only, ISA, SIPP	 db Xtrackers Russell 2000 UCITS ETF (Acc.) (XRSG) US small companies LSE GBP ETF	Plus only, ISA, SIPP
 ECommerce L&G UCIT ETF (ECOG) Ecommerce logistics LSE GBP ETF	Plus only, ISA, SIPP		
 EMQQ Emerging Markets Internet & Ecommerce UCITS ETF - Accumulating (GBP) (EMQP) EM internet companies LSE GBP ETF	Plus only, ISA, SIPP		
 First Trust Cloud Computing UCITS ETF Class A USD Accumulation (GBP) (FSKY) Firms in the cloud space LSE GBP ETF	Plus only, ISA, SIPP	 First Trust US Equity Income UCITS ETF (UINC) NASDAQ dividend stocks LSE GBP ETF Finance	Plus only, ISA, SIPP
 Gold Bullion Securities ETC (GBP) (GBSS) Gold LSE GBP ETF	GIA, Plus, ISA, SIPP	 HSBC FTSE 100 UCITS ETF (HUKX) UK large cap stocks LSE GBP ETF	Plus only, ISA, SIPP

Memory	vCPUs	Transfer	SSD	\$/HR	\$/MO
8GB	2vCPU	4TB	25GB	0.089	\$60
16GB	4vCPUs	5TB	50GB	\$0.179	\$120
32GB	8vCPUs	6TB	100GB	\$0.357	\$240
64GB	16vCPUs	7TB	200GB	\$0.714	\$480
128GB	32vCPUs	8TB	400GB	\$1.429	\$960
160GB	40vCPUs	9TB	500GB	\$1.786	\$1200

17 PRICING TABLES

B COMPONENTS

Starter
5€ per agent / month
What you get for it:
• max. 5 agents
• Email support (8x5, CET)
• Channels: E-Mail, Web Form, SMS, Chat, Telegram
• Standard Features: Text modules, macros, multilingualism, ticket history, trigger, schedulers, business hours, branding
• 10 MB attachments + 10 GB disk space
• Data center in Germany, SSL encryption, device management

Professional
15€ per agent / month
What you get for it:
• max. 35 agents
• Email support (8x5, CET)
• Channels: E-Mail, Web Form, SMS, Chat, Telegram
• Standard Features: Text modules, macros, multilingualism, ticket history, trigger, schedulers, business hours, branding
• Service Level Agreements (SLAs)
• Individual roles, individual ticket objects
• Knowledge Base (monolingual)
• 35 MB attachments + 25 GB disk space
• ISO27001-certified
• Data center in Germany, SSL encryption, device management

Plus
24€ per agent / month
What you get for it:
• Unlimited agents
• Phone support (8x5, CET)
• Email support (24x7)
• Channels: E-Mail, Web Form, SMS, Chat, Telegram, Twitter, Facebook
• Standard Features: Text modules, macros, multilingualism, ticket history, trigger, schedulers, business hours, branding
• Service Level Agreements (SLAs)
• Individual roles, individual ticket objects
• Knowledge Base (multilingual)
• Reporting
• 50 MB attachments + 50 GB disk space
• ISO27001-certified
• Data center in Germany, SSL encryption, device management

Detailed price comparison

Save 10% annually monthly

Start free trial!

All prices exclude the legal value-added tax. Do you still have questions? [Write to us!](#)

Free eSign
Upload, send for eSignature and collect payment for as many documents as you'd like.

Essentials
Create docs with templates or the built-in editor. Collect eSignatures and track docs in real-time too.

Business
Connect your CRM and automate your document workflows from creation to eSignature.

Enterprise
For teams that require more capabilities including integrations like Salesforce and API.

Annual **Monthly**
Save up to 24% with annual plans

Free **\$19** **\$49**

Start a free account **Start a free trial** **Start a free trial**

Let's talk **Contact sales**

24/7 email and chat support on all paid plans.

TEAM
Modern service desk for small businesses
• Unlimited agents
• Phone support (8x5, CET)
• Channels: E-Mail, Web Form, SMS, Chat, Telegram, Twitter, Facebook
• Standard Features: Text modules, macros, multilingualism, ticket history, trigger, schedulers, business hours, branding
• Service Level Agreements (SLAs)
• Individual roles, individual ticket objects
• Knowledge Base (monolingual)
• 35 MB attachments + 25 GB disk space
• ISO27001-certified
• Data center in Germany, SSL encryption, device management

BUSINESS
Company-wide solution with advanced workflows and administration tools
• Unlimited teams
• Omrechannel support
• Intuitive ticketing
• Global team settings
• Integrated knowledge base
• Machine learning for employee self-service and agent assist
• Advanced machine learning with self-service actions
• Advanced cross-tool and cross-team workflows
• CSAT
• Access and device management
• HRIS integrations
• Single sign-on
• Advanced and team-level analytics

ENTERPRISE
Custom analytics and support tailored for your business
• Custom roles
• Location-based machine learning
• BI integrations
• Custom analytics dashboard
• International language support
• Uptime SLA
• Dedicated CSM

\$3 **\$5** **\$8**
per user, per month billed annually

Get started **Get started** **Get started**

FREE
\$0/mo
No Credit Card Required — No Risk
• Documents
• Pages Per Document
• Document Management
• Items Management
Include Fastdok Watermark

PRO
\$19/mo
• Documents
• Pages Per Document
• Document Management
• Items Management
• Without Watermark
• Priority Support

Get Started **Get Started**

€ 89.00 **€ 249.00** **€ 979.00**
ESSENTIAL **PRO** **PREMIUM**
Get a different perspective quickly! Let us brainstorm with a team
Get advanced research around the results from the brainstorming sessions.

Best choice

- One creative person brainstorms around your idea.
- Receive multiple concepts / solutions or one concrete concept with their explanation.
- 48 hours delivery
- A team of 3 creative people brainstorms around your concept
- Give us any proposal you want.
- Get multiple solutions / ideas with detailed explanation
- One week delivery
- One week delivery
- Competition report*
- Potential customer research*
- Market size valuation*
- SWOT Analysis*
- Get our brainstorming session notes.

*if possible depending on your input

Feature Comparison

	FEATURES	FREE	UNLIMITED
File Size	5MB	\$0 forever	\$5 user per month
File Storage	Unlimited	Unlimited	Unlimited
Tasks and Projects	Unlimited	Unlimited	Unlimited
Workspace Members	Unlimited	Unlimited	Unlimited
Collaborate with Guests	Unlimited	Unlimited	Unlimited
Workspace and Subspaces	Unlimited	Unlimited	Unlimited

Yearly Monthly **GET STARTED**

17 PRICING TABLES

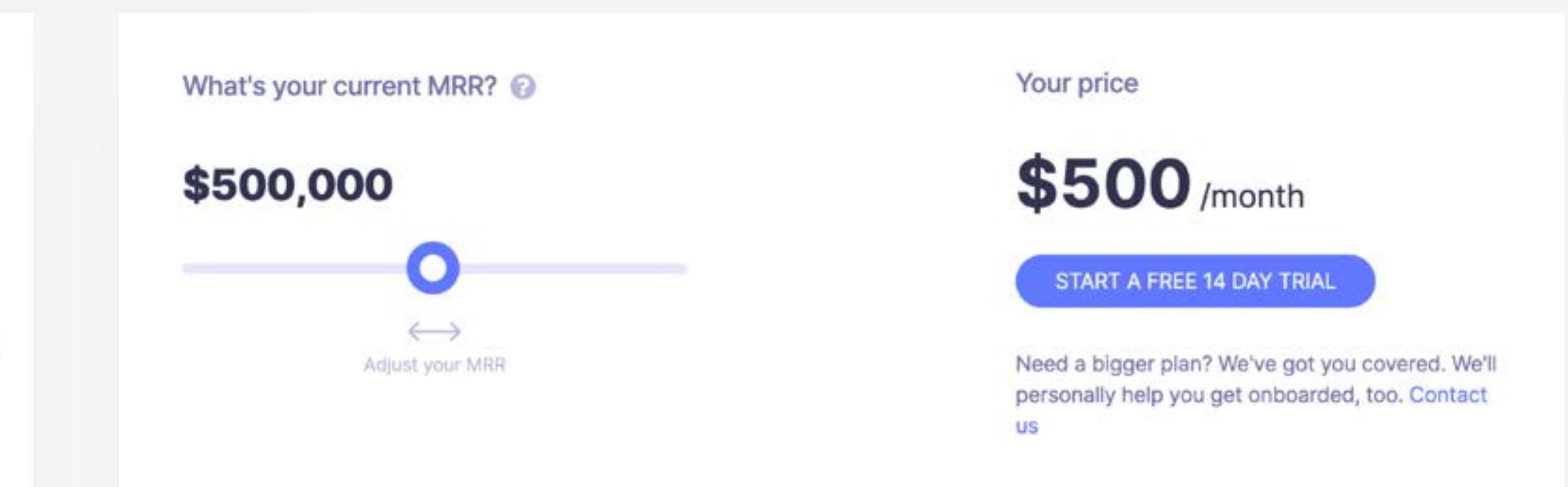
B COMPONENTS

Billing cycle	Free	Standard -20%	Plus -20%
Monthly	\$0 per user per month	\$8 per user per month	\$12 per user per month
Usage	Sign up	Sign up	Sign up
Members	✓ Unlimited	✓ Unlimited	✓ Unlimited
File upload size	✓ 10 MB	✓ Unlimited	✓ Unlimited
File upload volume	✓ 150 MB per month	✓ Unlimited	✓ Unlimited
Issues (excluding Archive)	✓ 250	✓ Unlimited	✓ Unlimited
Features			
Issues, projects and cycles	✓	✓	✓
Core integrations	✓	✓	✓
API and Webhook access	✓	✓	✓
Import and export	✓	✓	✓
Advanced history	✓	✓	✓
Admin tools	✓	✓	✓
Advanced authentication controls			
SSO	✓ G Suite	✓ G Suite + SAML	
Support			
Priority support			

Quip Starter	Quip Plus	Salesforce Anywhere avançado
Colaboração poderosa para sua equipe ou pequena empresa.	Plataforma de produtividade segura para equipes grandes e complexas.	Alertas e colaboração em tempo real no Salesforce para equipes de vendas e atendimento.
\$10 / user / month, billed annually*	\$25 / user / month, billed annually	\$100 / user / month, billed annually
Começar teste gratuito	Entrar em contato com setor de vendas	Entrar em contato com setor de vendas

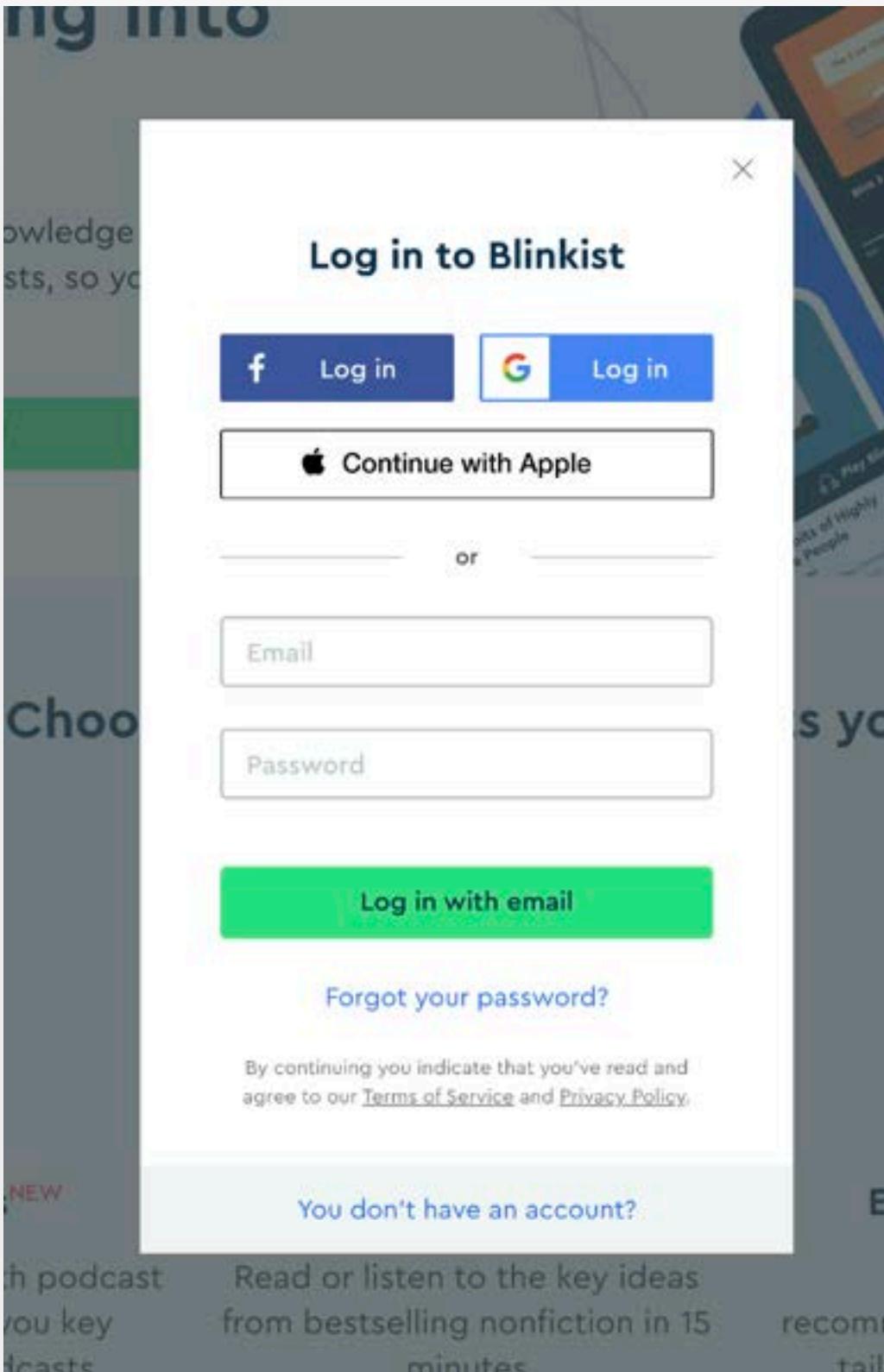
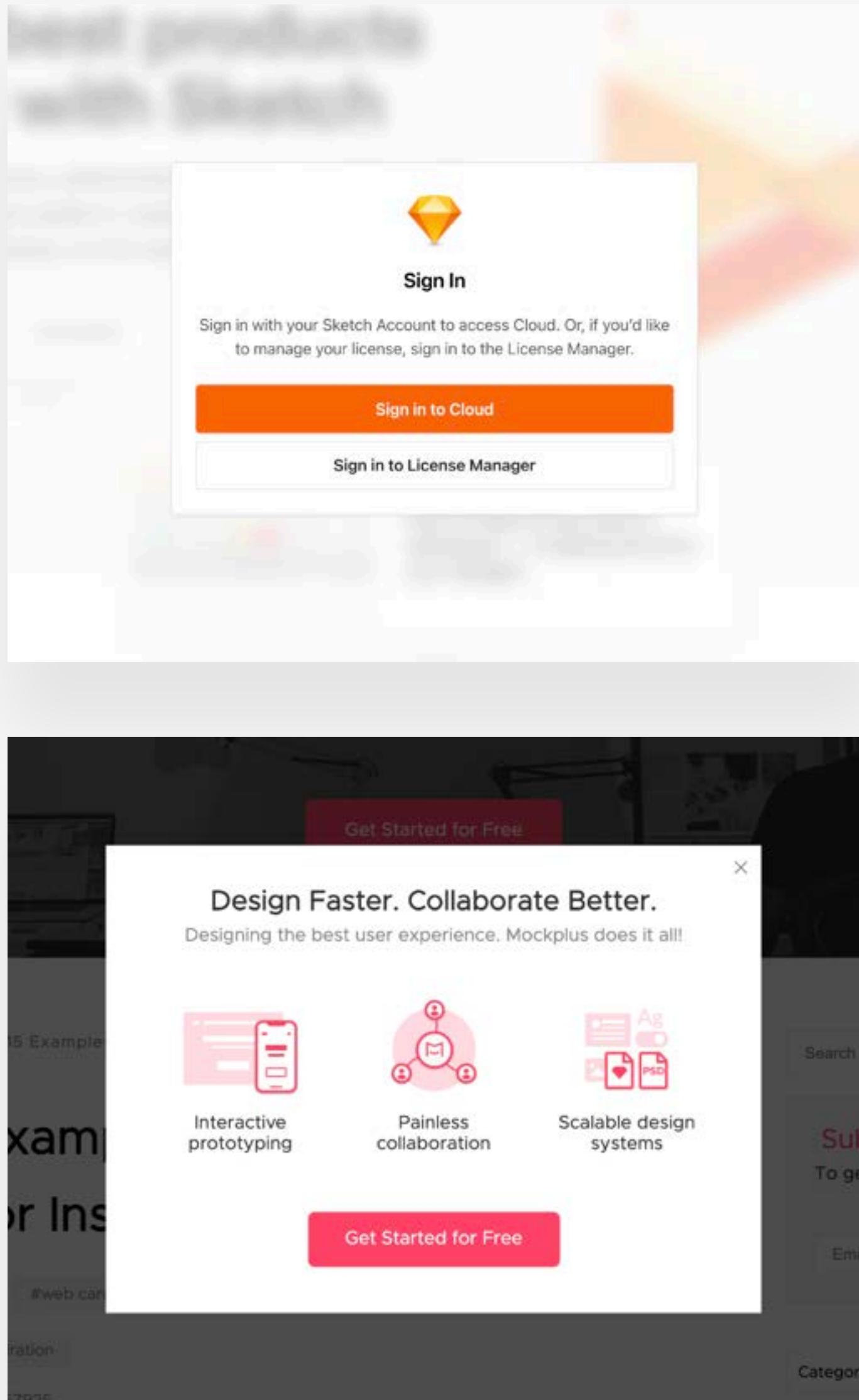
Annual – first 14 days free €4.83/month, billed annually at €57.99	Best value
After your free trial, the annual subscription is €57.99 and automatically renews each year. Terms & conditions · Cancel anytime	Try it for free

Try it free for 7 days	
The Basic Plan \$12 per user per month	The Premium Plan \$20 per user per month
Unlimited Scheduling Links Unlimited Calendars Unlimited Events	Everything in Basic, plus: Removable SavvyCal branding on scheduling links



18 MODAL WINDOWS

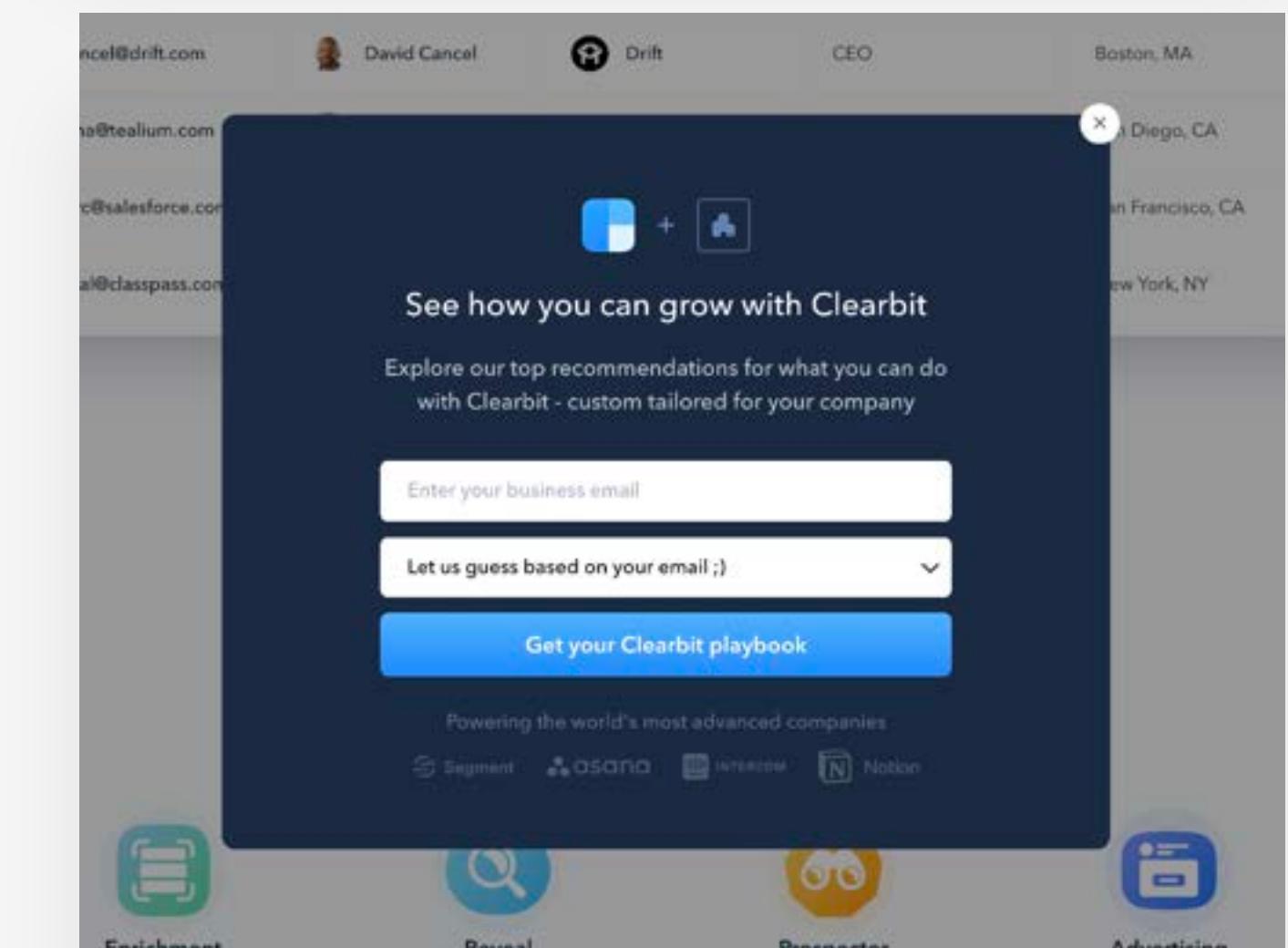
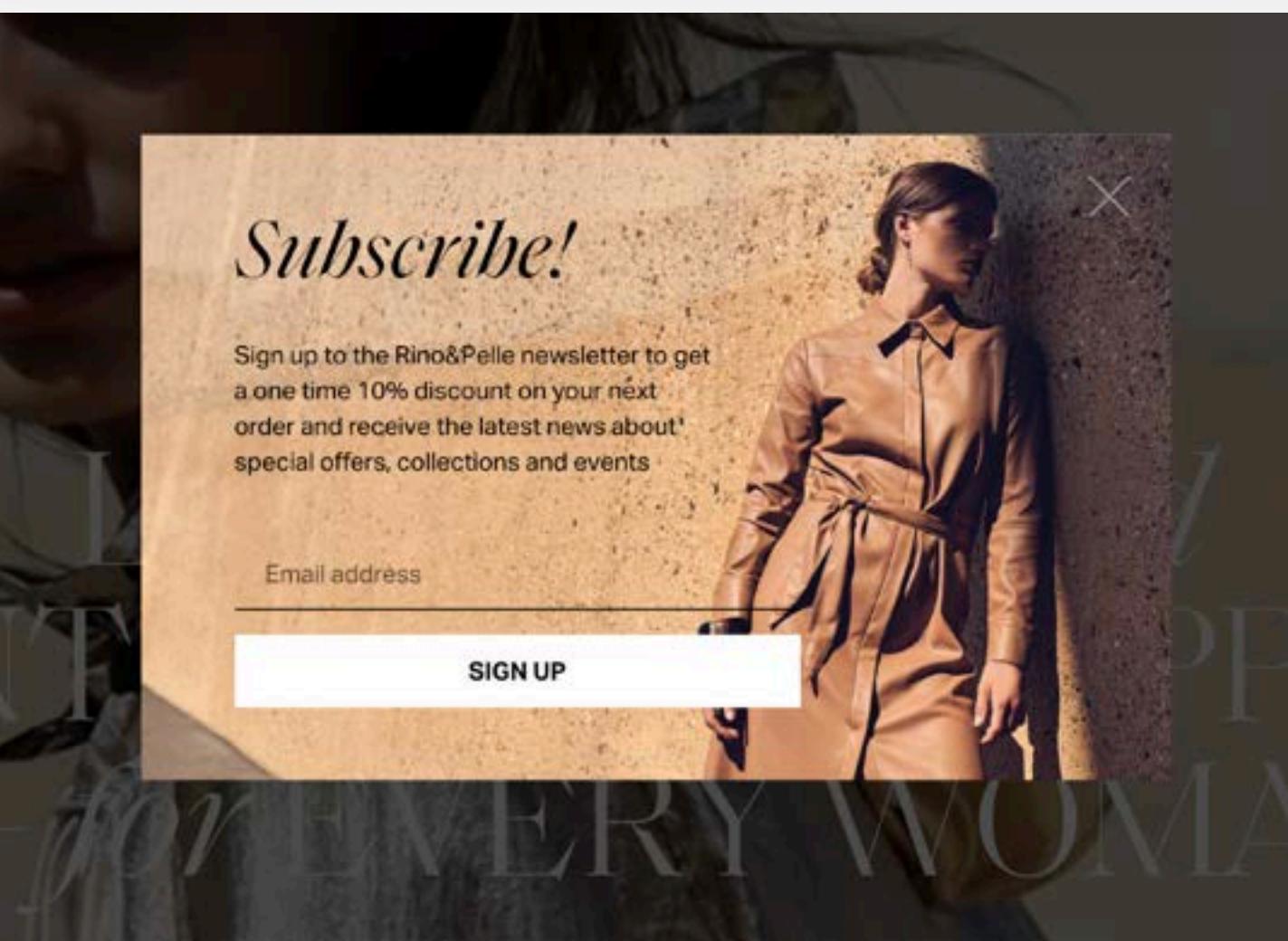
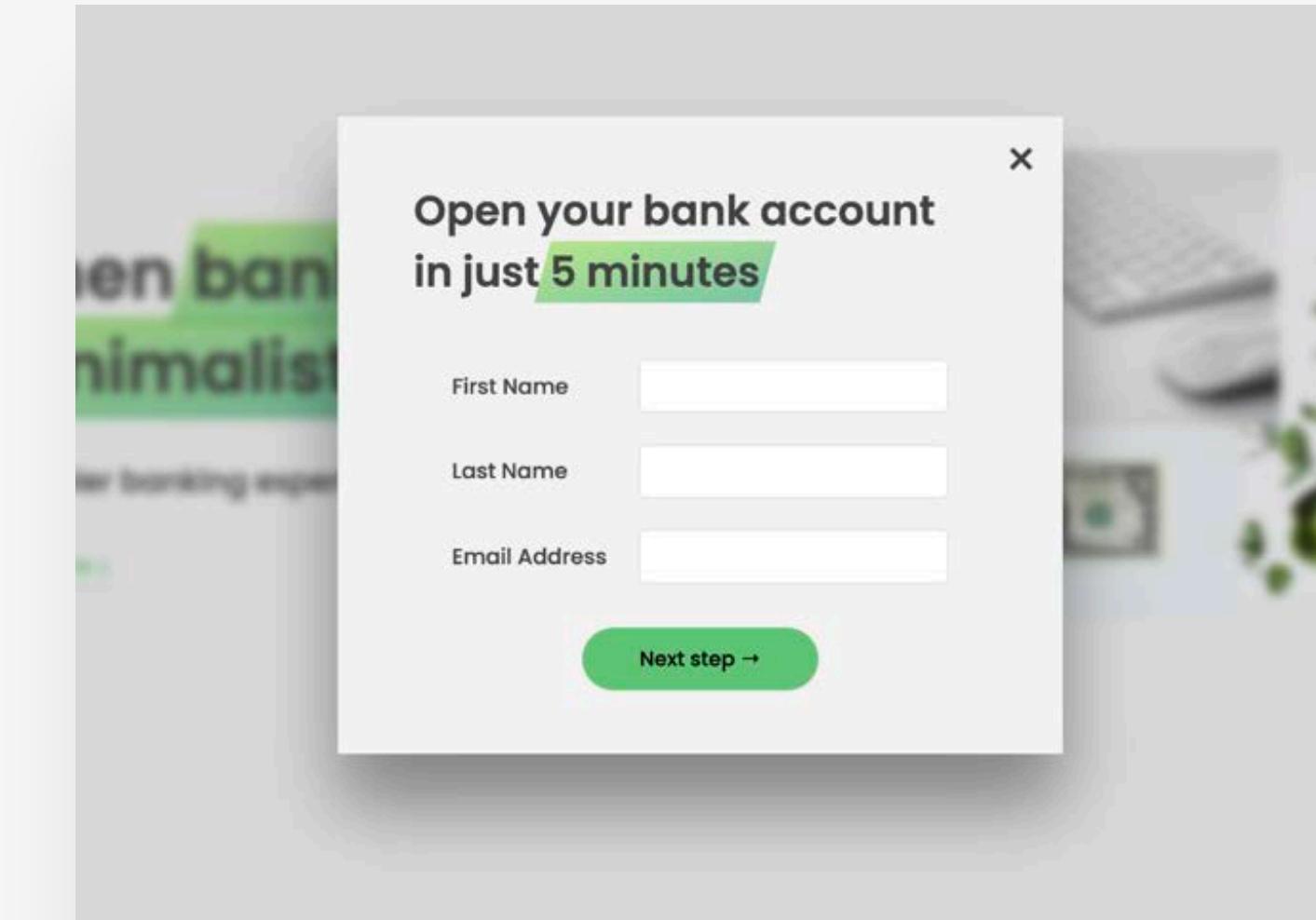
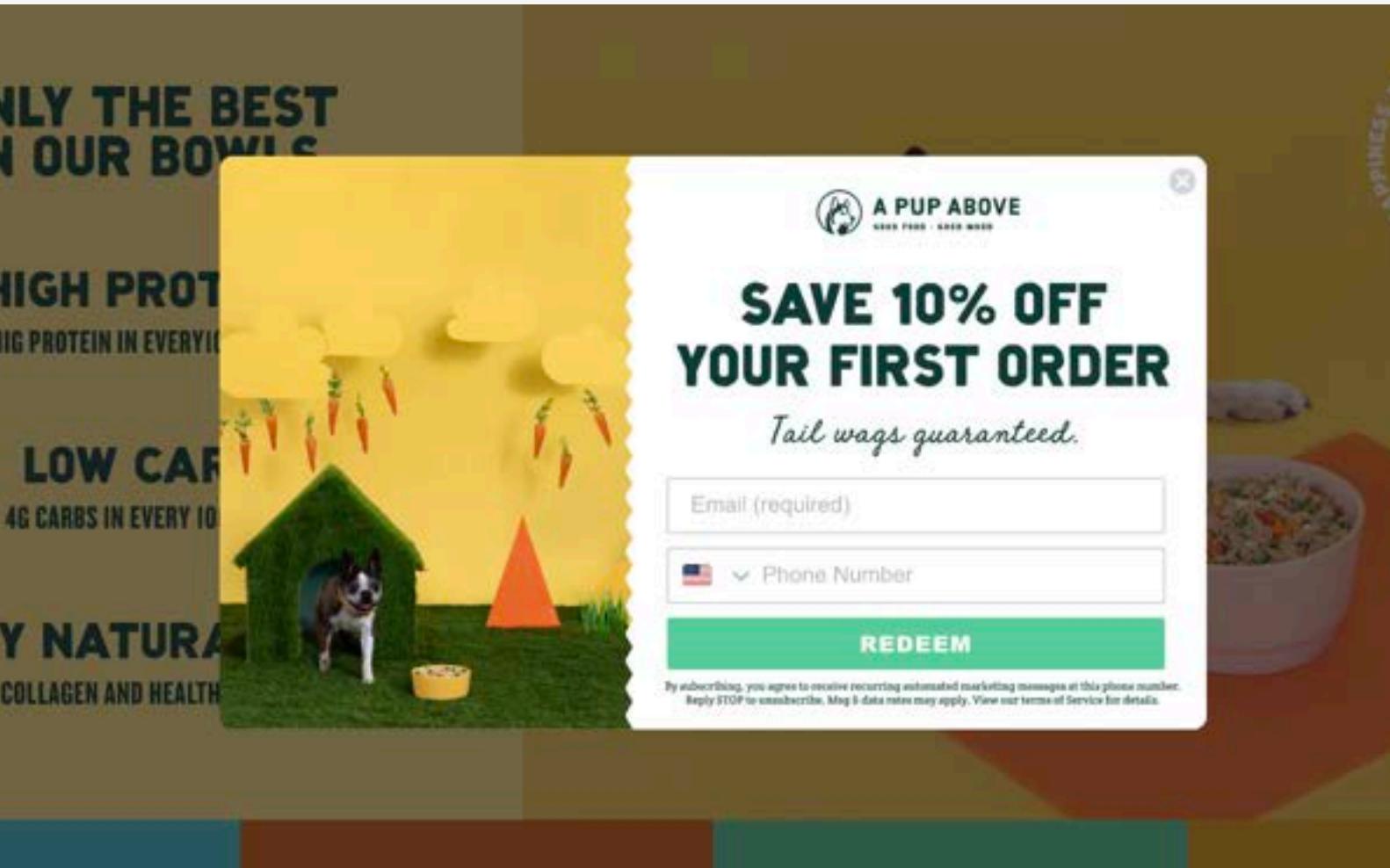
B COMPONENTS

A screenshot of the Monzo website showing a comparison modal titled "Compare all features". The modal lists various account features across three tiers: Monzo, Plus, and Premium. A table provides a detailed comparison:

Feature	Monzo	Plus	Premium
A UK current account	✓	✓	✓
Your money is protected by the FSCS	✓	✓	✓
Get paid early	✓	✓	✓
Salary Sorter	✓	✓	✓
Fee-free UK bank transfers	✓	✓	✓
Pots for separating money	✓	✓	✓
Award-winning support	✓	✓	✓
Instant notifications	✓	✓	✓
Apple Pay and Google Pay	✓	✓	✓
Spending categories	✓	✓	✓
Fee-free withdrawals abroad	£200	£400	£600
Other accounts, in	✓	✓	✓

18 MODAL WINDOWS

B COMPONENTS





BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION

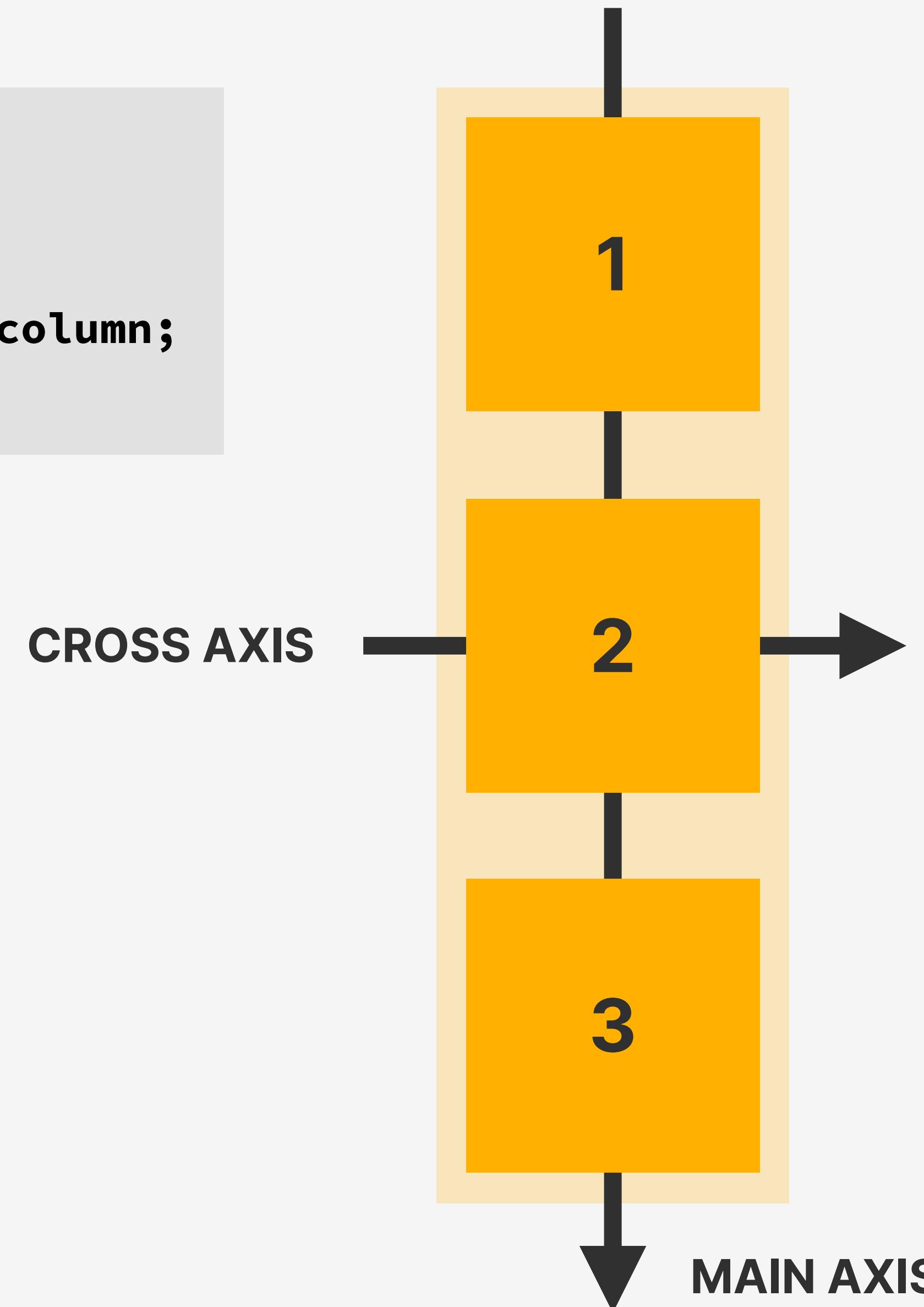
COMPONENTS AND LAYOUT
PATTERNS

LECTURE

BUILDING AN ACCORDION
COMPONENT - PART 2

SWITCHING FLEX-DIRECTION TO COLUMN

```
.accordion {  
  display: flex;  
  gap: 24px;  
  flex-direction: column;  
}
```



**WITH FLEX-DIRECTION SET
TO COLUMN:**

- 👉 align-items aligns items **horizontally**, no longer vertically
- 👉 justify-content aligns items **vertically**, no longer horizontally
- 👉 gap acts like **margin-bottom**, no longer like margin-right



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

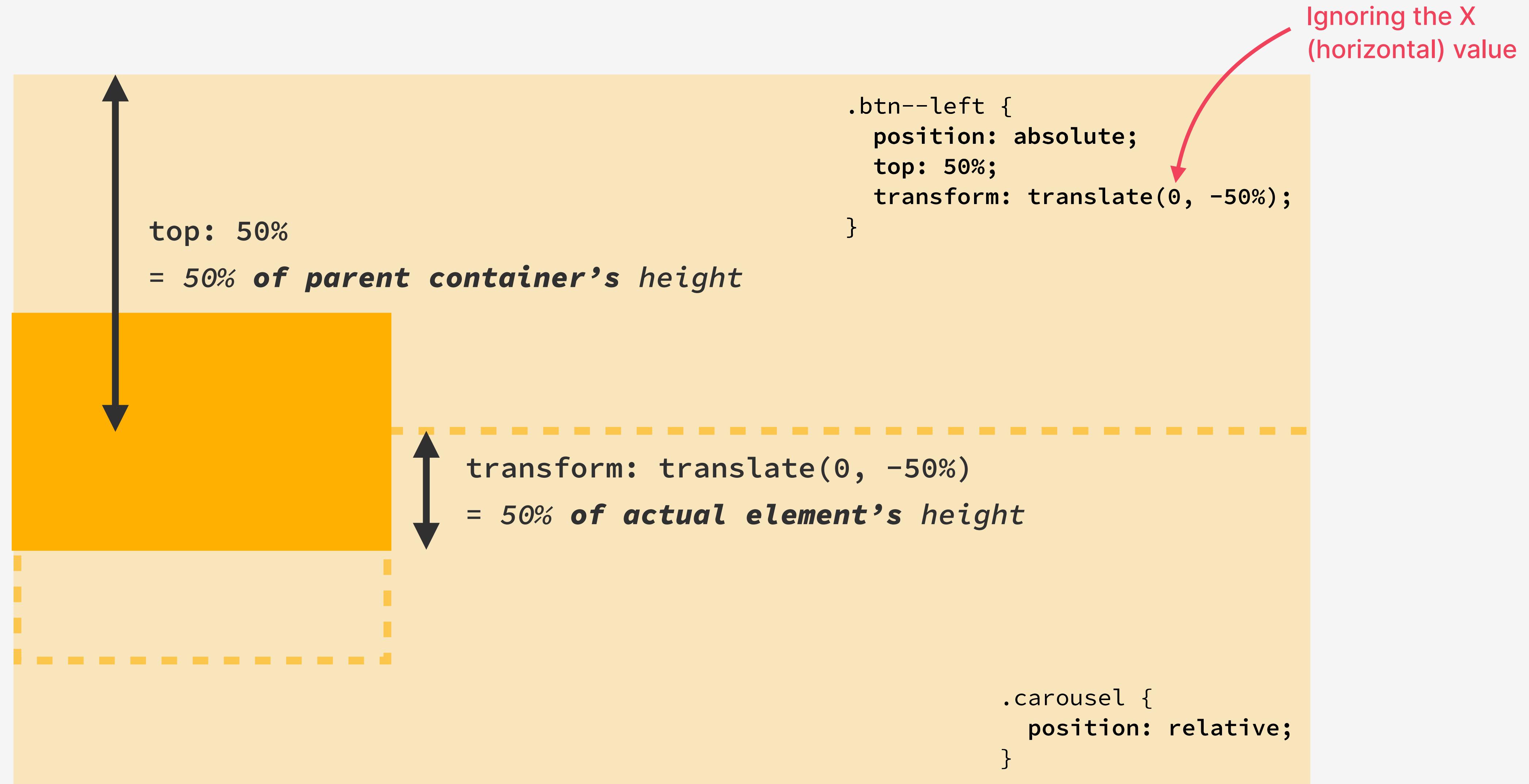
SECTION

COMPONENTS AND LAYOUT
PATTERNS

LECTURE

BUILDING A CAROUSEL
COMPONENT - PART 2

VERTICAL CENTERING WITH ABSOLUTE POSITION AND TRANSFORM





BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION

BUILDING BEAUTIFUL
COMPONENTS

LECTURE

WEB DESIGN RULES #10 - PART 2:
LAYOUT PATTERNS

GALLERY INDEX: ELEMENTS, SECTIONS, PATTERNS

A ELEMENTS

1. Text
2. Buttons
3. Images
4. Input elements
5. Tags

B COMPONENTS

1. Breadcrumbs
2. Pagination
3. Alert and status bars
4. Statistics
5. Gallery
6. Feature box
7. Preview and profile cards
8. Accordion
9. Tabs
10. Carousel
11. Customer testimonials
12. Customer logos
13. Featured-in logos
14. Steps
15. Forms
16. Tables
17. Pricing tables
18. Modal windows

This lecture

C SECTION COMPONENTS

1. Navigation
2. Hero section
3. Footer
4. Call-to-action section
5. Feature row

D LAYOUT PATTERNS

1. Row of boxes or cards
2. Grid of boxes or cards
3. Z-pattern
4. F-Pattern
5. Single-column
6. Sidebar
7. Multi-column/magazine
8. Asymmetry/Experimental

01 NAVIGATION

C SECTION COMPONENTS

secureframe

Products ▾ Why Secureframe For Auditors Blog Company ▾ Sign In Request a Demo

SOC 2
ISO 27001
Integrations

Streamline your security compliance

Secureframe helps organizations get SOC 2 and ISO 27001 compliant the smart way

Porsche

Modelle | Fahrzeugsuche | Online kaufen | Motorsport & Events | Service & Zubehör | Unternehmen

Händlersuche (PLZ) ▾
Suchbegriff eingeben

Car Configurator ▾

Motorsport
Porsche Experience
Porsche Drive
Porsche Clubs
Porsche Tennis Grand Prix
Porsche Golf
Porsche Partner Forum
Sportscar Together Day

Beratung & Services +

abyssale

Product ▾ Pricing Integrations Company ▾ Sign In Try for free

Automate banner production in minutes

Gain hours of work on banner creation.
Abyssale gives you the freedom to generate social & advertising banners online in minutes.

Blog & newsroom
Help center
Changelog
About us

or your money back.
Try it free for 100 nights

Get started now

nomads

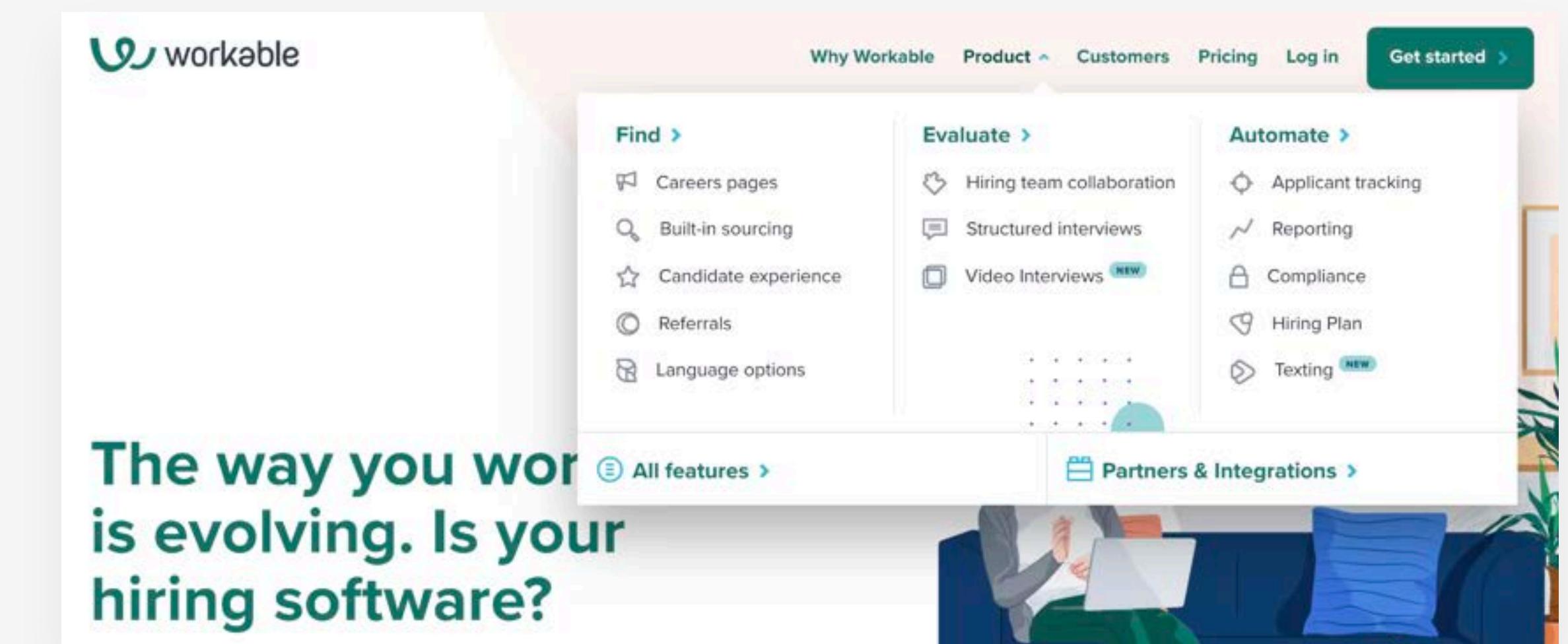
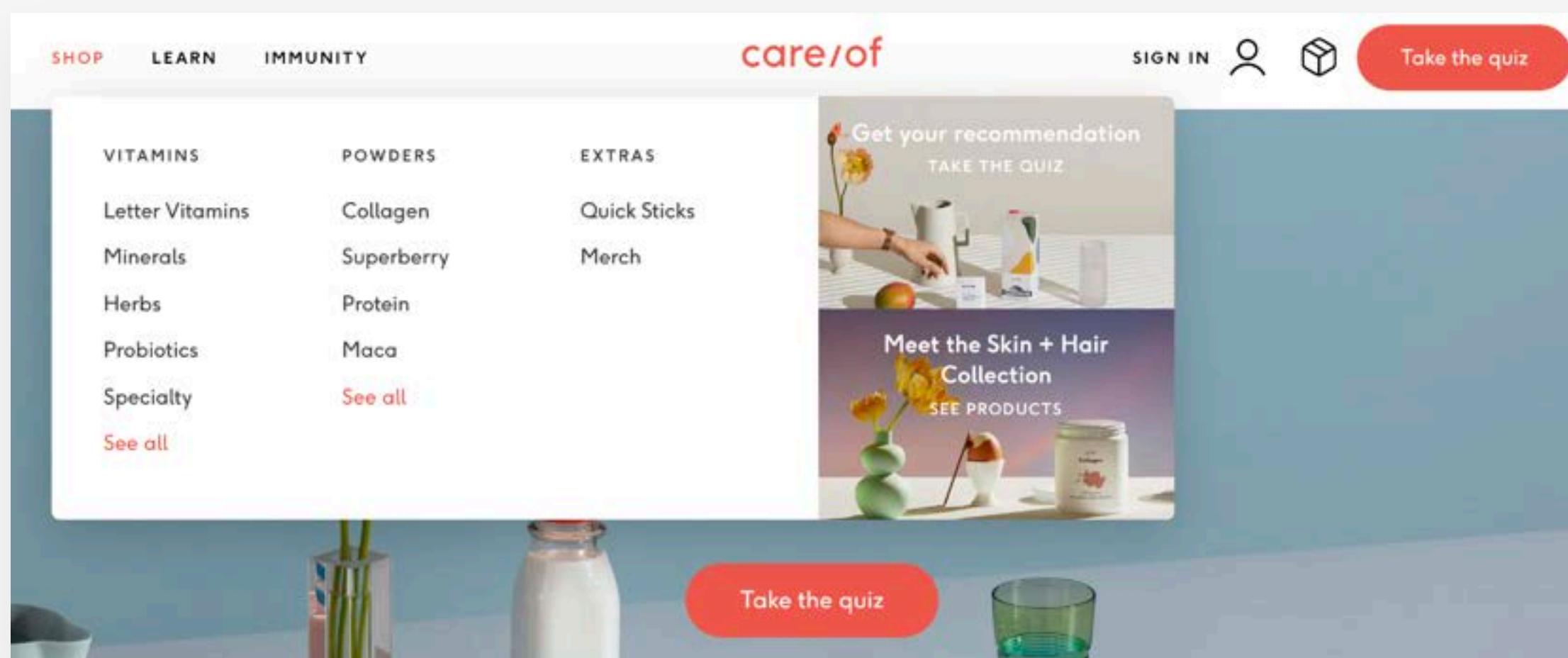
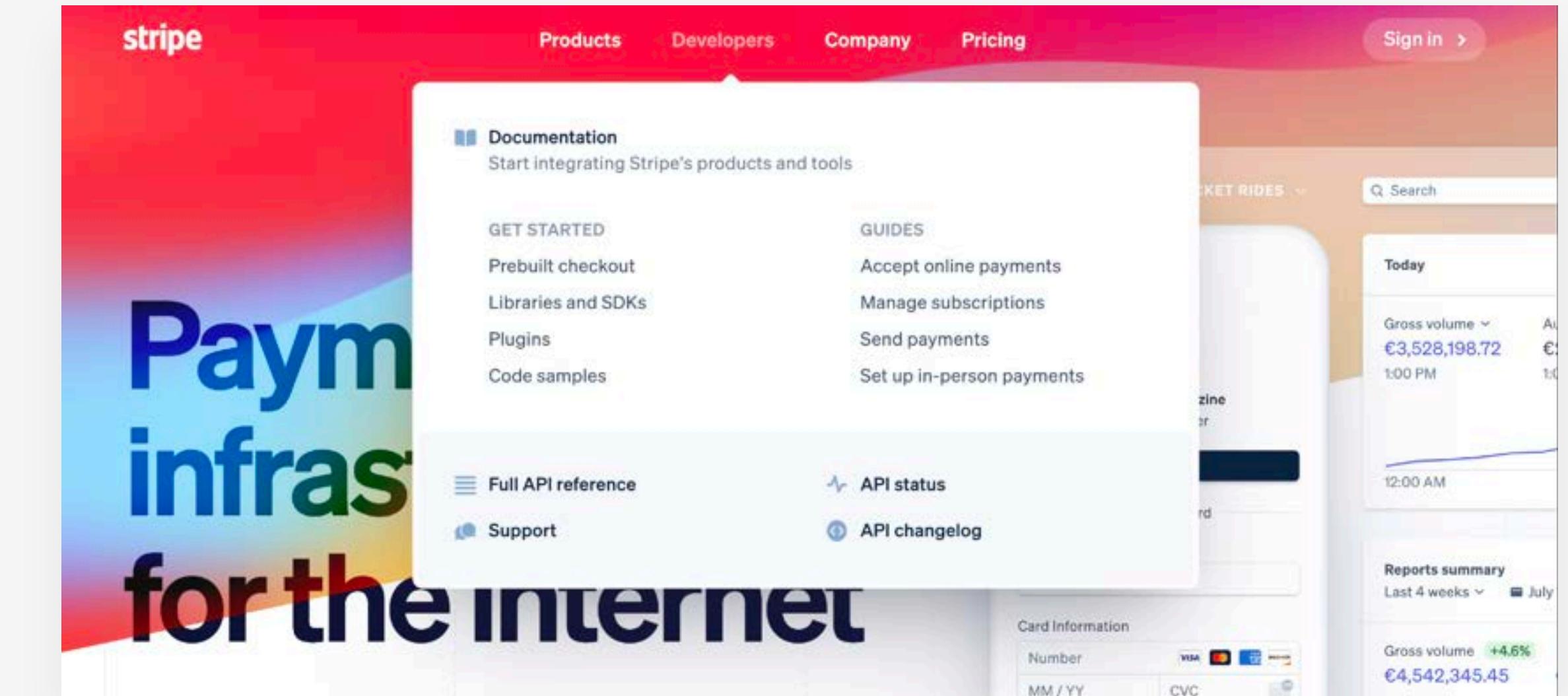
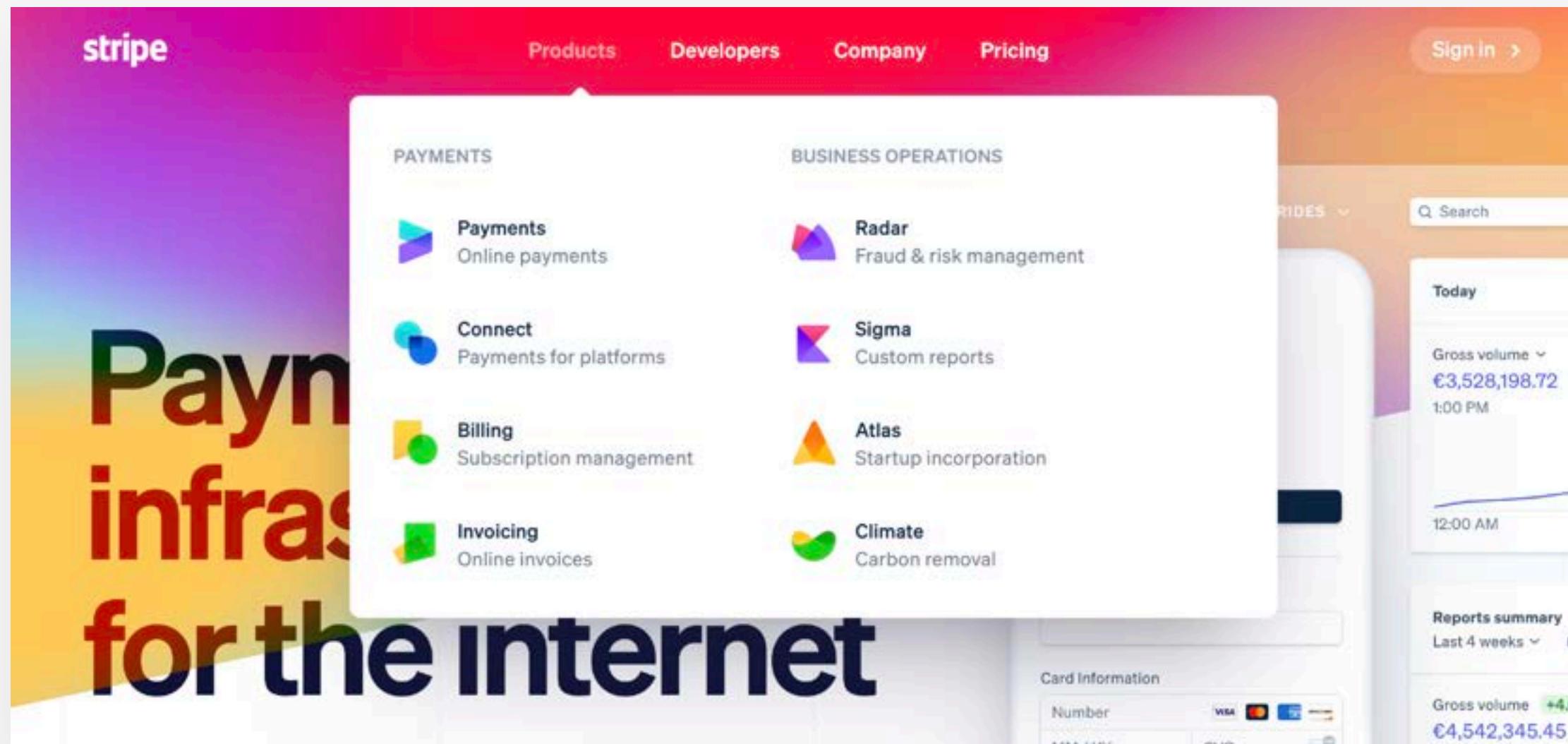
For Companies | For Engineers | Events | Resources | Remote Jobs | Blog | Create account

Talent success stories
Remote work productivity tips
Remote tools

Find a full-time remote job in a tech company

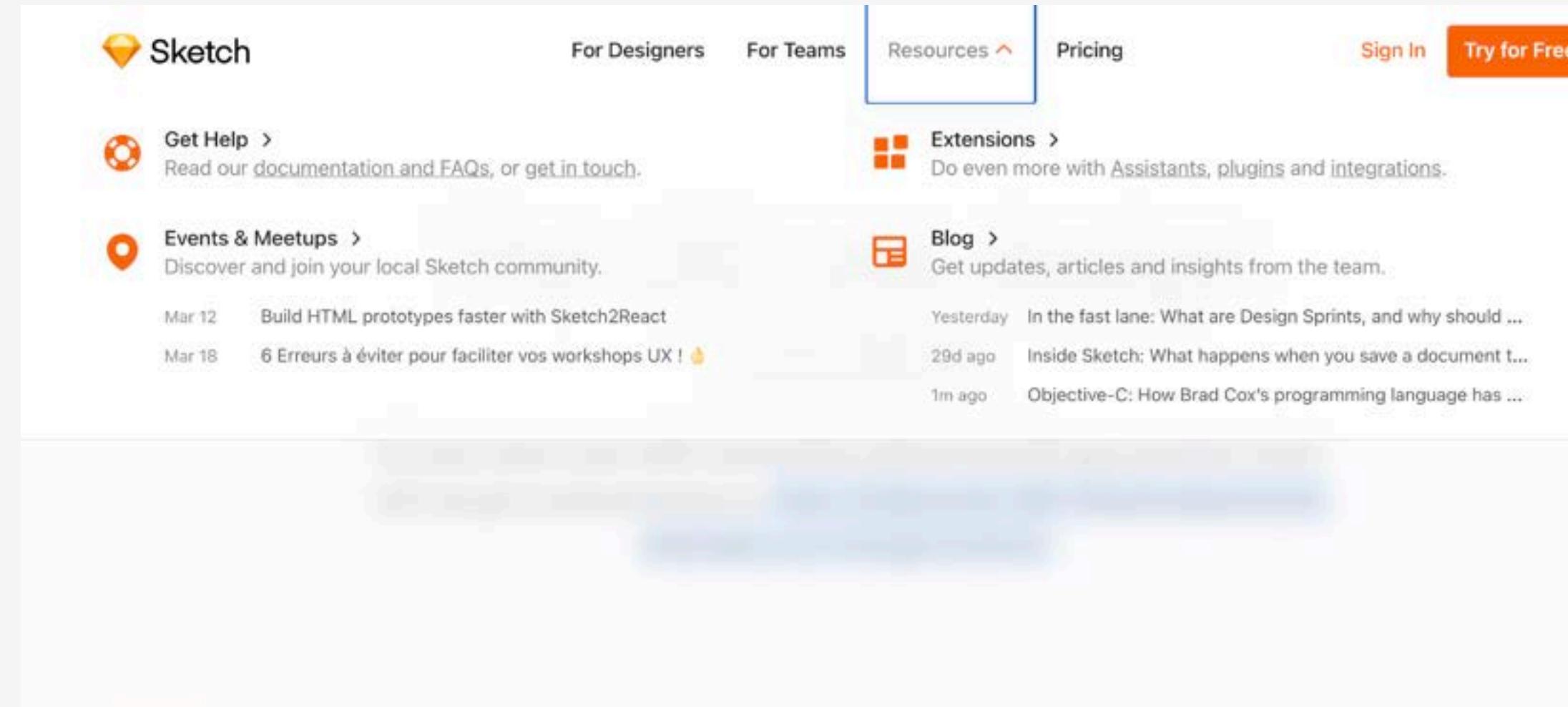
01 NAVIGATION

C SECTION COMPONENTS

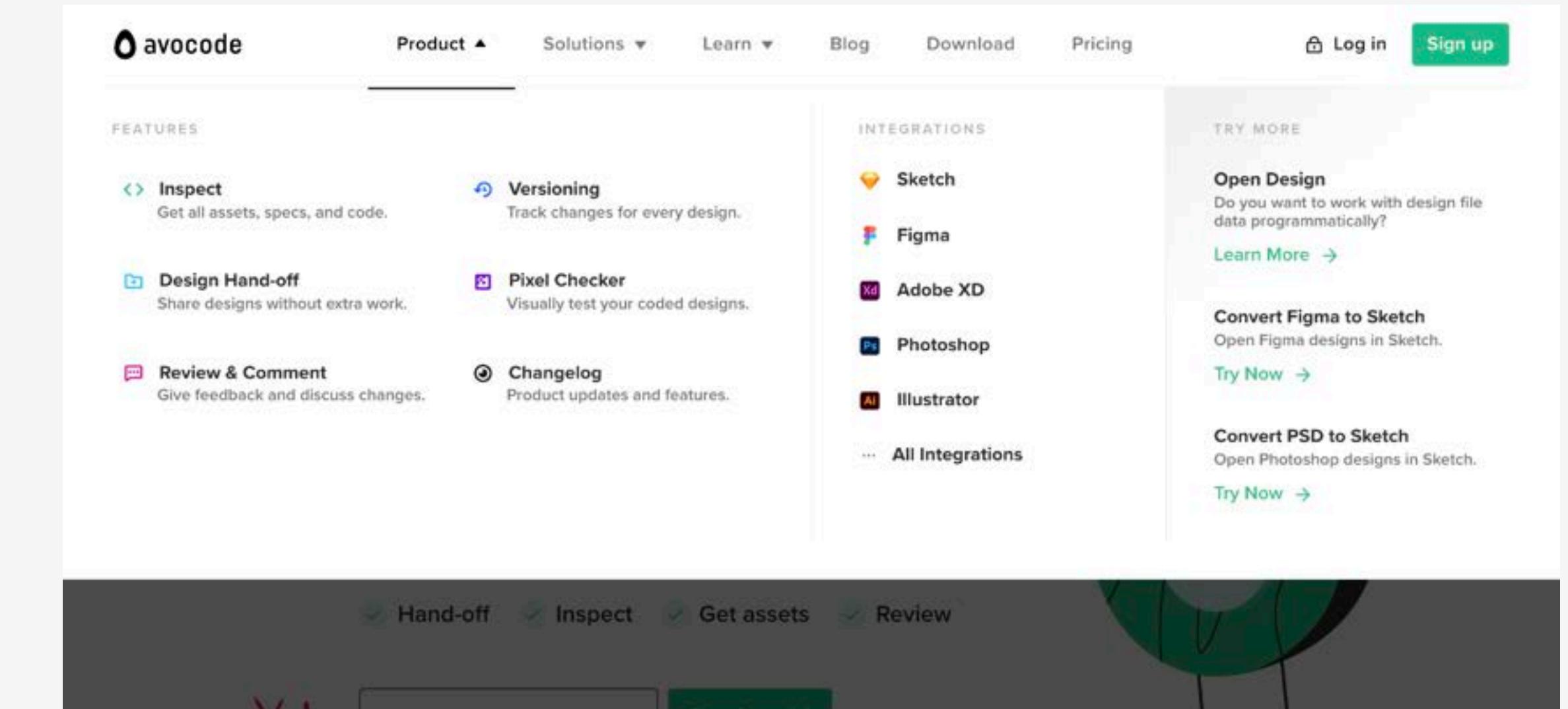


01 NAVIGATION

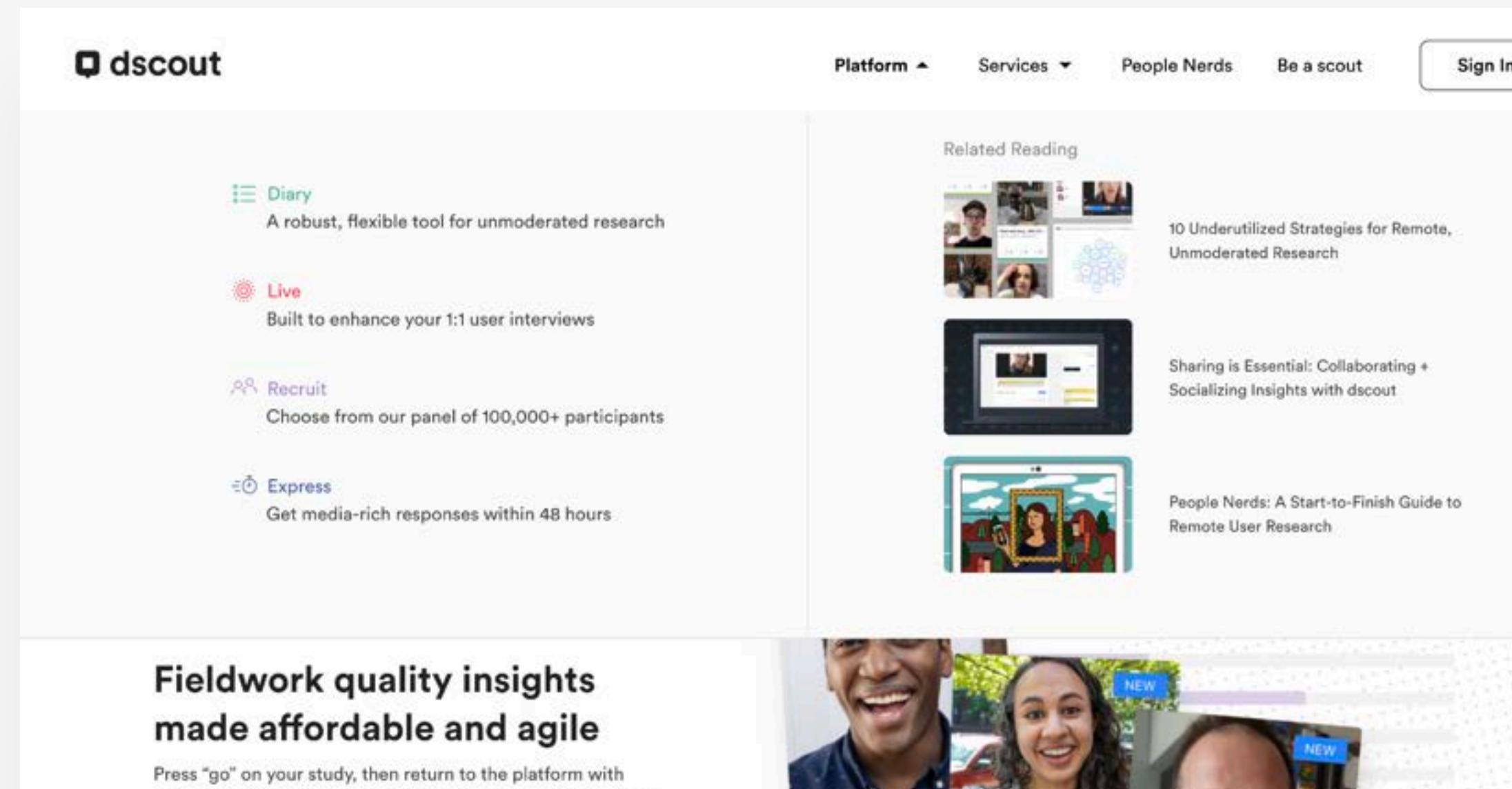
C SECTION COMPONENTS



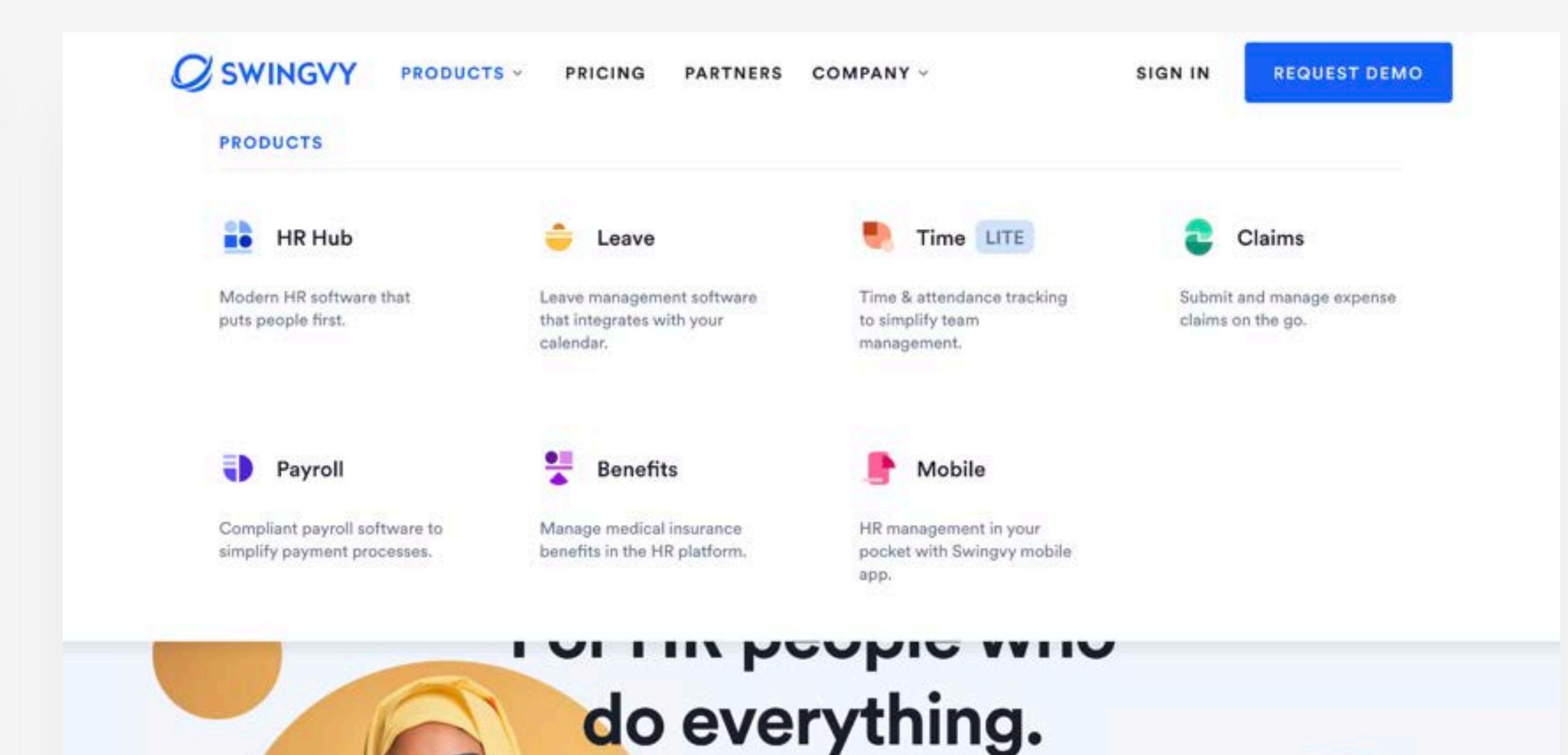
The Sketch website features a top navigation bar with links for "For Designers", "For Teams", "Resources", "Pricing", "Sign In", and "Try for Free". The "Resources" link is currently active, highlighted with a blue border. Below the navigation, there are sections for "Get Help", "Events & Meetups", and a "Blog" feed with recent posts.



The avocode website has a top navigation bar with links for "Product", "Solutions", "Learn", "Blog", "Download", and "Pricing". On the right side, there are "Log in" and "Sign up" buttons. The main content area includes sections for "FEATURES" (Inspect, Versioning, Design Hand-off, Pixel Checker, Review & Comment, Changelog) and "INTEGRATIONS" (Sketch, Figma, Adobe XD, Photoshop, Illustrator, All Integrations). A sidebar on the right contains links for "TRY MORE" (Open Design, Convert Figma to Sketch, Convert PSD to Sketch), "Learn More", and "Try Now" buttons.



The dscout website has a top navigation bar with links for "Platform", "Services", "People Nerds", "Be a scout", and "Sign In". The "Services" link is active. The main content area features sections for "Diary", "Live", "Recruit", and "Express", each with a brief description and thumbnail. A "Related Reading" section follows, featuring articles like "10 Underutilized Strategies for Remote, Unmoderated Research" and "Sharing is Essential: Collaborating + Socializing Insights with ds cout". A large banner at the bottom promotes "Fieldwork quality insights made affordable and agile".



The SWINGVY website has a top navigation bar with links for "PRODUCTS", "PRICING", "PARTNERS", "COMPANY", "SIGN IN", and a "REQUEST DEMO" button. The "PRODUCTS" link is active. The main content area displays six product cards: "HR Hub", "Leave", "Time LITE", "Claims", "Payroll", "Benefits", and "Mobile". A large banner at the bottom features the tagline "FOR THE PEOPLE WHO DO EVERYTHING."

01 NAVIGATION

C SECTION COMPONENTS

PandaDoc

Why PandaDoc? Solutions Pricing Resources Integrations Log in Start free 14-day trial

BY ROLE

For Sales Teams
Keep deals moving and close more deals.

For Marketing
Create on-brand documents with pre-approved content

For Revenue Operations
Improve workflow and streamline processes

For Customer Success
Protect, retain and grow revenue

BY INDUSTRY

Construction

Education

Financial Services

Healthcare

Manufacturing

Professional Services

Software & Technology

All industries >

BY USE CASE

Proposals
Simplify the proposal process from start to finish

Quotes
Generate interactive, error-free quotes in seconds

Contracts
Pre-approved templates make contract generation a breeze

eSignatures
Reduce the length of your sales cycle with eSignatures

Forms
Collect information using self-service forms

All use cases >

PandaDoc

Why PandaDoc? Solutions Pricing Resources Integrations Log in Start free 14-day trial

Product Tour

Speed

Experience

Insights

Workflow

SQUARESPACE

PRODUCTS TEMPLATES RESOURCES LOG IN GET STARTED

Squarespace Blog
Stories and solutions for the modern entrepreneur

Help Guides
In-depth guides about the platform, our services, and how to get started

Webinars
Free, online sessions where you'll learn the basics and refine your Squarespace skills

Forum
Squarespace Forum is an online community for Squarespace users and professionals to discuss best practices and seek advice

Capsule

Features Pricing Integrations Solutions Blog Support Log in Try free

Overview >
Everything you need to know about Capsule and how each feature will benefit your business.

Contact Management

Tasks & Calendar

Sales Pipeline

Sales Analytics

Security & Permissions

Capsule for Mobile

Teams

01 NAVIGATION

C SECTION COMPONENTS

Get 3% Daily Cash back with Apple Card. And pay for your new iPhone over 24 months, interest-free when you choose Apple Card Monthly Installments.* [Learn more >](#)

iPhone 12 and iPhone 12 mini
Blast past fast.

From \$29.12/mo. or \$699 before trade-in¹

[Buy](#)

[VIEW SITEMAP >](#)

[See all Day Tours](#)

[LEARN MORE ABOUT WHO WE ARE](#)

[The essentials](#)

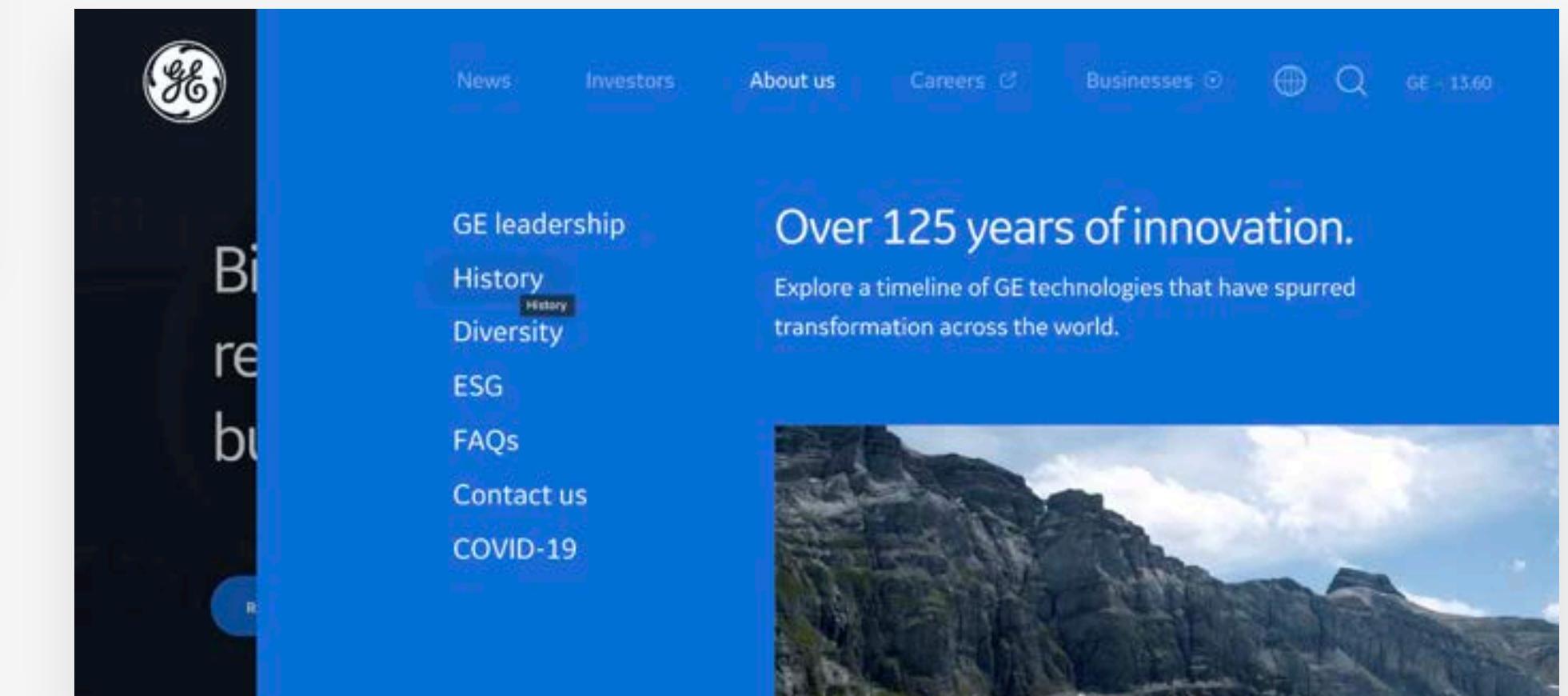
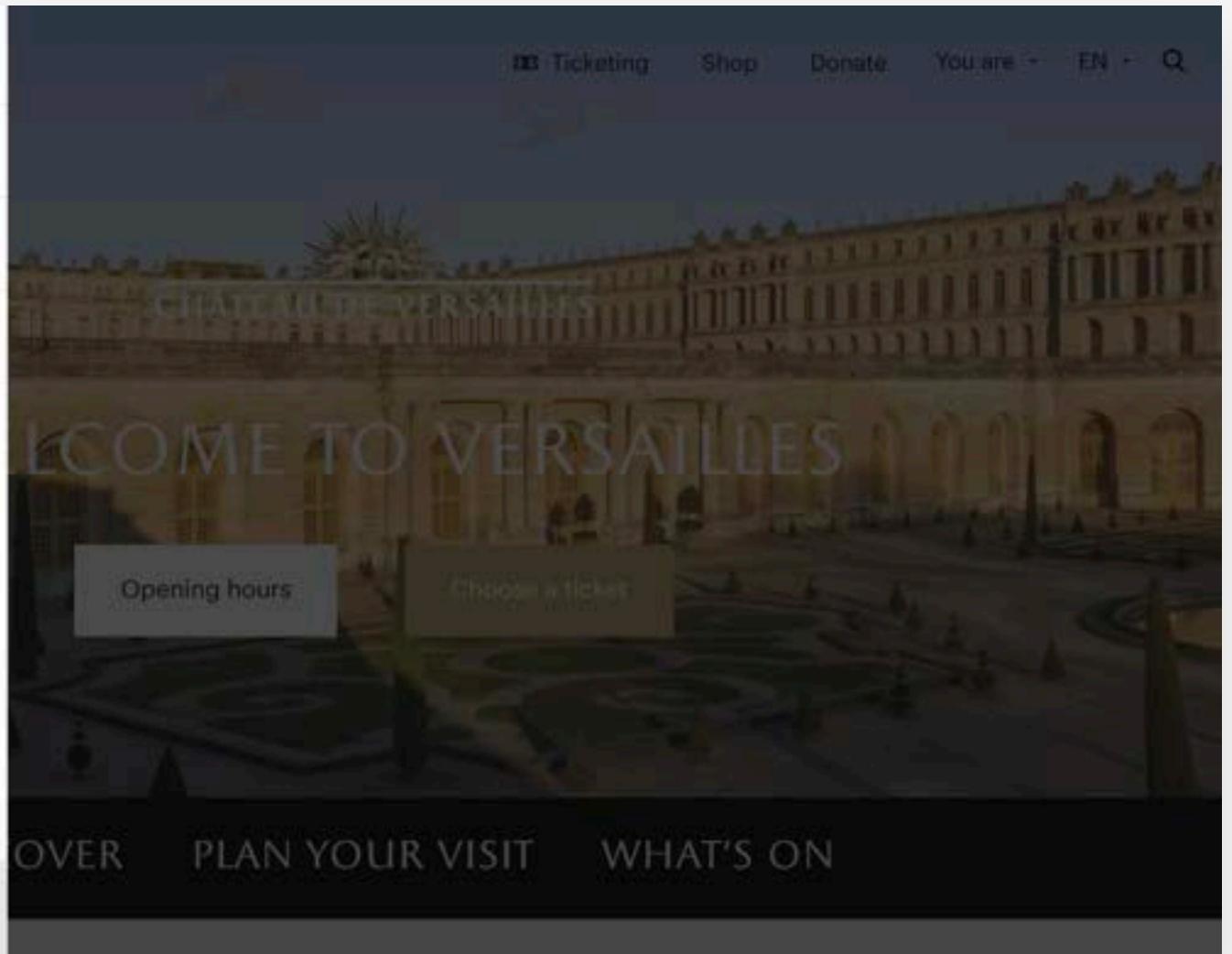
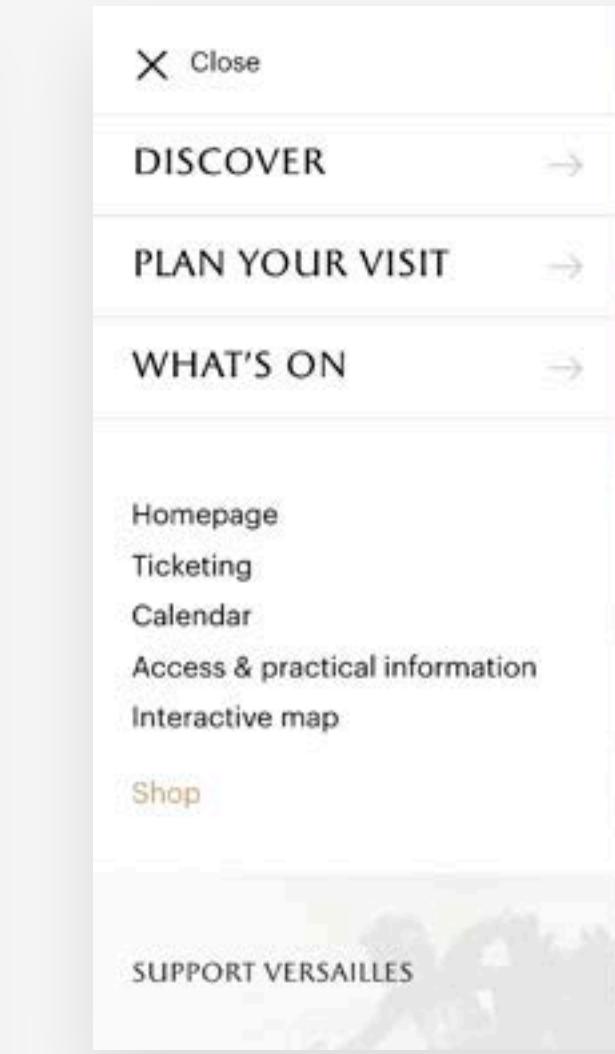
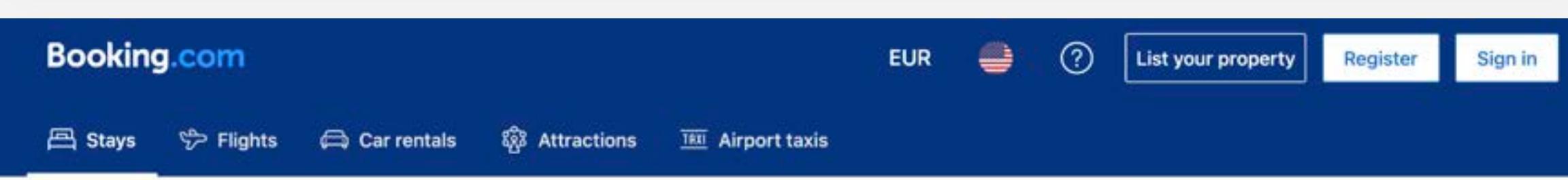
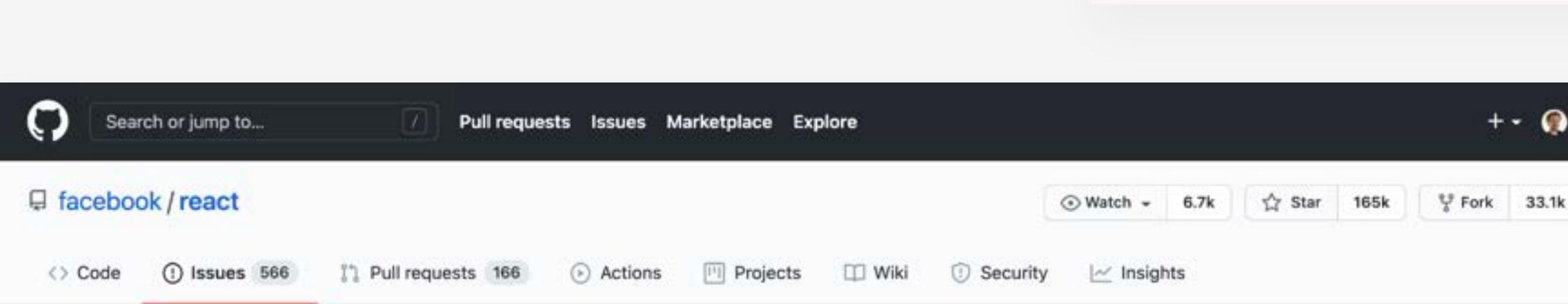
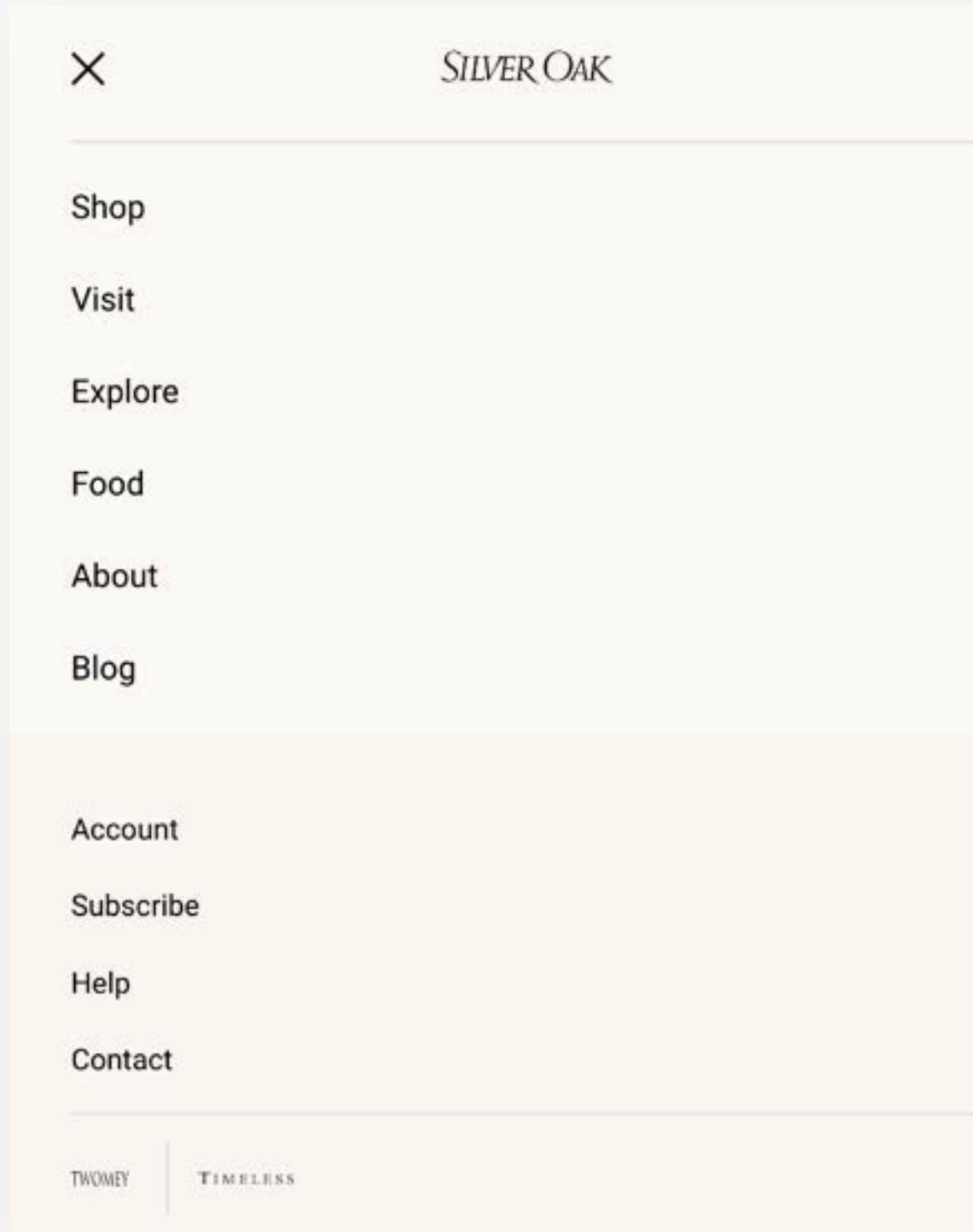
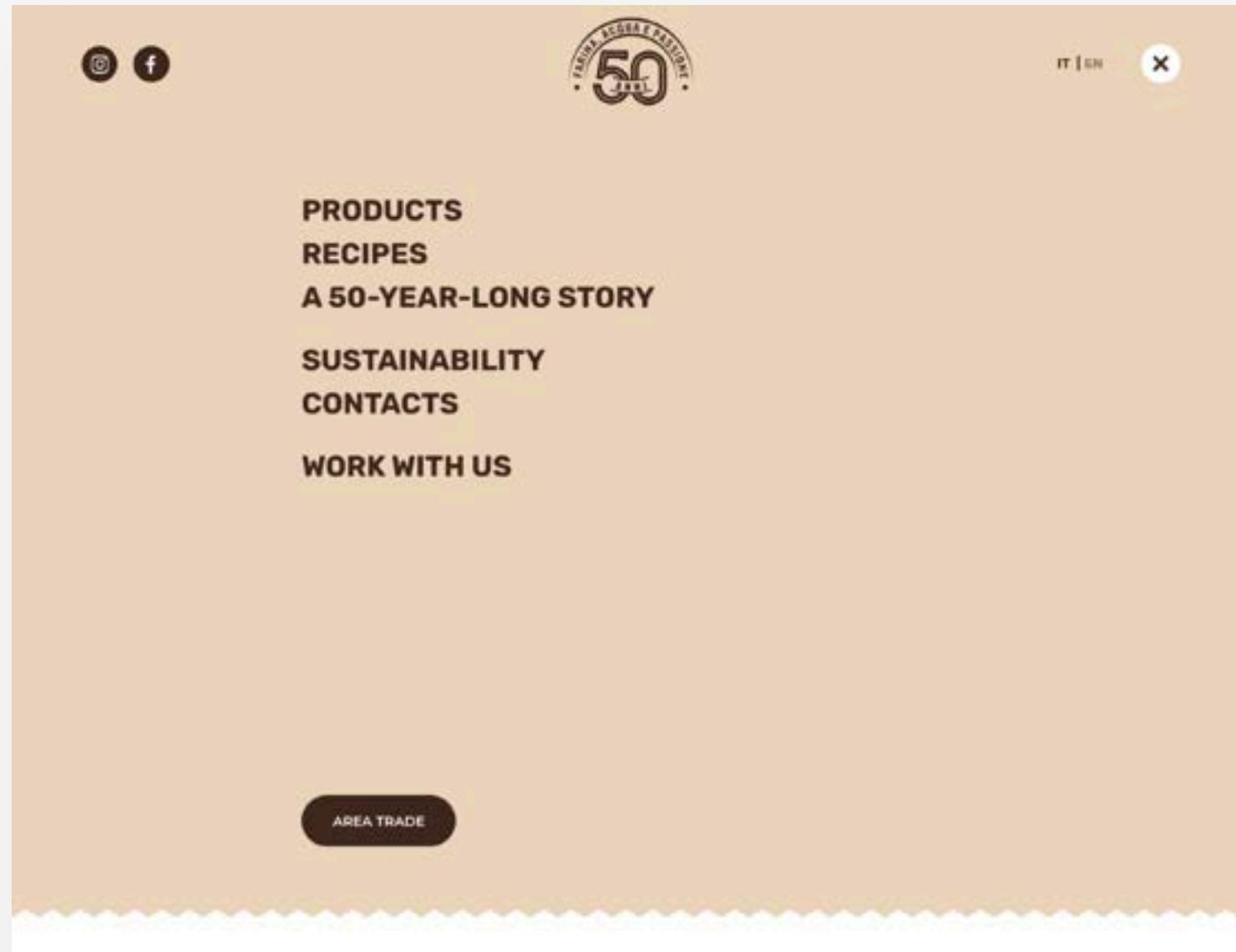
- Top products & platforms
- Industries
- Artificial intelligence
- Automation
- Blockchain
- Business operations
- Cloud computing
- Data & Analytics

Explore the IBM hybrid cloud and AI solutions you need to modernize your business

Hybrid cloud
Artificial intelligence

01 NAVIGATION

C SECTION COMPONENTS



OVERLAYS

01 NAVIGATION

C SECTION COMPONENTS

The Sketch website features a top navigation bar with links for 'For Designers', 'For Teams', 'Resources', 'Pricing', 'Sign In', and a prominent 'Try for Free' button. Below the main heading 'The ultimate design toolkit', there's a list of numbered steps: '01 The Basics', '02 Design-focused', '03 Components & Design Systems', '04 Prototyping & Collaboration', '05 Native to macOS', '06 Extensions', and '07 Get started'. A red box highlights the 'Get started' button.

The Zendesk website has a top navigation bar with 'Products', 'Pricing', 'Solutions', 'Demo', 'Services' (which is underlined), and 'Resources'. A 'Get started' button is also present. The main section features a smiling woman with the text 'Our people are your people'. Below this, a 'Download the guide' button is shown, followed by a horizontal menu with 'Overview', 'Professional Services', 'Training', and 'Customer Service'. A red box highlights the 'Customer Service' link.

The Bluewave website includes a top navigation bar with 'SOLUTIONS', 'COMPANY', 'RESOURCES', and a 'Log In' button. On the left, there's a sidebar with 'Community Solar' and 'Solar Development' sections. The main content area features a large image of a child being held up and the text 'Share in something good'. A red box highlights the 'Community Solar' section.

The Shopify website has a top navigation bar with 'Start', 'Sell', 'Market', 'Manage', 'Pricing', 'Learn', 'Log in', and a 'Start free trial' button. Below this is a secondary navigation bar with 'Shopify Online store', 'Overview' (which is underlined), 'Features', 'Examples', and 'Themes'. A red box highlights the 'Overview' link.

SECONDARY NAVIGATION

02 HERO SECTION

C SECTION COMPONENTS

 CleanShot X

Changelog License Manager FAQ Contact us Log in to Cloud Buy now

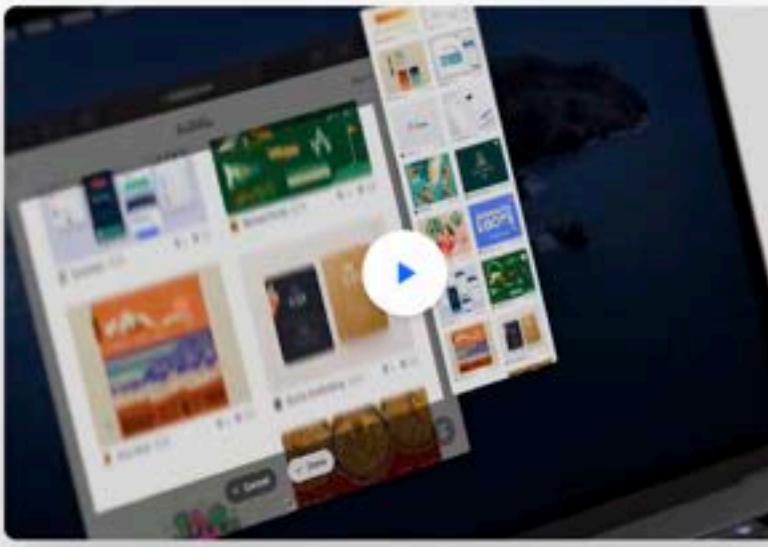
Apple M1 & macOS Big Sur ready!

Capture your Mac's screen like a pro.

[Buy now](#) [▶ How it works](#)

[30-Day Money-Back Guarantee >](#)

 CleanShot is a super powerful replacement for the macOS tool. It works exactly how I need it to.
Daniel Zarick, Arrows.to



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Easily unsubscribe from unwanted emails

See all of your newsletters in one place and unsubscribe from them with a single click.

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Black Friday Cact... One day only. 80% off your next cactus! [marketing@cactus.com](#) Subscribed

Try me! 

Featured in lifehacker PSTMPLY makermag

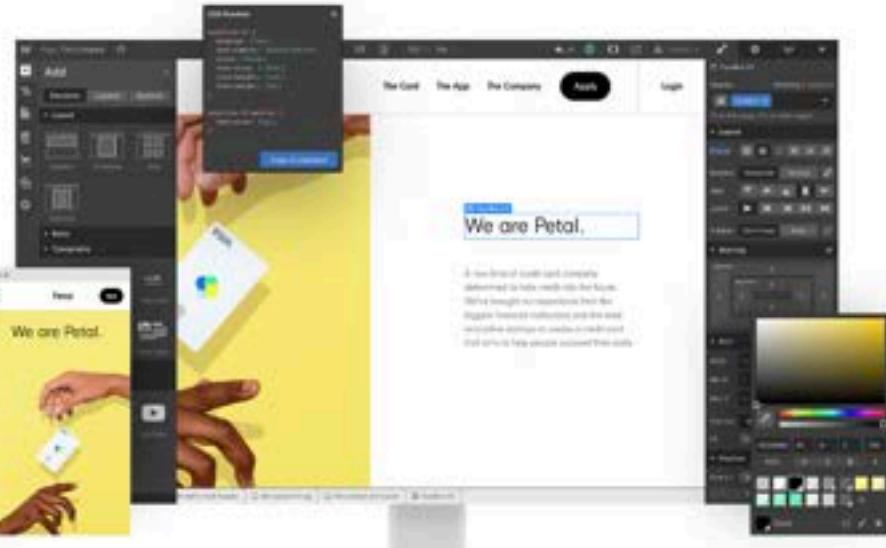


Beyond eSignature: Document automation for fast-moving teams

Improve your document workflow to allow for increased productivity and to deliver an amazing experience for your customers.

[Start free 14-day trial](#) [Request a demo](#)

No credit card required



The modern way to build for the web

Webflow empowers designers to build professional, custom websites in a completely visual canvas with no code.

[Get started — it's free](#)

zendesk Rakuten DELL Upwork Lattice getaround HELLOSIGN Petal

02 HERO SECTION

C SECTION COMPONENTS

Bathroom renovations, Made easy.

We combine premium design, materials, and construction for an all-in-one, renovation experience.

[Book a Free Consultation →](#)

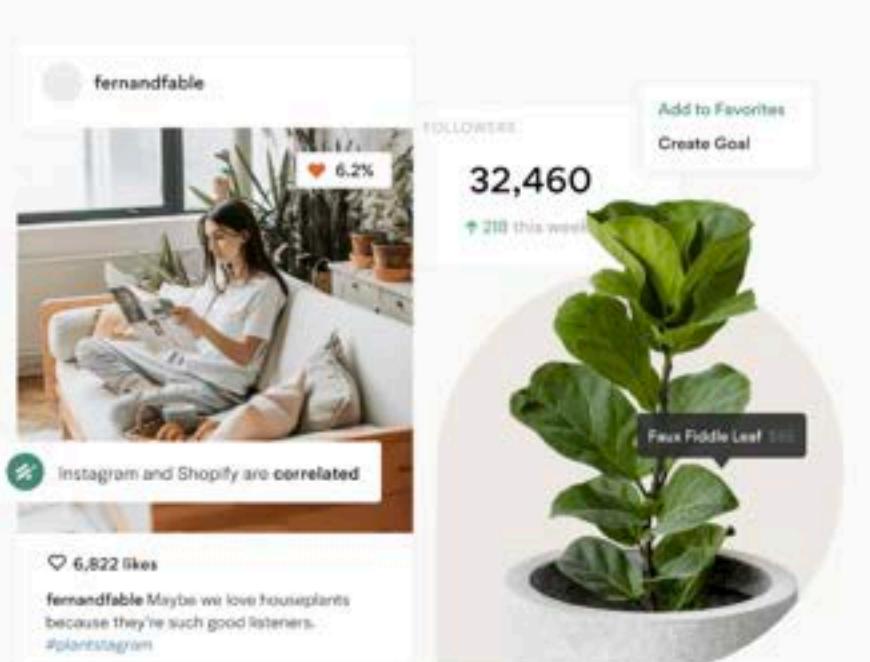


The only all-in-one analytics tool for email newsletters

Prove the ROI of social media, plan more engaging content, and create automated white label analytics reports.

[Get started for free →](#)

No credit card required. Plans start at \$0/mo.



All-in-one employee financial wellness platform

Dedicated financial experts, an app to guide and track your progress, and automation that optimally moves money to implement your plan.

Let us guide a full spectrum of your employees' financial and life situations. Help employees budget, save, pay off debt, invest, and create a smart financial plan for today and the future.

[Get in touch](#)



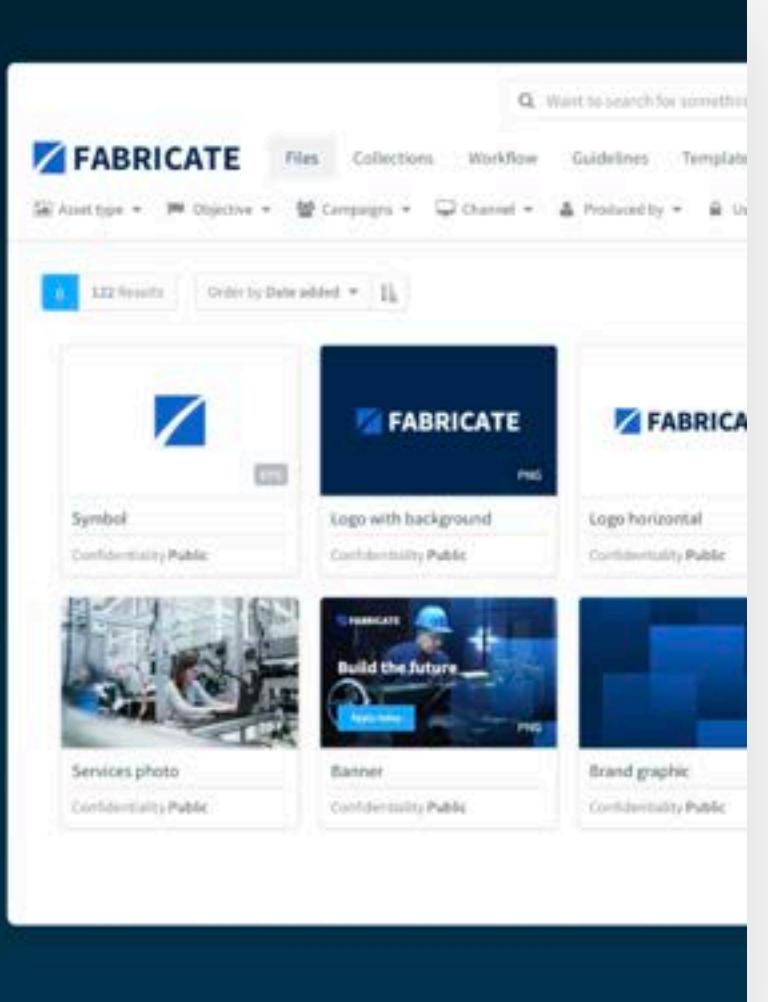
Digital Asset Management

The centralized solution to manage and distribute digital content

Digital asset management operates at the heart of your marketing ecosystem. A single source of truth for all your digital assets, DAM ensures maximum value from your digital assets and 100% brand consistency.

[Book a demo](#)

[Free 30-day trial](#)



02 HERO SECTION

C SECTION COMPONENTS

DO BETTER WORK

Lessonly is the powerfully simple way for teams to learn and practice like never before.

[SEE A PREVIEW](#)

Want spicy wings?

Food, drinks, groceries, and more available for delivery and pickup.

Enter your address...

Create the popups your visitors deserve to see

Get more leads and sales without annoying your visitors.

[Start your free trial](#) [Get a demo from Mathias](#)

Estate planning made easy.

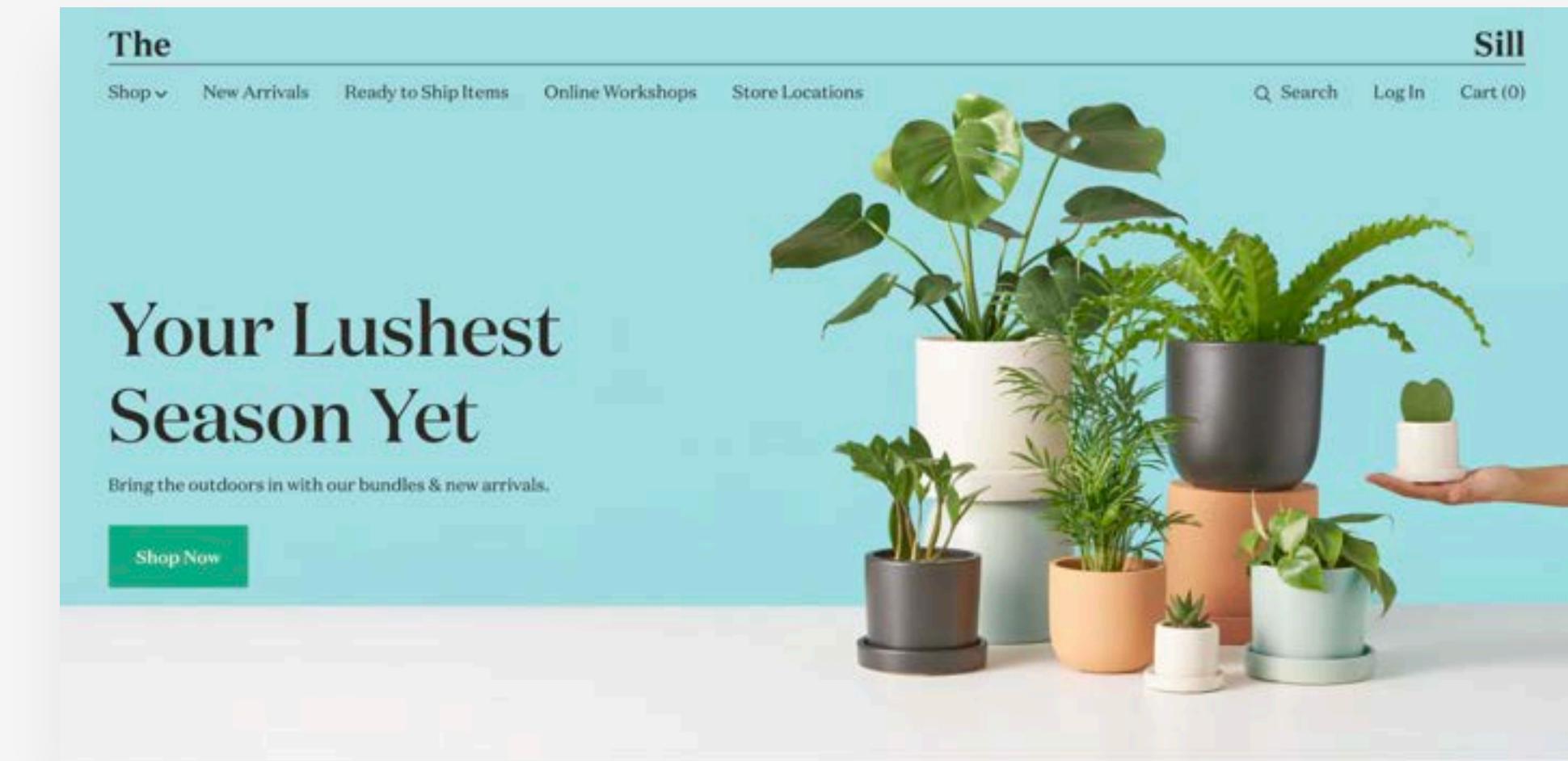
With plans starting at \$39, we've got something for everyone. See what's right for you.

[Get Started](#)

Trustpilot

02 HERO SECTION

C SECTION COMPONENTS

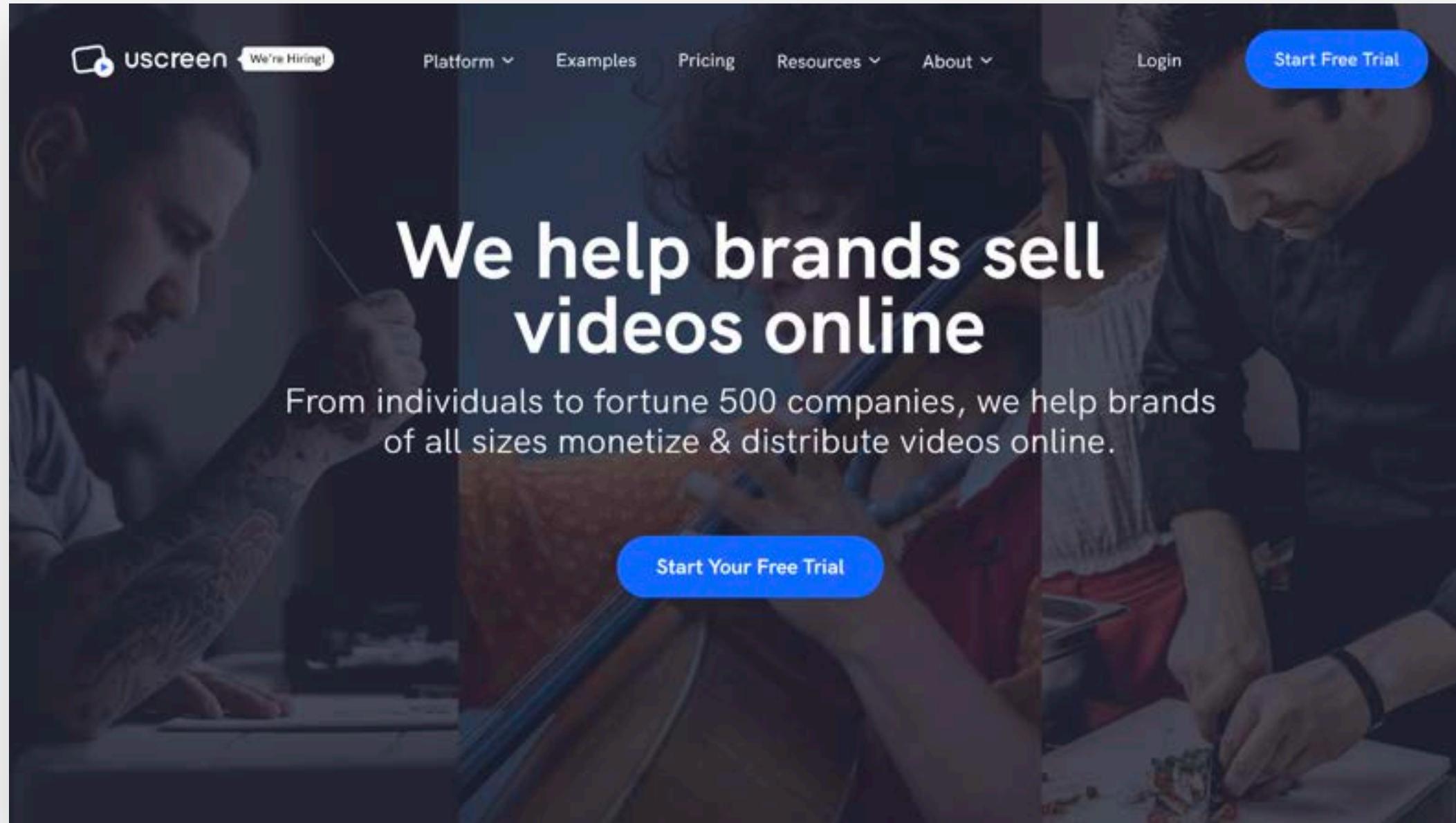


A landing page for a voice chat application. The main headline is "Voice chats for everyone" with "for everyone" in blue. Below it is the subtext "Join interesting conversations, meet new people, and build meaningful relationships". Two download buttons are at the bottom: "Download on the App Store" and "GET IT ON Google Play". To the right is a circular inset showing a screenshot of the app's interface, which displays a list of participants in a call.

A landing page for a crypto management app. The main headline is "Take control of your crypto". Below it is a bulleted list of features: "Everyday spending — Turn crypto into dollars", "Safer storage — Leverage multi-sig security", and "Flexible finance — Manage funds across platforms". To the right is a large smartphone displaying the app's home screen, which shows a total cash value of "\$10,463.01" and a list of cryptocurrencies with their current values. The app is surrounded by various brand logos (Nike, Spotify, etc.) and download links for the App Store and Google Play.

02 HERO SECTION

C SECTION COMPONENTS



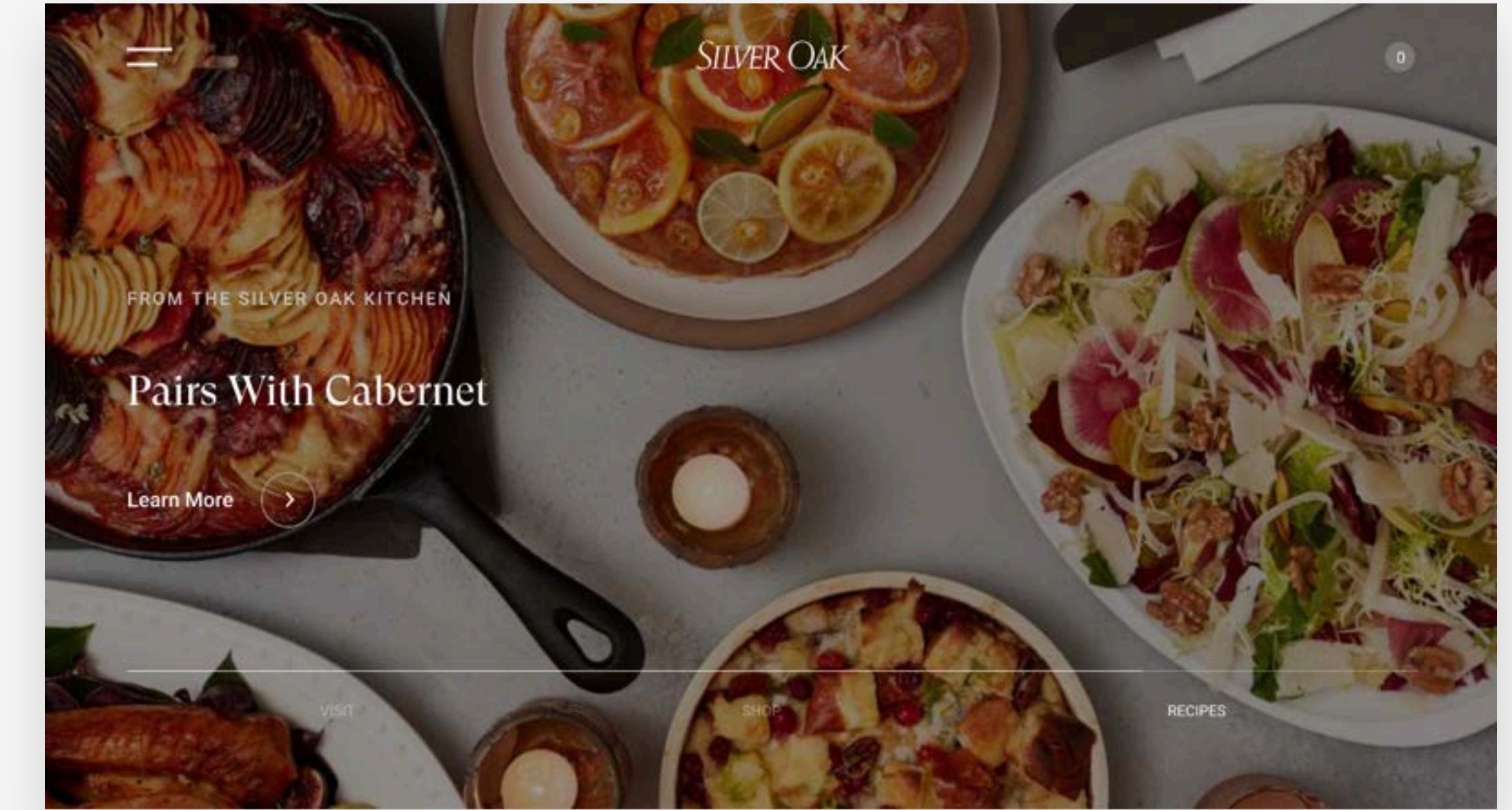
We help brands sell videos online

From individuals to fortune 500 companies, we help brands of all sizes monetize & distribute videos online.

Start Your Free Trial

Platform Examples Pricing Resources About Login Start Free Trial

We're Hiring!



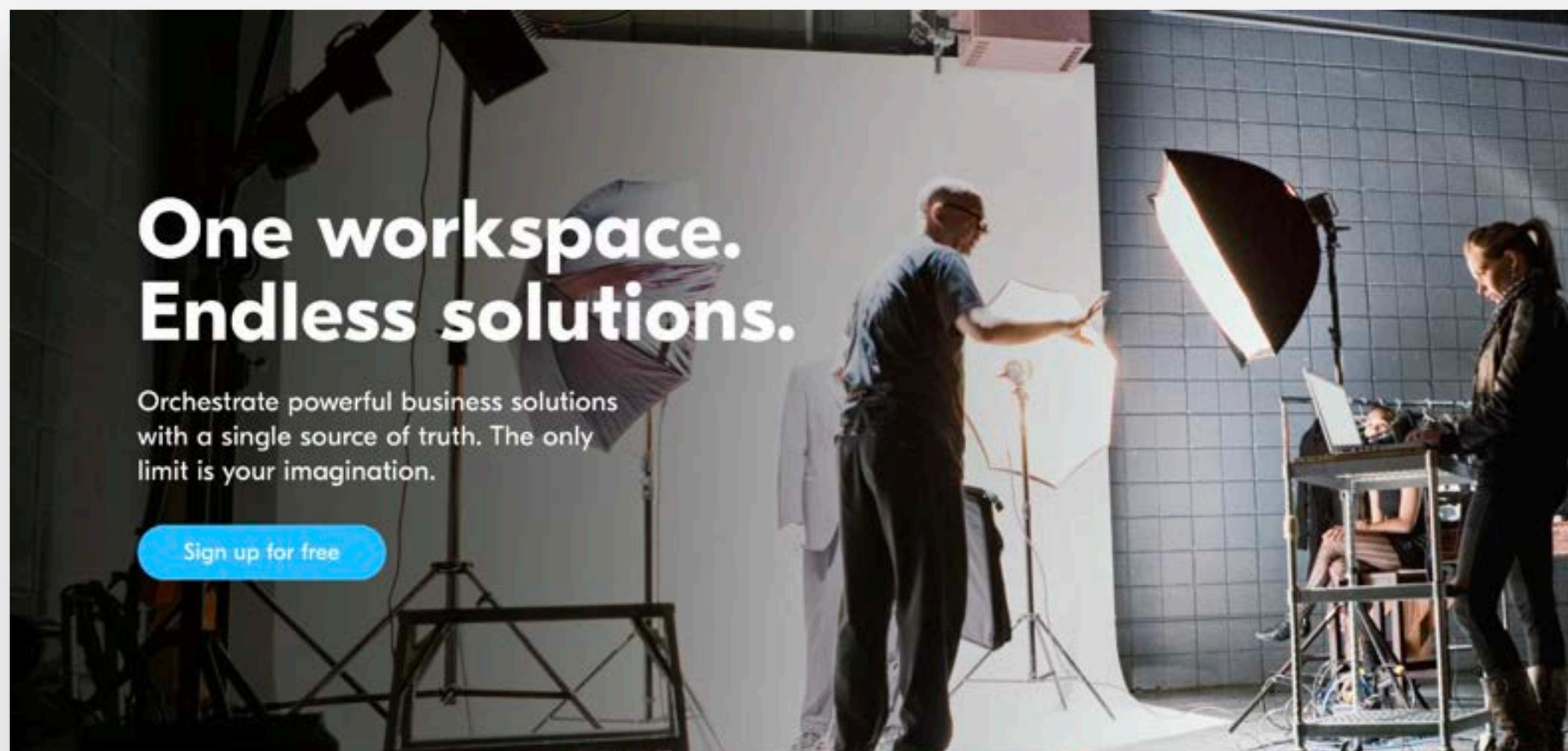
SILVER OAK

FROM THE SILVER OAK KITCHEN

Pairs With Cabernet

Learn More

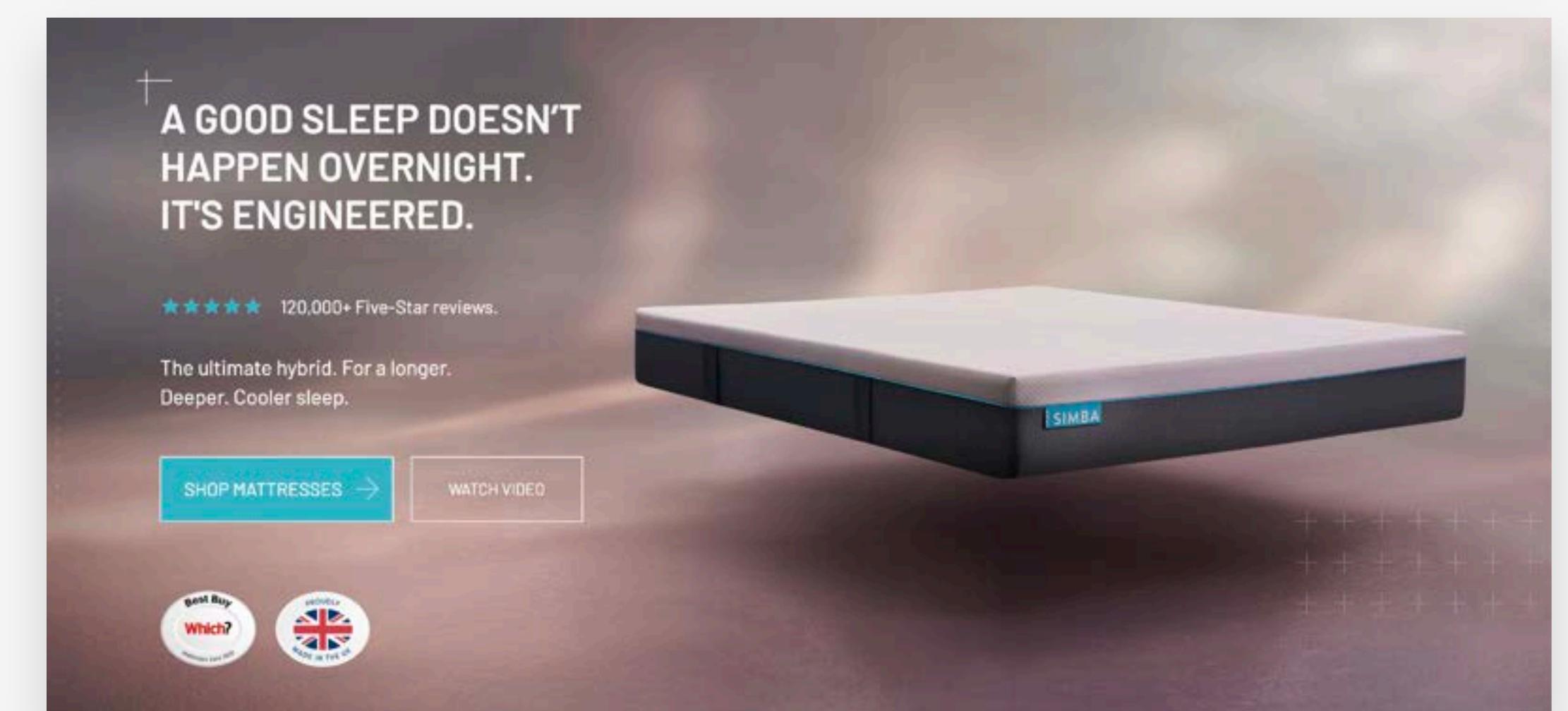
VISIT SHOP RECIPES



One workspace.
Endless solutions.

Orchestrate powerful business solutions with a single source of truth. The only limit is your imagination.

Sign up for free



A GOOD SLEEP DOESN'T HAPPEN OVERNIGHT.
IT'S ENGINEERED.

★★★★★ 120,000+ Five-Star reviews.

The ultimate hybrid. For a longer. Deeper. Cooler sleep.

SHOP MATTRESSES → WATCH VIDEO

Best Buy
Which?

BRITISH MADE IN THE UK

SIMBA

02 HERO SECTION

C SECTION COMPONENTS

PEOPLE OPERATIONS PLATFORM

For HR people who do everything.

[REQUEST DEMO](#)

The hero section features a grid of circular profile pictures of diverse individuals. Overlaid text reads "PEOPLE OPERATIONS PLATFORM" and "For HR people who do everything." A blue "REQUEST DEMO" button is positioned in the center. The background is white with abstract orange and blue shapes.

Where distributed teams get work done

The online collaborative whiteboard platform to bring teams together, anytime, anywhere.

[Start a whiteboard →](#)

3 boards and unlimited teammates for free

Anna, Mark, Elena

This hero section highlights a collaborative whiteboard platform. It features a large title "Where distributed teams get work done". Below it is a description: "The online collaborative whiteboard platform to bring teams together, anytime, anywhere." A "Start a whiteboard →" button is present. At the bottom, it says "3 boards and unlimited teammates for free". Three user profiles are shown: Anna (orange), Mark (purple), and Elena (blue).

THE GROWTH CONTENT COMPANY

Attract leads with content you're proud of.

Grow your brainiac B2B company with a data-backed strategy and authentic content.

[Let's talk.](#)

The hero section for "THE GROWTH CONTENT COMPANY" features a central illustration of a hand planting a seedling next to a flower, with a bee flying nearby. A blue watering can labeled "Nectafly" is shown spraying water onto other plants. The text "Attract leads with content you're proud of." is displayed in large red letters, followed by "Grow your brainiac B2B company with a data-backed strategy and authentic content." A "Let's talk." button is located in the upper right corner.

The modern community platform for creators

Bring together your discussions, memberships, and content. Integrate a thriving community wherever your audience is, all under your own brand.

[Start your 14-day free trial](#)

ModernMind

Welcome

- Getting started
- Introductions

Theory

- Basics
- Conversations
- Weekly Q&A

Practice

Live session 42 - Mindful parenting

Members

- Nicole Carr
- Eleri Benson
- Jena Hammond
- Pierre Walls

Moderator

This hero section introduces "ModernMind" as a "modern community platform for creators". It emphasizes bringing discussions, memberships, and content together under one brand. A "Start your 14-day free trial" button is at the top. The interface shows a sidebar with "ModernMind", "Welcome", "Theory", and "Practice" sections. A "Live session 42 - Mindful parenting" video thumbnail is shown. A "Members" list includes Nicole Carr, Eleri Benson, Jena Hammond, and Pierre Walls. A "Moderator" section is also visible.

02 HERO SECTION

C SECTION COMPONENTS

Work the way that works for you

What would you like to manage with monday.com Work OS?

Project Management Marketing CRM and Sales Creative and Design Software Development
 Task Management Construction HR and Recruitment IT 200+ Solutions

[Get Started >](#)

The image shows a screenshot of the monday.com platform. On the left, there's a sidebar with sections for 'Social media', 'Q3 project overview', and 'Work 1'. The main area features a 'Monthly team planning' board with two columns: 'This month' and 'Next month'. Each column has four items with columns for 'Owner', 'Status', 'Timeline', 'Due date', and 'Priority'. To the right of the main board, there are three smaller preview boards: 'Strategy', 'Planning', and 'Design'. The 'Strategy' board has four items: 'Update contractor agreement' (Done), 'Conduct a risk assessment' (Working on it), 'Monitor budget' (Stuck), and 'Develop communication plan' (Done). The 'Planning' board has four items: 'Refine objectives' (Working on it), 'Identify key resources' (Stuck), 'Test plan' (Done), and 'Finalize kickoff materials' (Done). The 'Design' board has four items: 'Design' (Done), 'Review mockups' (Working on it), 'Mockup' (Stuck), and 'Design' (Done).

magic
mind

[Learn](#) [Buy Now](#)

The World's First Productivity Drink

30-40% More Productive

"I've never considered an energy drink that also helps combat stress. Coffee only wakes me up... This makes me focused and more productive."

Amy J.

Buy Now

Build beyond your expectations

FAST COMPANY
15 best productivity apps of 2020

POPULAR SCIENCE
100 greatest innovations of 2020

GEAR PATROL
best new tech products of 2020

Email's new heyday

Email sucked for years. Not anymore — we fixed it. HEY's fresh approach transforms email into something you want to use, not something you're forced to deal with.

[See how HEY works](#)

[Already know you want HEY? Start your free trial.](#)

Screen & first-time senders

Imbox

Read Together

Now for You

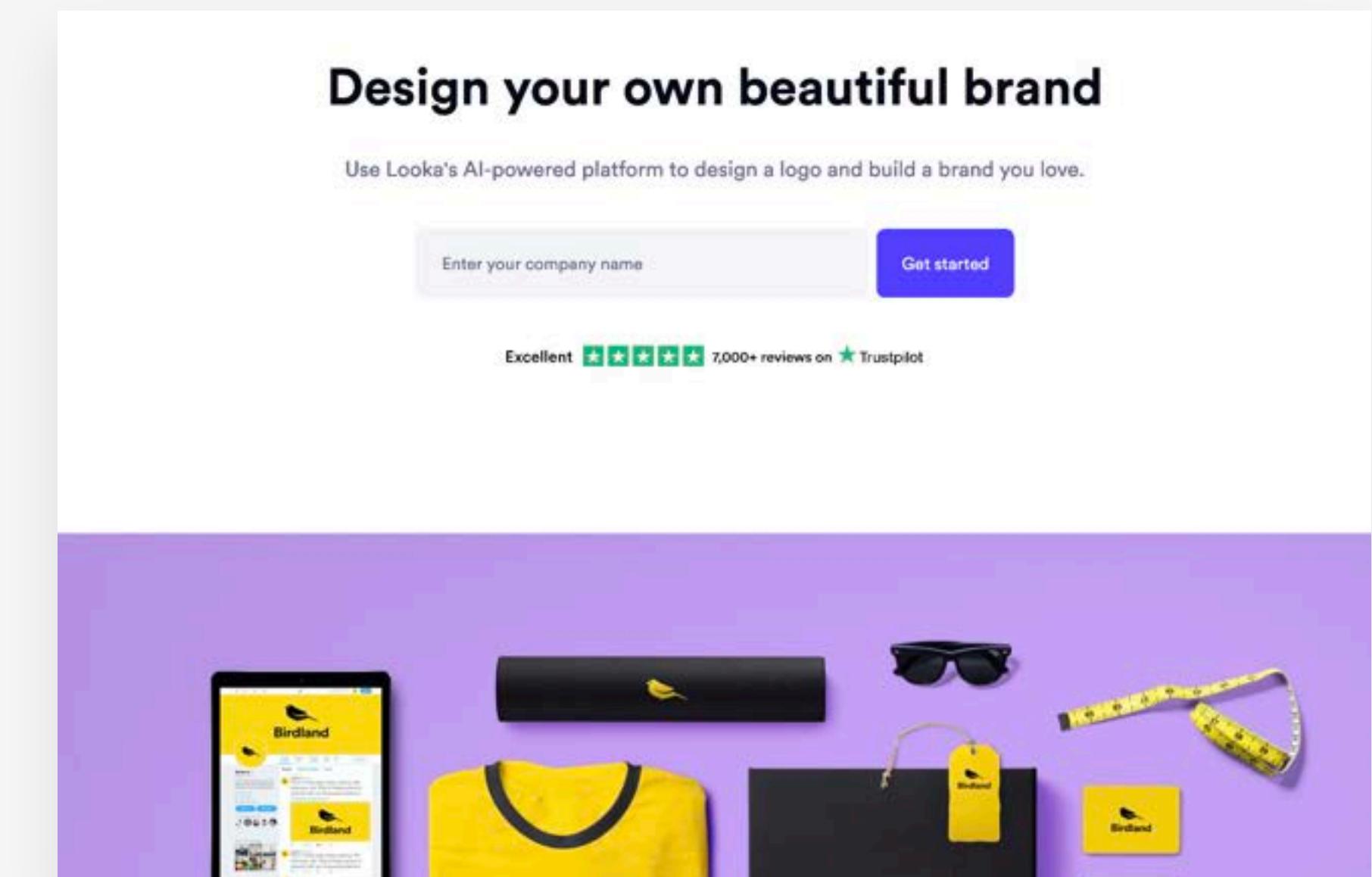
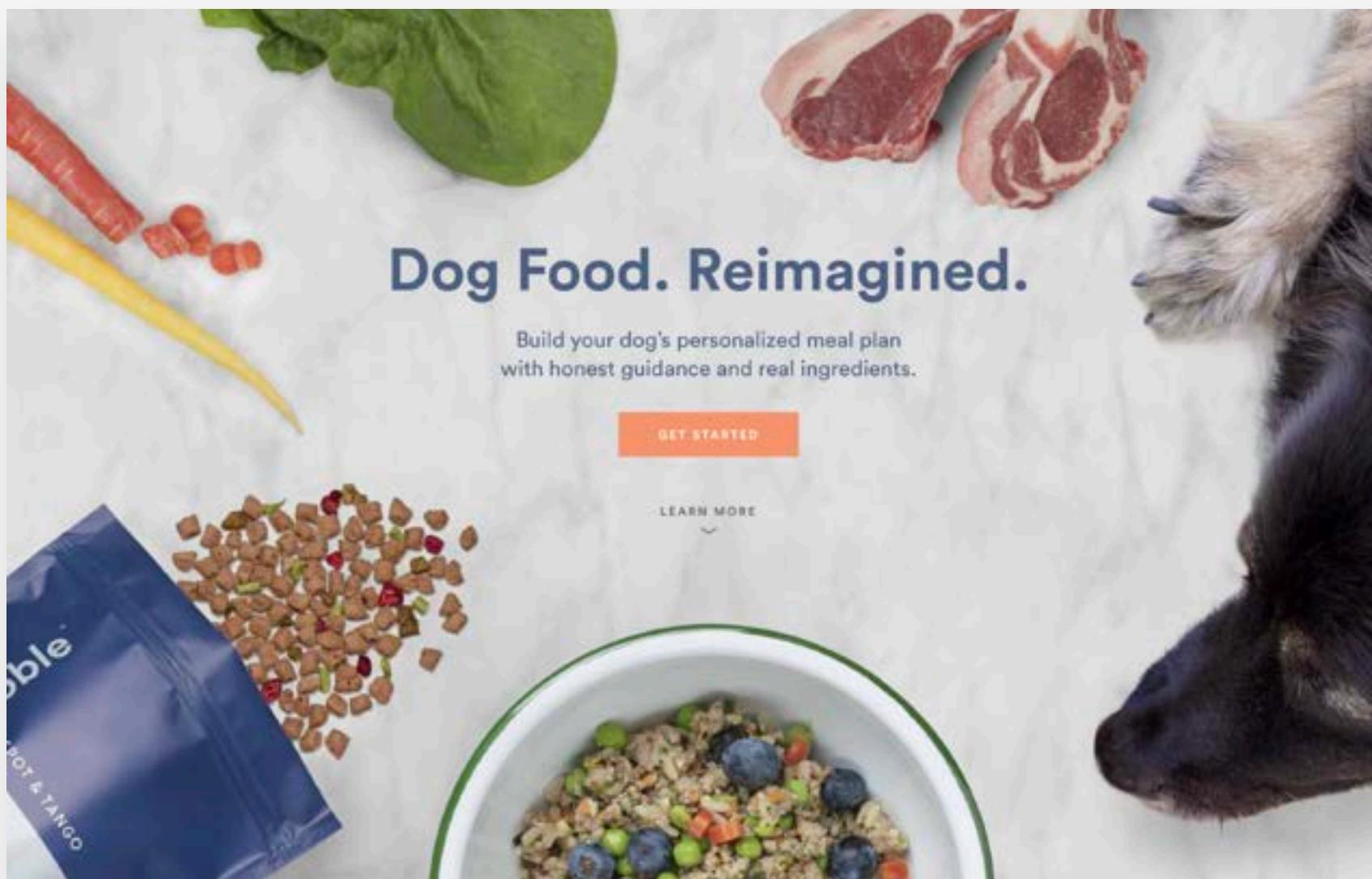
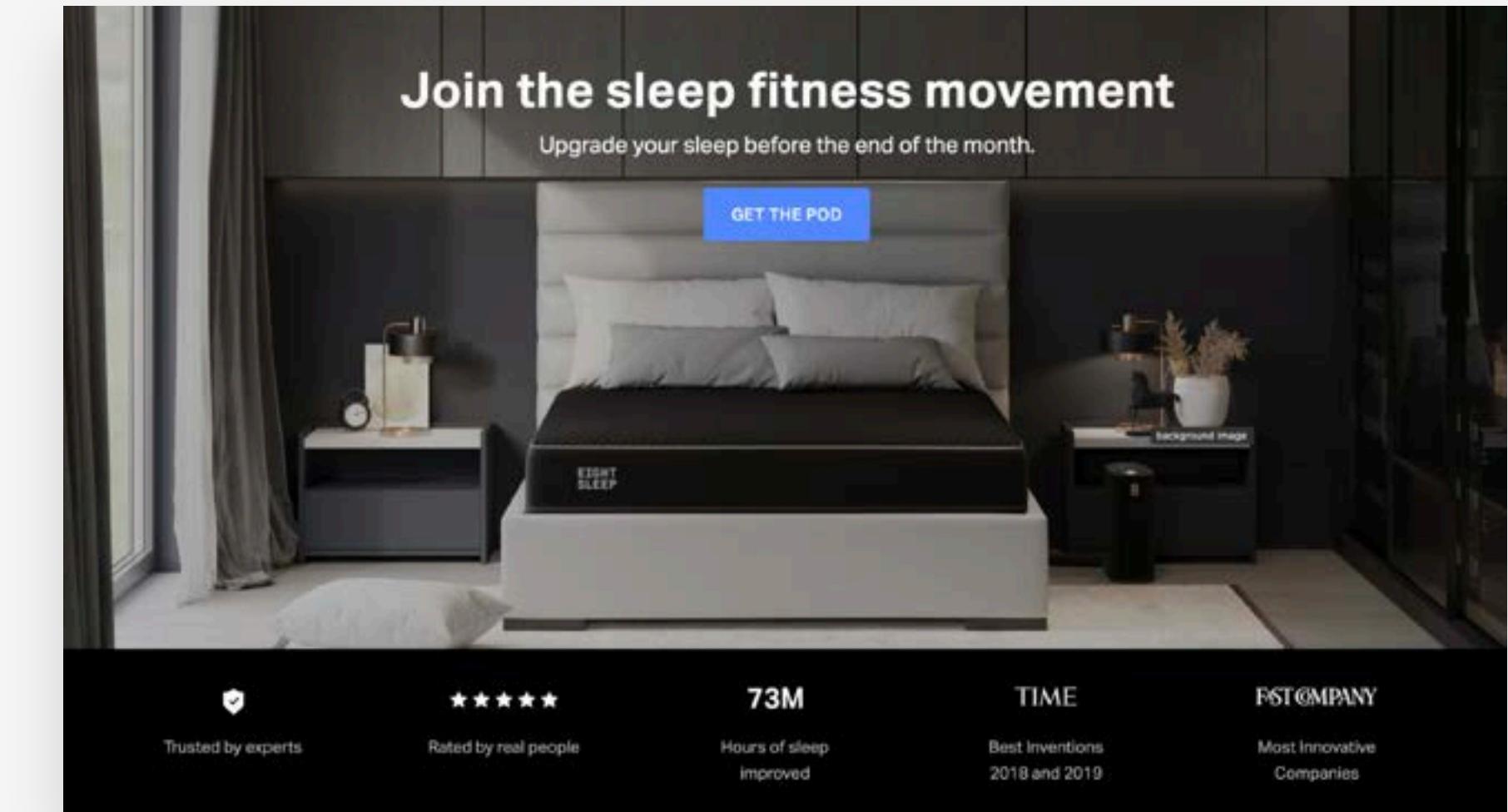
- The Hawaii pictures
- Autobody repair?
- Bradley Maine invited you to Basecamp [Picture Perfect Posits ATX]
- Happy26
- Grammar Practice Guide

All Files

At this point, everyone

02 HERO SECTION

C SECTION COMPONENTS



03 FOOTER

C SECTION COMPONENTS

 **liverecover**

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03 FOOTER

C SECTION COMPONENTS

The Asana footer features a grid of links organized by category: Home, Product, Pricing, Premium, Business, Enterprise, Customer Success, Asana Templates, Trust & Security, and Status. Each category has several sub-links. At the bottom, there are language selection (English), legal links (Terms & Privacy), social media icons (Twitter, LinkedIn, Instagram, Facebook, YouTube), and download links for the App Store and Google Play.

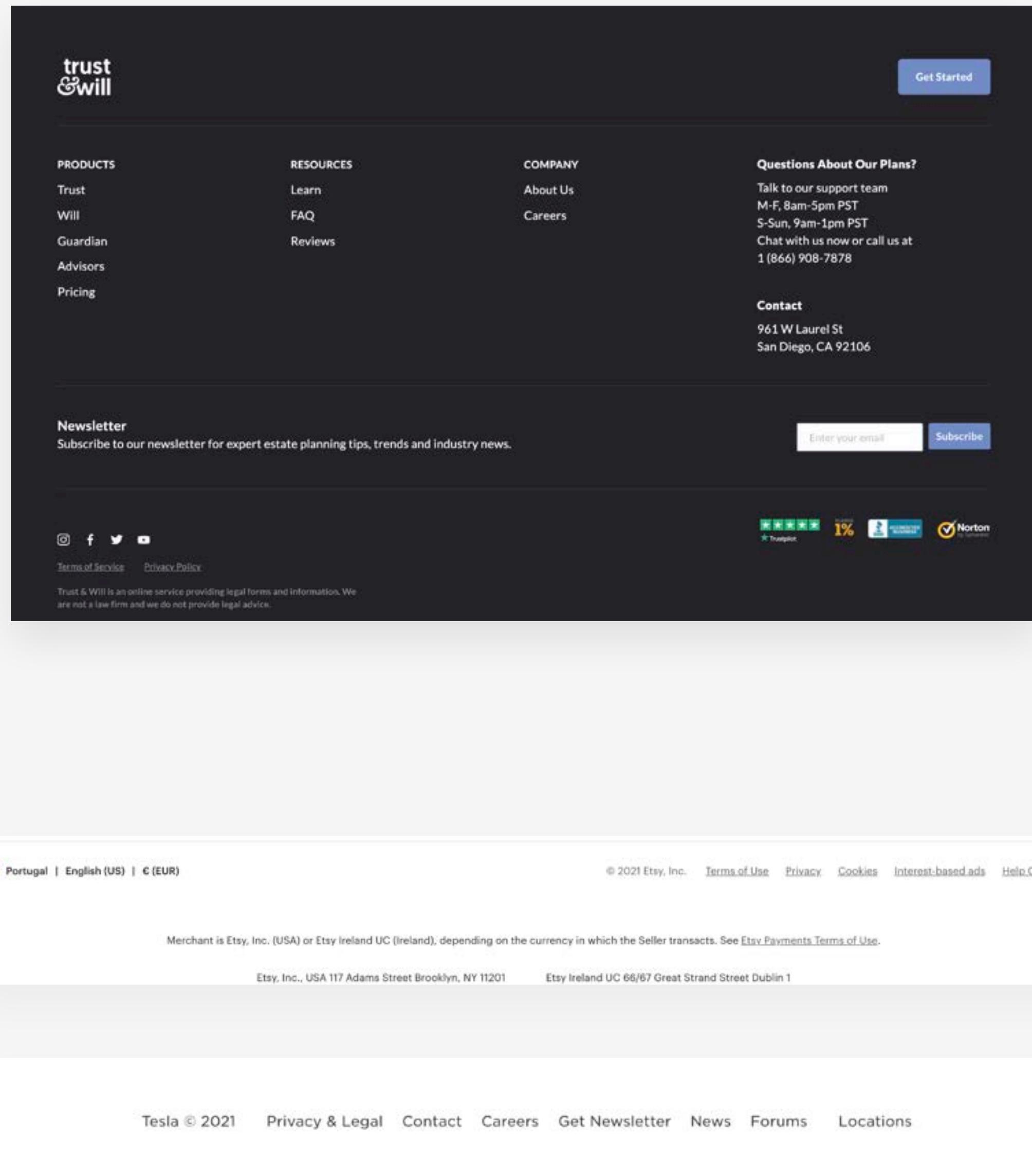
The Setter footer includes sections for "Get Started" (Book Checkup button), "Toronto Office" (address: 360 Dufferin St, Suite 204, Toronto, ON M6K 1Z8), "In the News" (image of a city skyline, text about Setter being selected for REACH Canada's 2020 cohort, date: October 14th, 2020), "Resources" (Careers, Terms of Use, Privacy Policy, CA Privacy Notice, Do Not Sell My Info), and "San Francisco Office" (address: 1355 Market Street, Suite 600, San Francisco, CA 94103). A note on the left states: "Please note: we're currently accepting a limited number of homeowners on a first come, first serve basis." Social media icons for Instagram, Facebook, and LinkedIn are at the bottom.

The Bynder footer includes a "COMPANY" section with links to About Bynder, Legal, Security, Careers, Bynder & GDPR, Technical, Press and media, Bynder & CCPA, Developers Portal, Contact, Status, Features Index, Webdam, Roadmap, and Glossary. Below this is a newsletter sign-up form with fields for email address and a "Sign up" button, followed by social media links (Google+, Facebook, LinkedIn, Twitter, YouTube) and a counter showing 23 users.

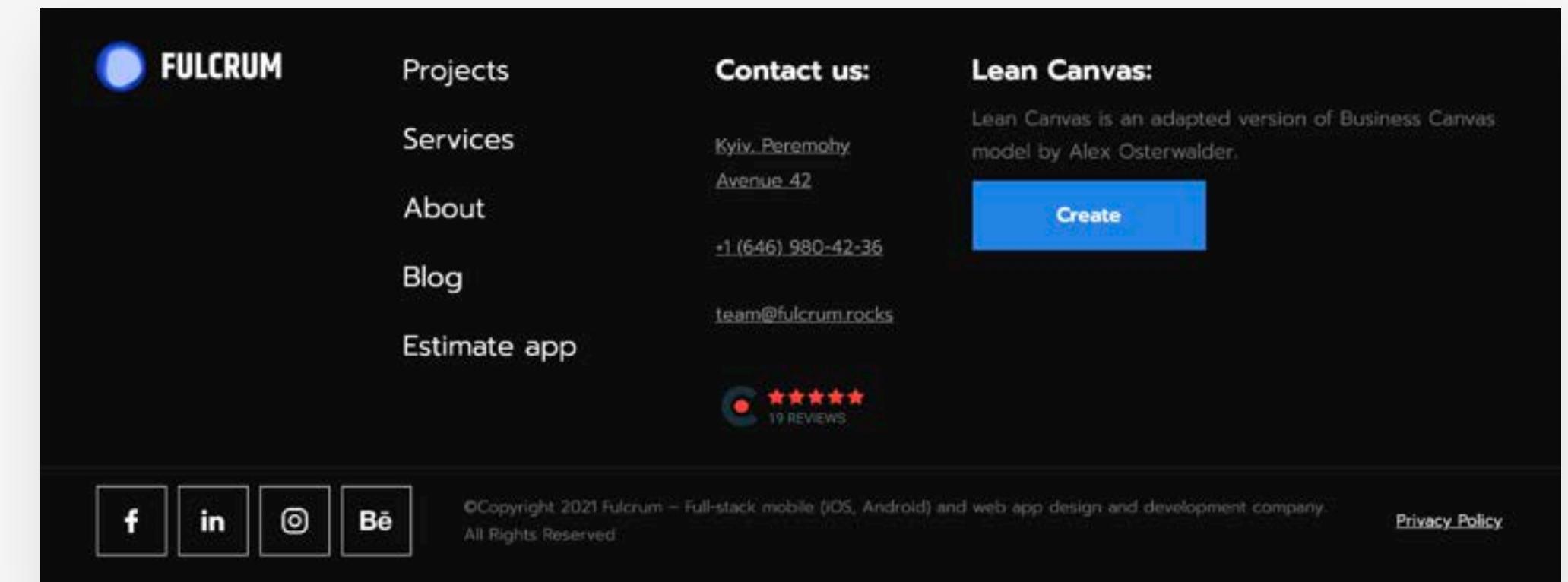
The Sleeknote footer features four service highlights with icons: "Collect Email Addresses", "Increase Product Sales", "Guide Your Visitors", and "Connect with Visitors". To the right of these are product links (Product Demo, Blog, Features, Webinars, Integrations, Popup Examples, Pricing, Recipes, Compare Sleeknote, Built to Scale, Partner Program, Product Updates, Sleeknote Guides), and general links (About Sleeknote, Help Center, Success Stories, Contact Us, Book a Demo, Managed Solution, Academy, GDPR, Terms & Conditions, Privacy Policy). At the bottom, there is a "Product Update" notification for "New Trigger: SiteData" and a "CALL US" button. Social media icons for YouTube, LinkedIn, Facebook, Instagram, Twitter, and Dribbble are at the very bottom.

03 FOOTER

C SECTION COMPONENTS



The footer for Trust & Will features a dark background with white text and icons. At the top left is the 'trust & will' logo. To its right is a 'Get Started' button. Below this, there are three columns: 'PRODUCTS' (Trust, Will, Guardian, Advisors, Pricing), 'RESOURCES' (Learn, FAQ, Reviews), and 'COMPANY' (About Us, Careers). To the right of these columns is a 'Questions About Our Plans?' section with contact information: 'Talk to our support team M-F, 8am-5pm PST S-Sun, 9am-1pm PST Chat with us now or call us at 1 (866) 908-7878'. Below this is a 'Contact' section with the address '961 W Laurel St, San Diego, CA 92106'. At the bottom left is a 'Newsletter' section with a 'Subscribe' button. Social media links (Instagram, Facebook, Twitter, YouTube) are at the bottom left, and payment and security badges (Trustpilot, 1%, Norton) are at the bottom right. The footer also includes links for 'Terms of Service' and 'Privacy Policy', and a note about legal advice.



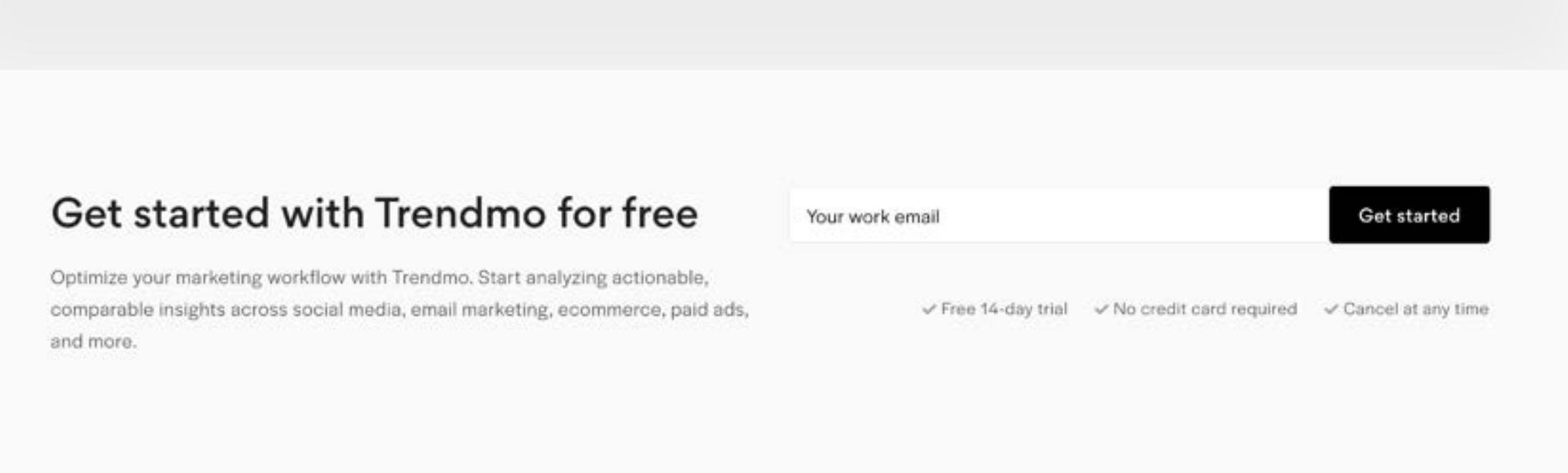
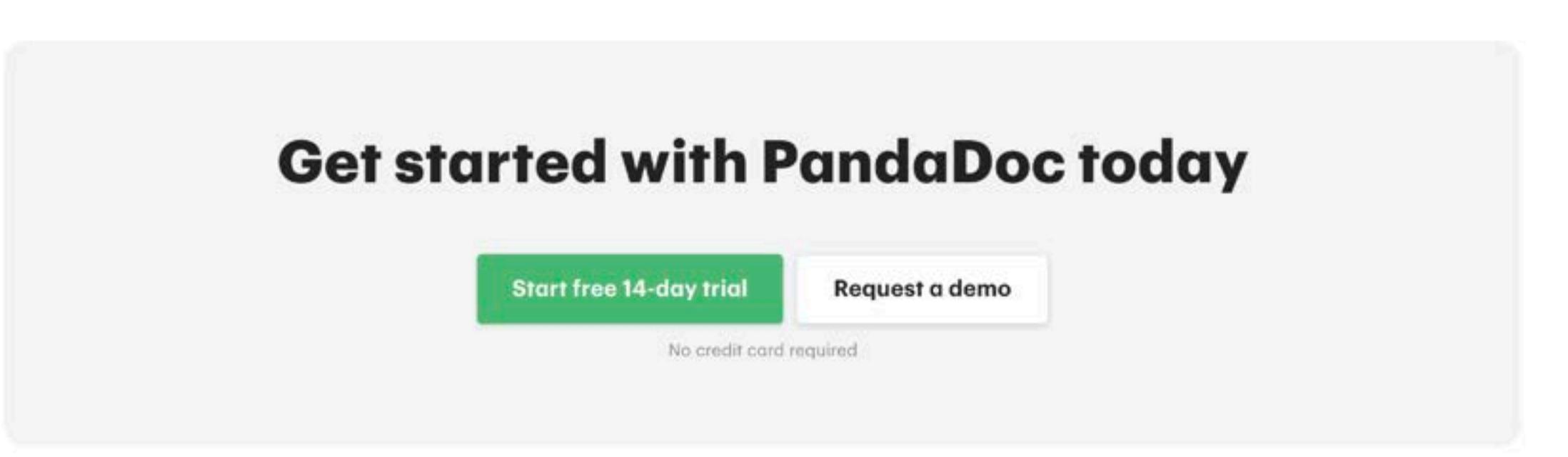
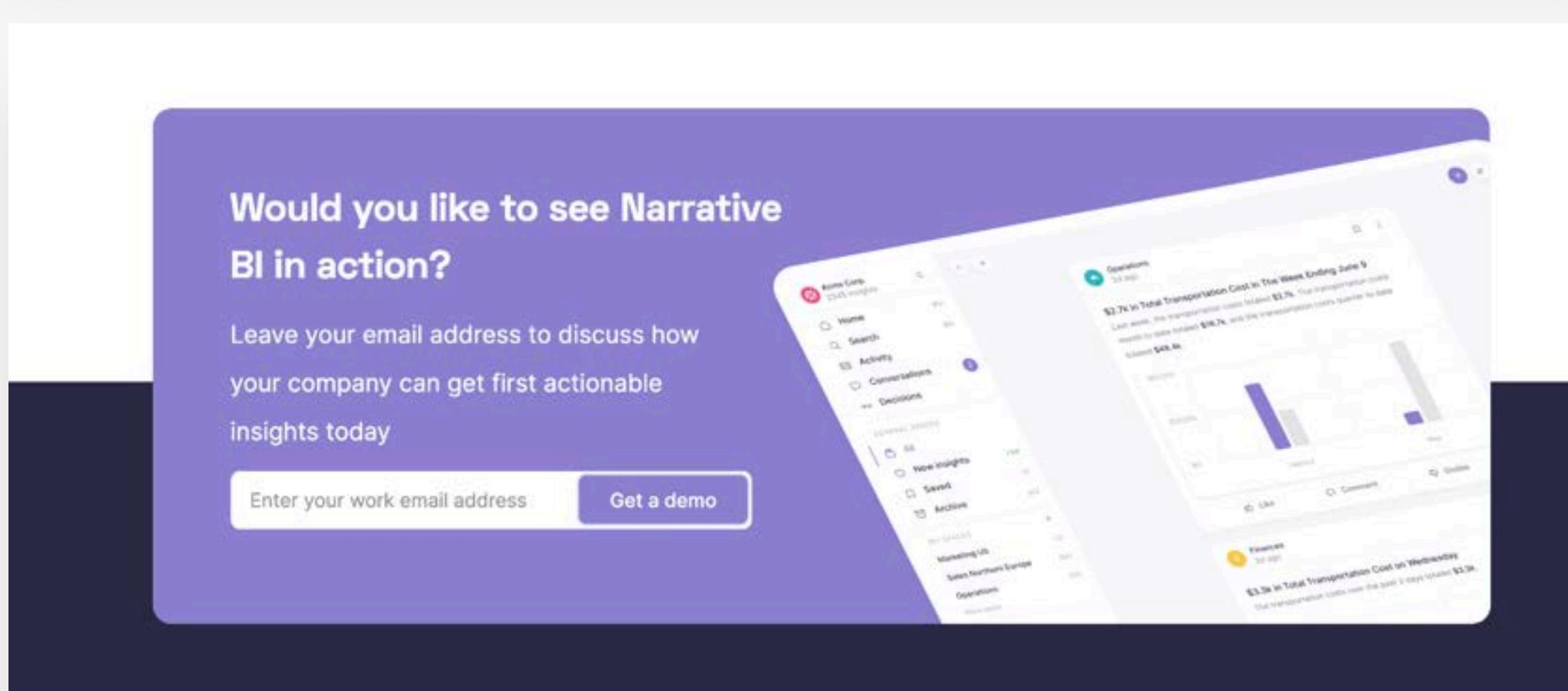
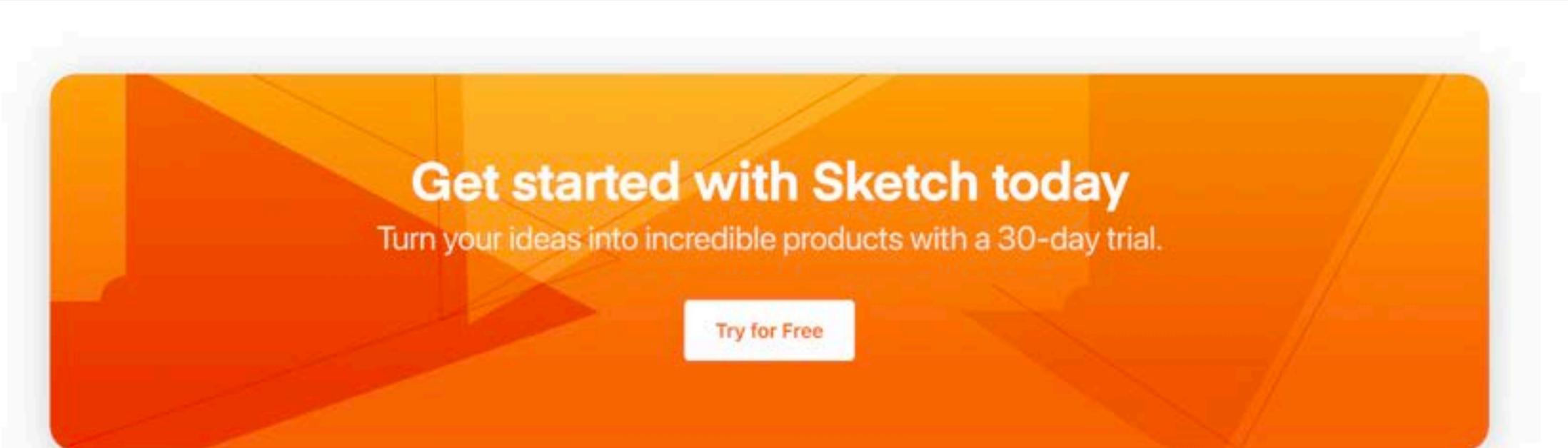
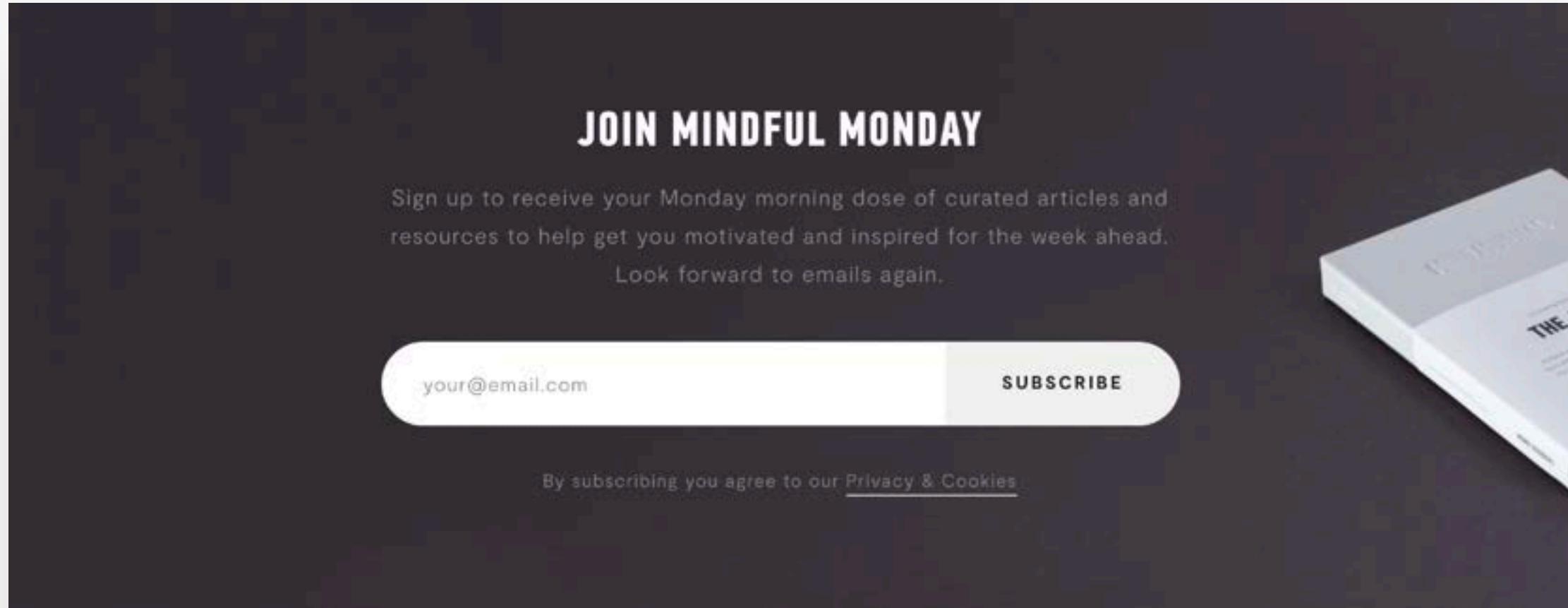
The footer for Fulcrum has a dark background with white text and icons. It features a 'FULCRUM' logo with a blue circle icon. To the right are sections for 'Projects', 'Services', 'About', 'Blog', and 'Estimate app'. A 'Contact us:' section includes an address ('Kyiv, Peremohy Avenue 42'), phone number ('+1 (646) 980-42-36'), email ('team@fulcrum.rocks'), and a 'Create' button. Below this is a 5-star review icon with '19 REVIEWS'. At the bottom are social media icons for Facebook, LinkedIn, Instagram, and Be. Copyright information ('©Copyright 2021 Fulcrum - Full-stack mobile (iOS, Android) and web app design and development company. All Rights Reserved.') and a 'Privacy Policy' link are at the very bottom.



The footer for Paragon Oak has a dark background with white text and icons. The main headline is 'Reinvent your space, with us.' To the right is a vertical menu with links: HOME, OUR ROOTS, PROJECT SEQUENCE, AFTER CARE, RESIDENTIAL, COMMERCIAL, SUSTAINABILITY, BLOG, and CONTACT US. On the far right is a large, stylized map of a tree root system with a small brown house icon. At the bottom left is a brown rectangular box with the text 'PARAGON OAK® OFFICE & WORKSHOP' and 'Wheatley Park, Mirfield West Yorkshire, WF14 8HE'. Logos for RHS Chelsea Flower Show Gold Medal Winner, LABC Quality Standard Approved, and CHAS Approved Contractor are at the bottom center.

04 CALL-TO-ACTION SECTION

C SECTION COMPONENTS



04 CALL-TO-ACTION SECTION

C SECTION COMPONENTS



Starting at \$7.49 per serving

No commitment. Skipping or canceling meals is easy.

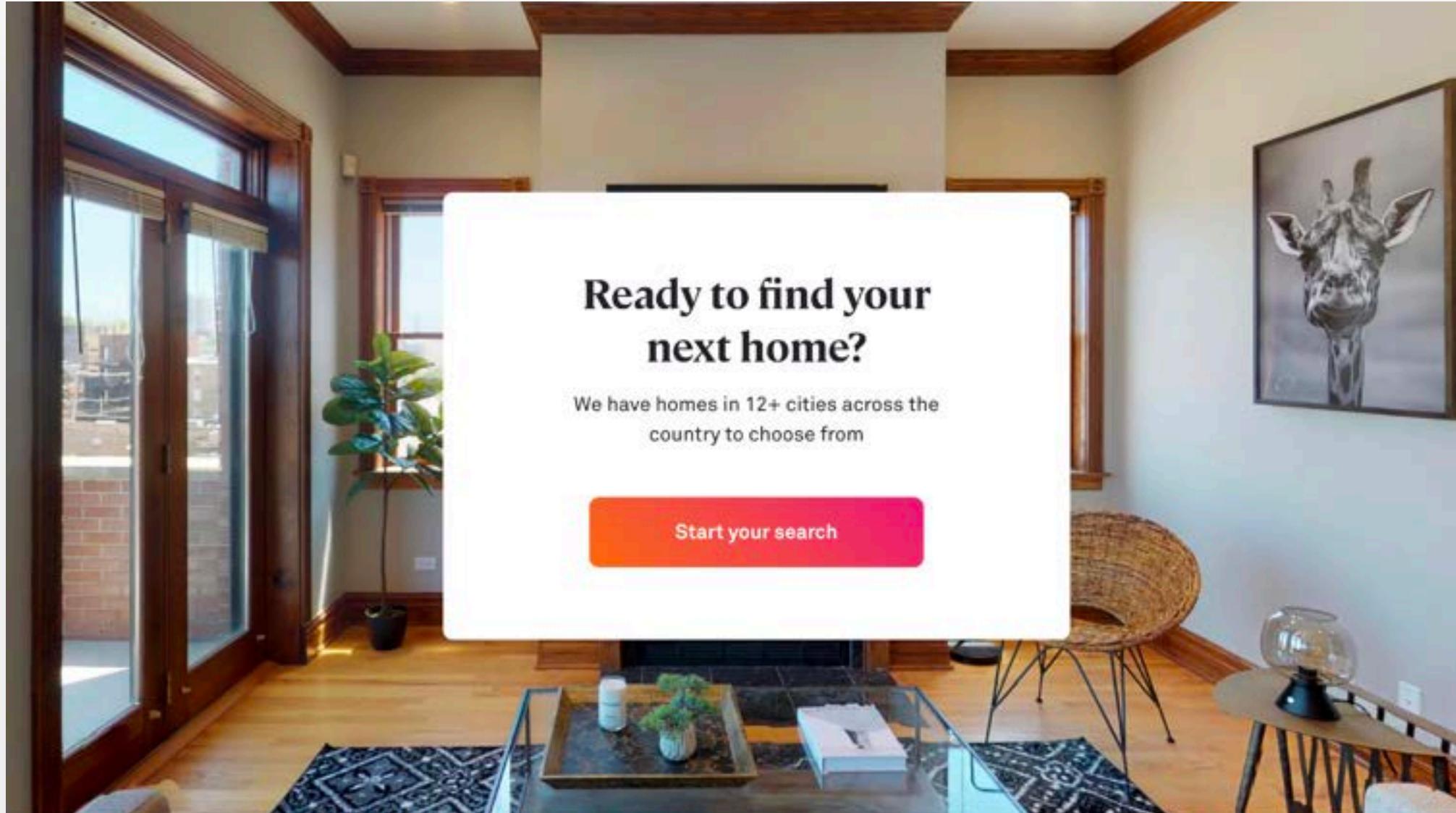
[CHOOSE YOUR PLAN](#)



**Sourced Locally,
Made Fresh,
Delivered to You.**

Our real, whole ingredients come from local suppliers who share our values. Meals are cooked to order in our USDA certified kitchen just days before arriving at your door.

[GET 20% OFF NOW](#)



Ready to find your next home?

We have homes in 12+ cities across the country to choose from

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Start protecting your website visitors' privacy today, for free

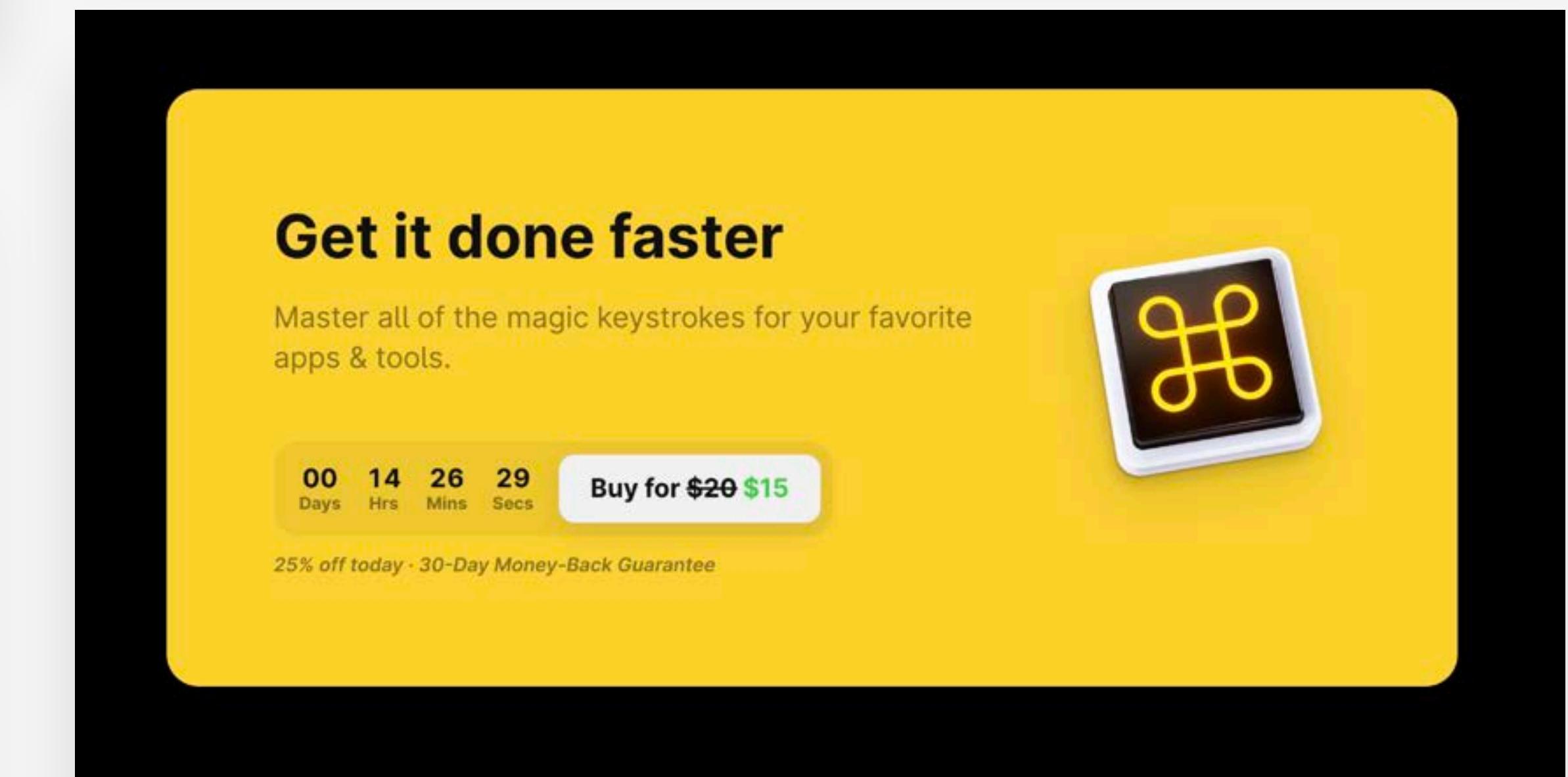
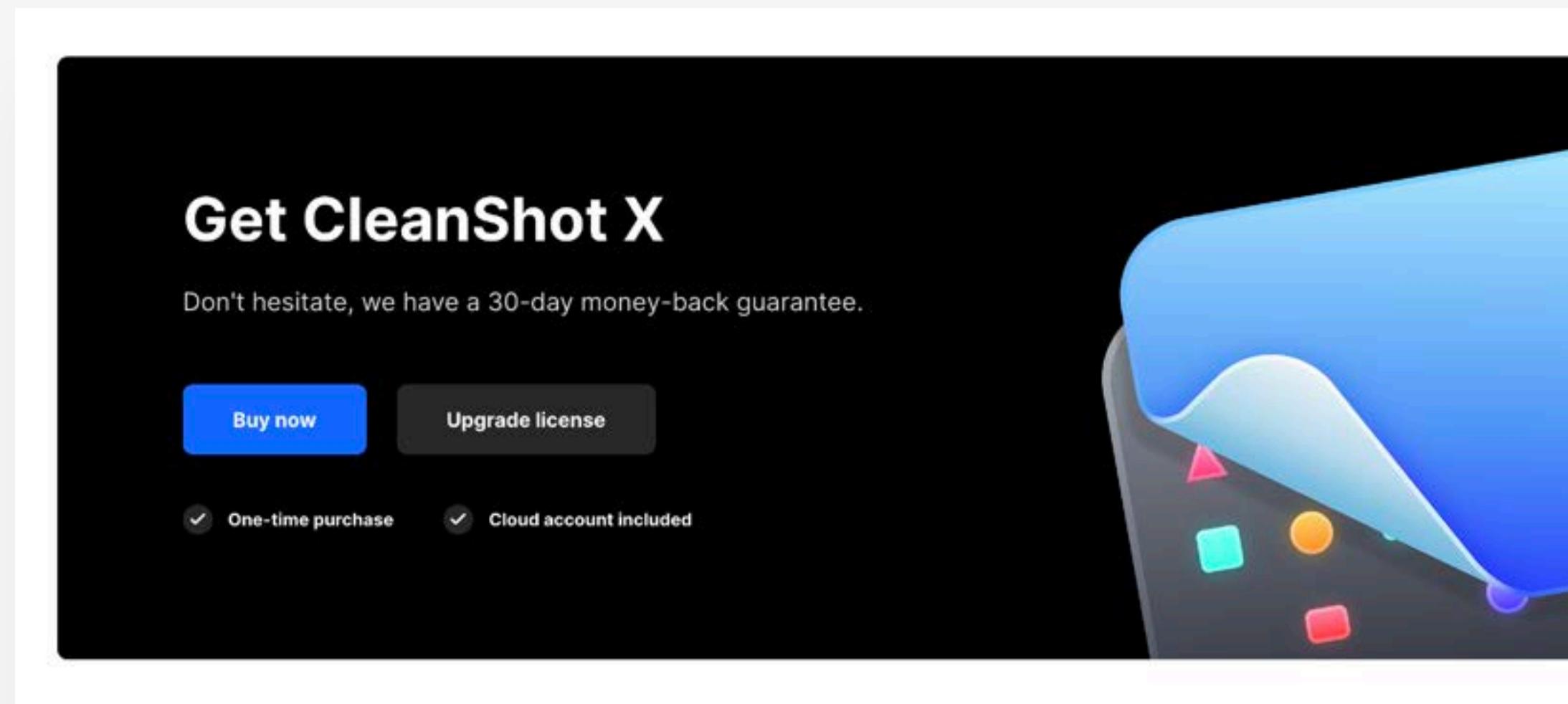
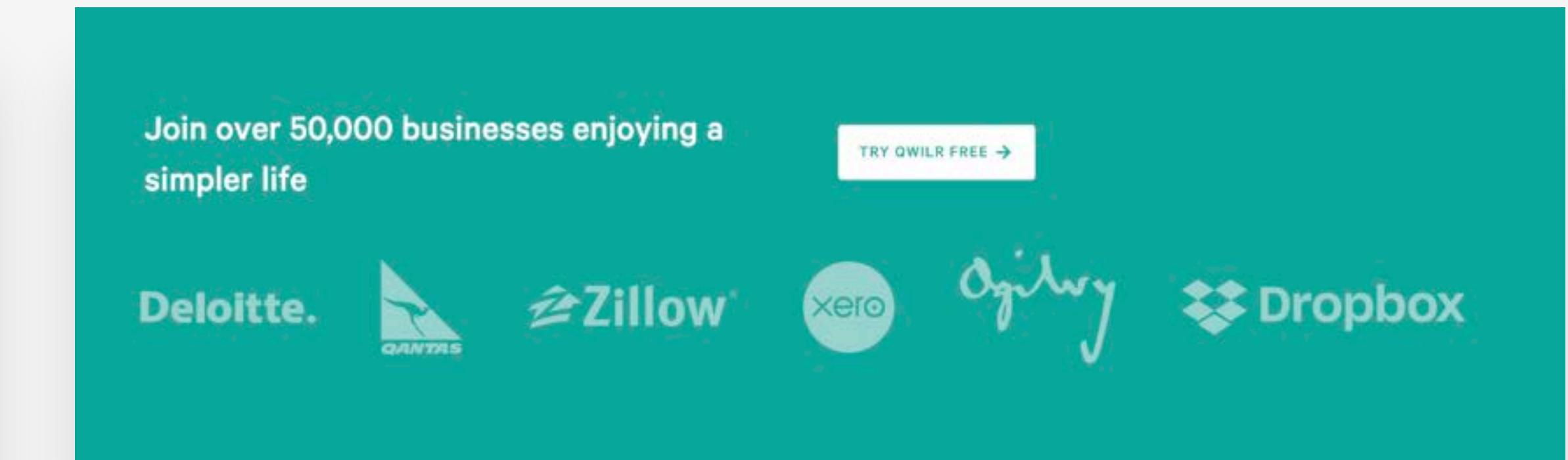
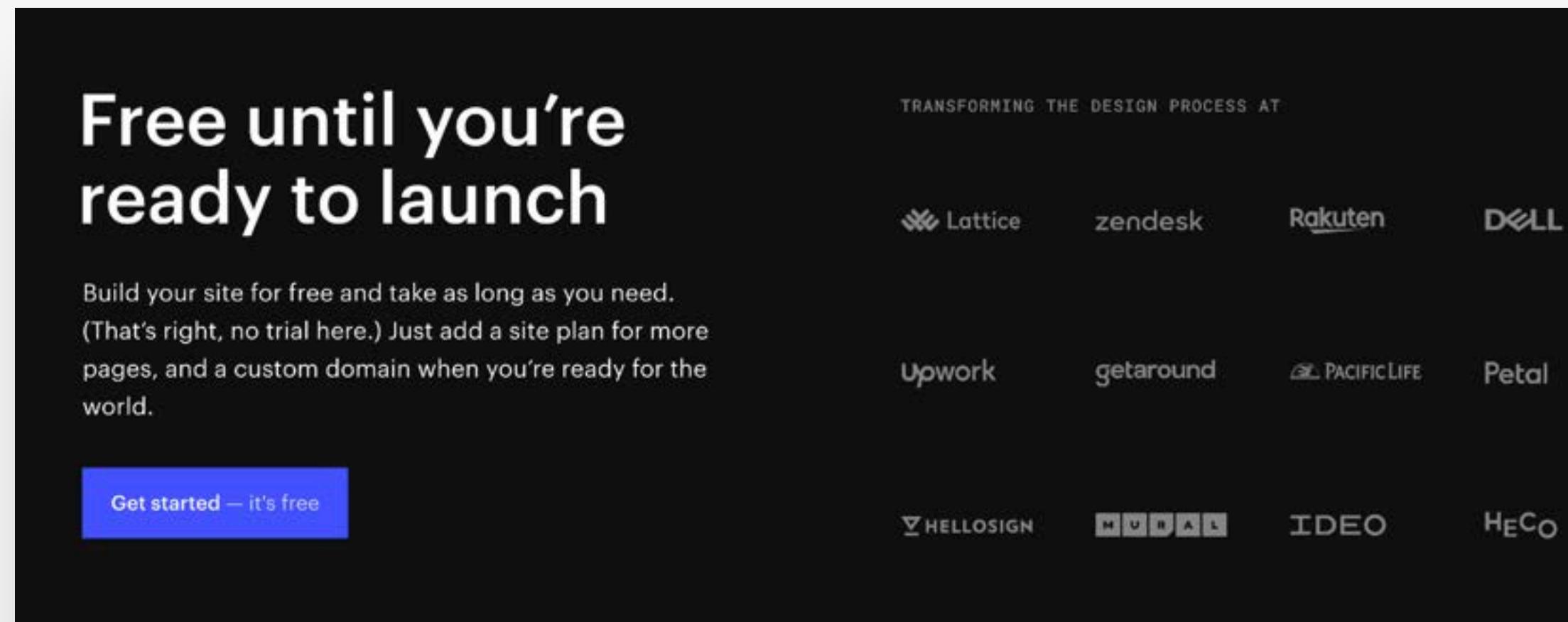
Fathom is simple yet powerful website analytics. Our pricing starts at \$14/month for 100,000 page views and you can cancel anytime.

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04 CALL-TO-ACTION SECTION

C SECTION COMPONENTS



04 CALL-TO-ACTION SECTION

C SECTION COMPONENTS

**Renovating is hard,
we've got your back.**

You're on the way to the easiest renovation ever.

[Book a Free Consultation →](#)

Email Us
concierge@maderenovation.com

Call Us
(888) 560-1069

WE'D LOVE TO CHAT!

GET TO KNOW US

START YOUR PROJECT TODAY

[CONTACT US](#)

Where to *find us*

Our nationwide network covers many locations, and we'd love to talk with you about a home built around you.

[View Locations](#)

Call Us

0800 456 456

[Start a Project →](#)

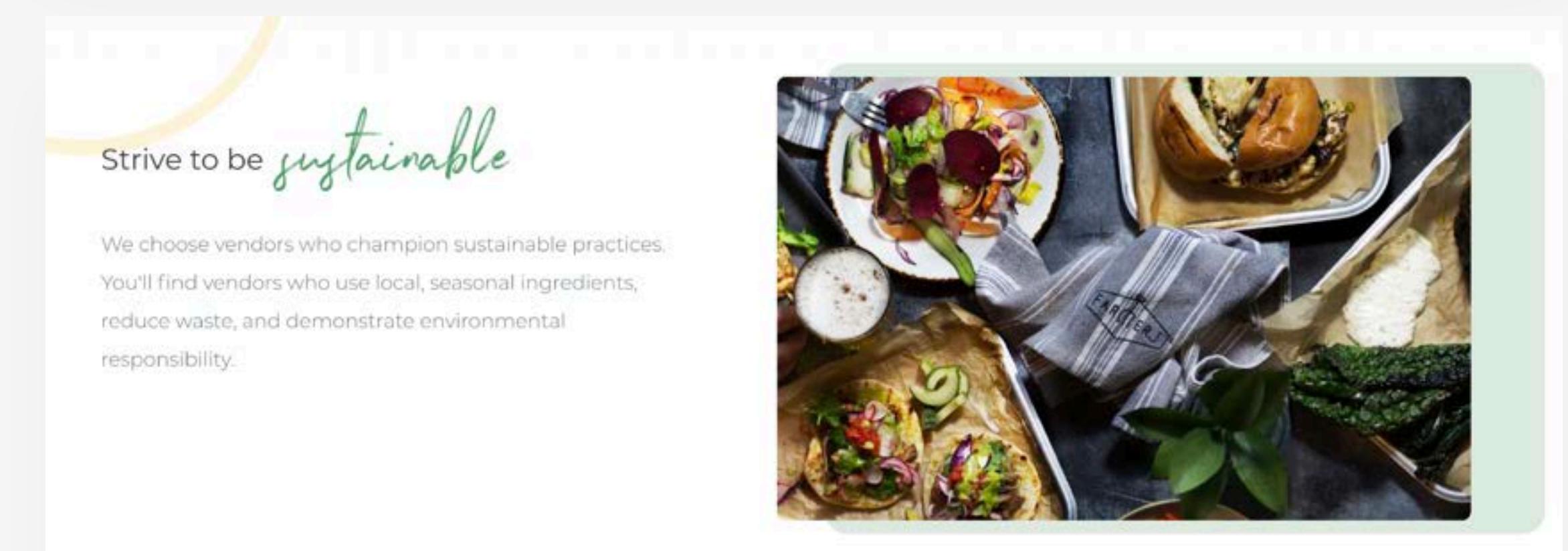
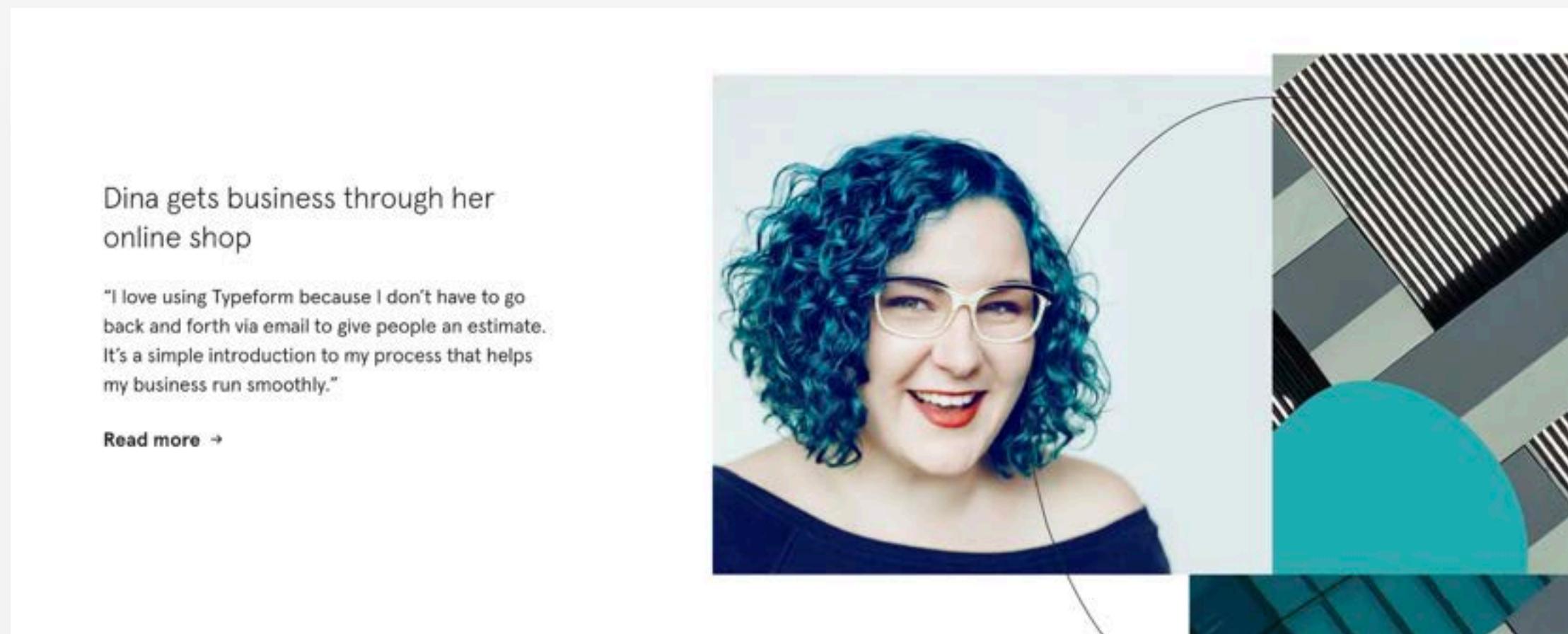
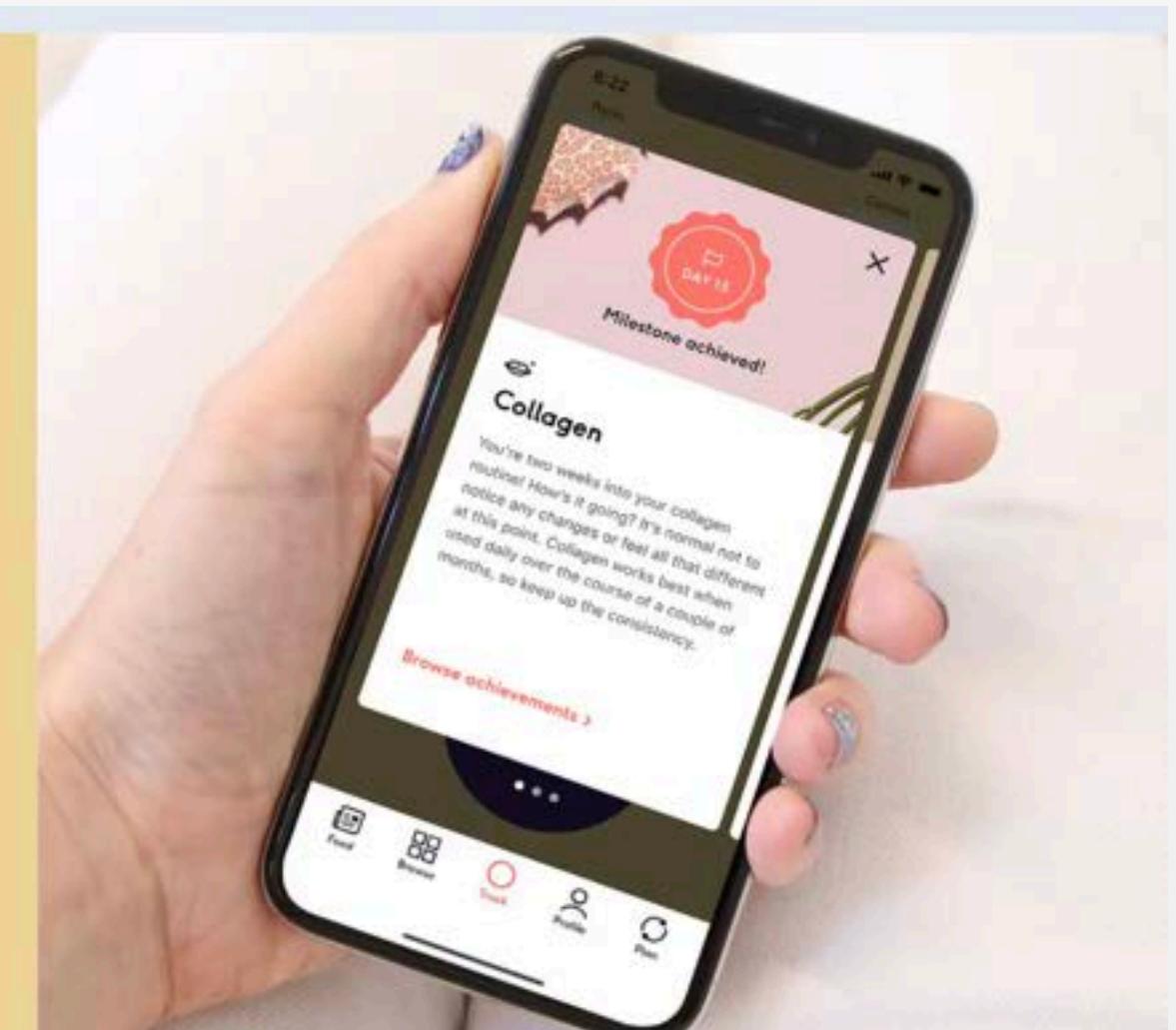
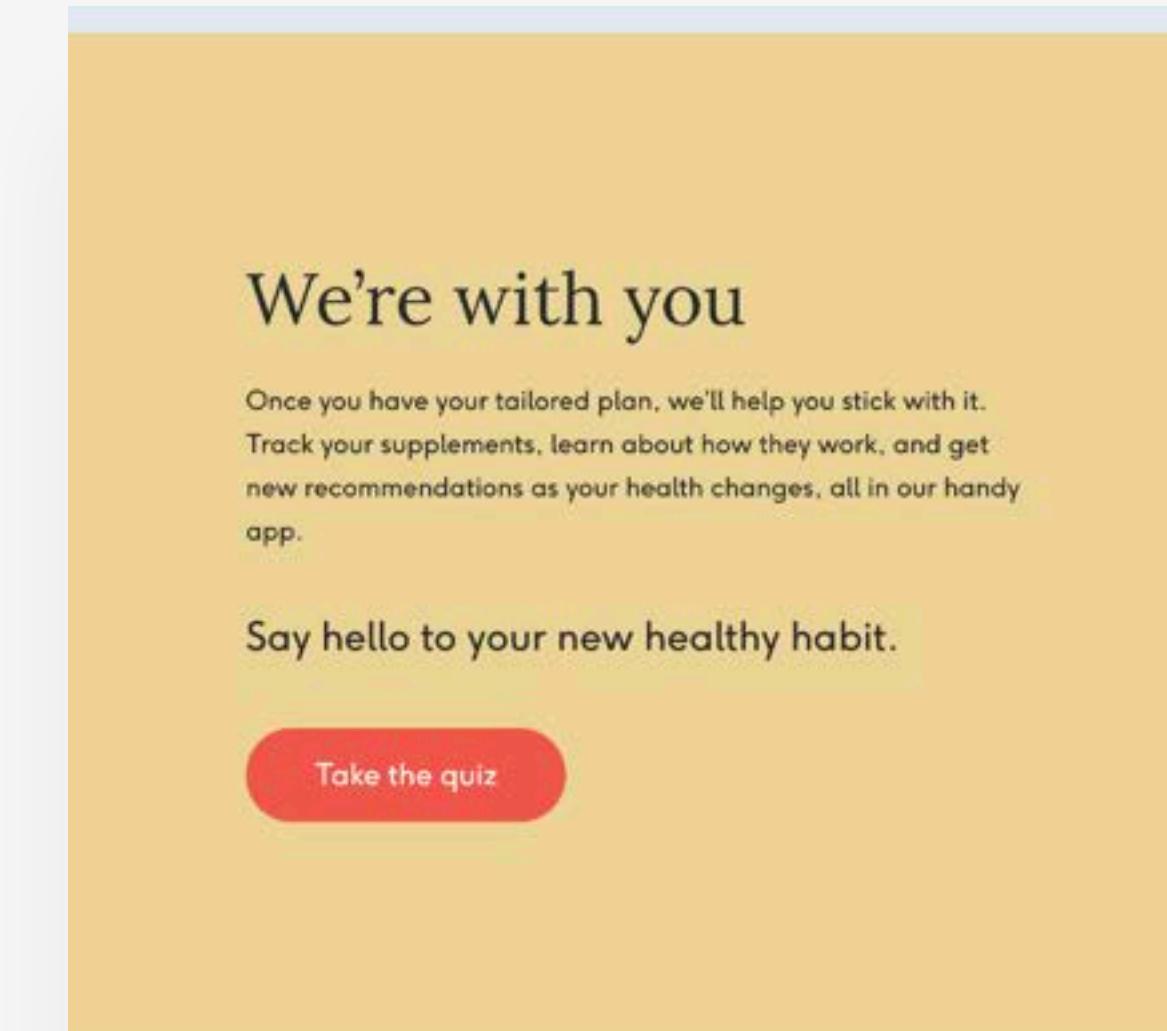
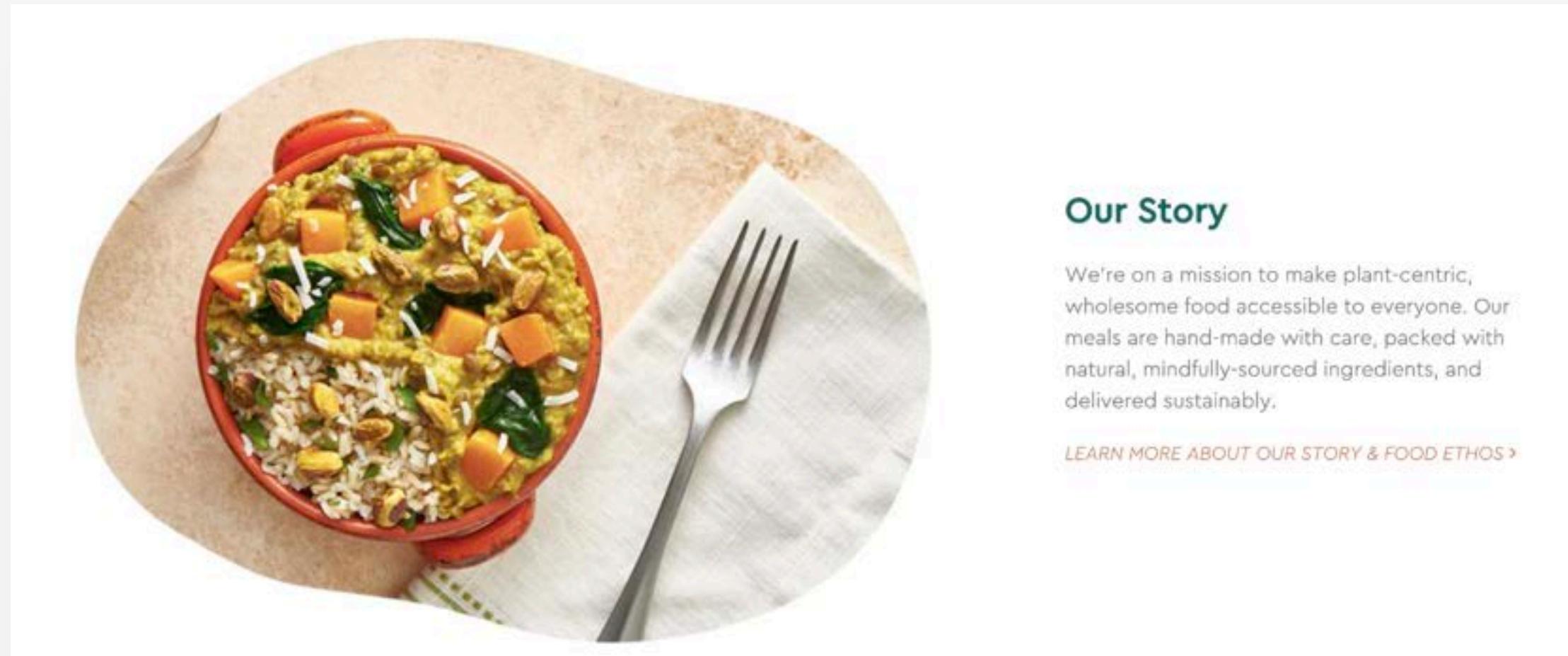
**LET'S
TALK**

Ready to create a unique experience?
Let's get in touch!

[Start a Project →](#)

05 FEATURE ROW

C SECTION COMPONENTS

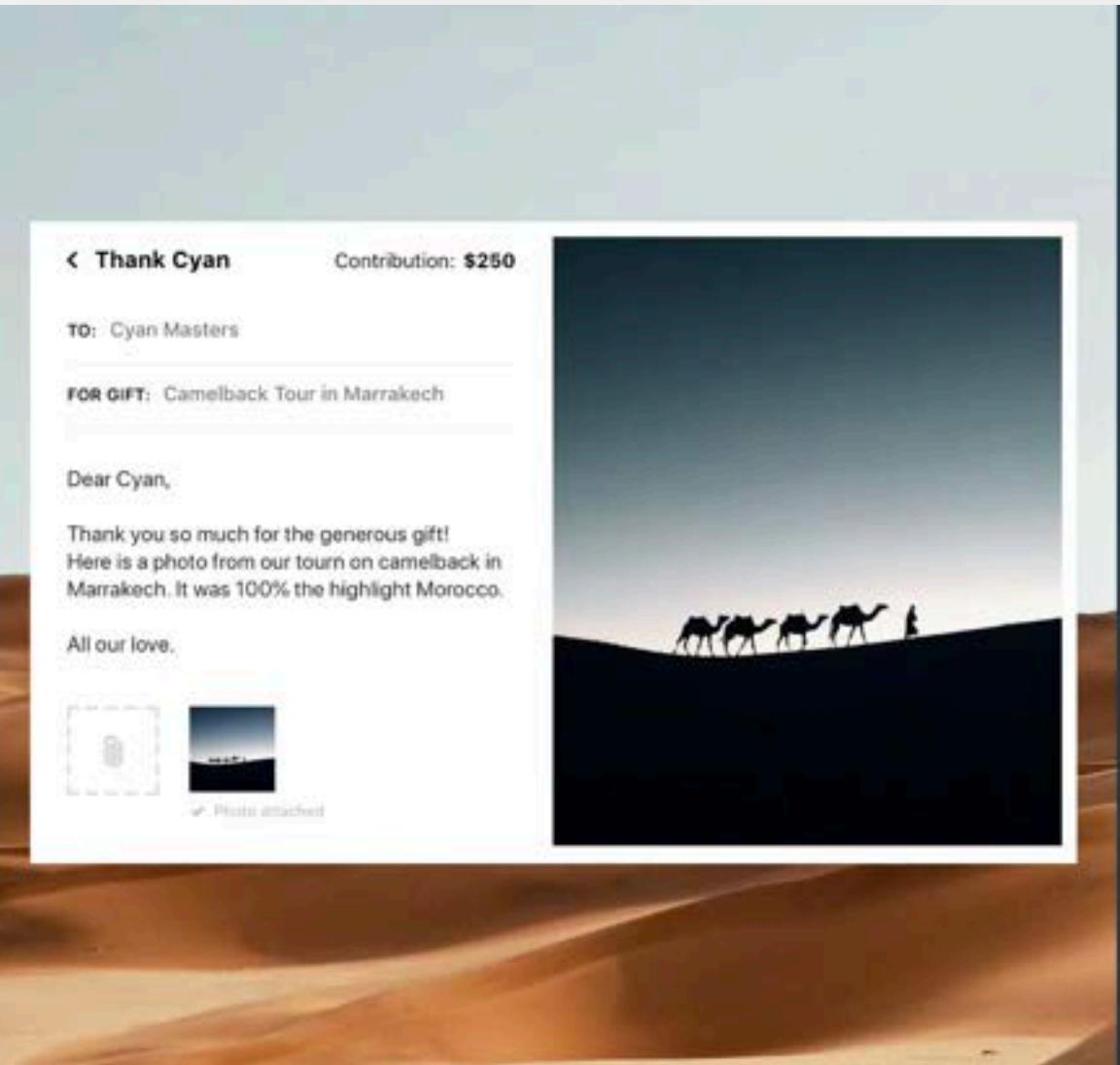


05 FEATURE ROW

C SECTION COMPONENTS

Amplify other channels

Using Hustle doesn't mean overhauling your entire communications strategy. Instead, it makes people more receptive to other channels. Text to schedule a call and they're more likely to pick up. Alert them to an incoming email and they're more likely to open it.



Simple.
Enjoy your trip and thank guests

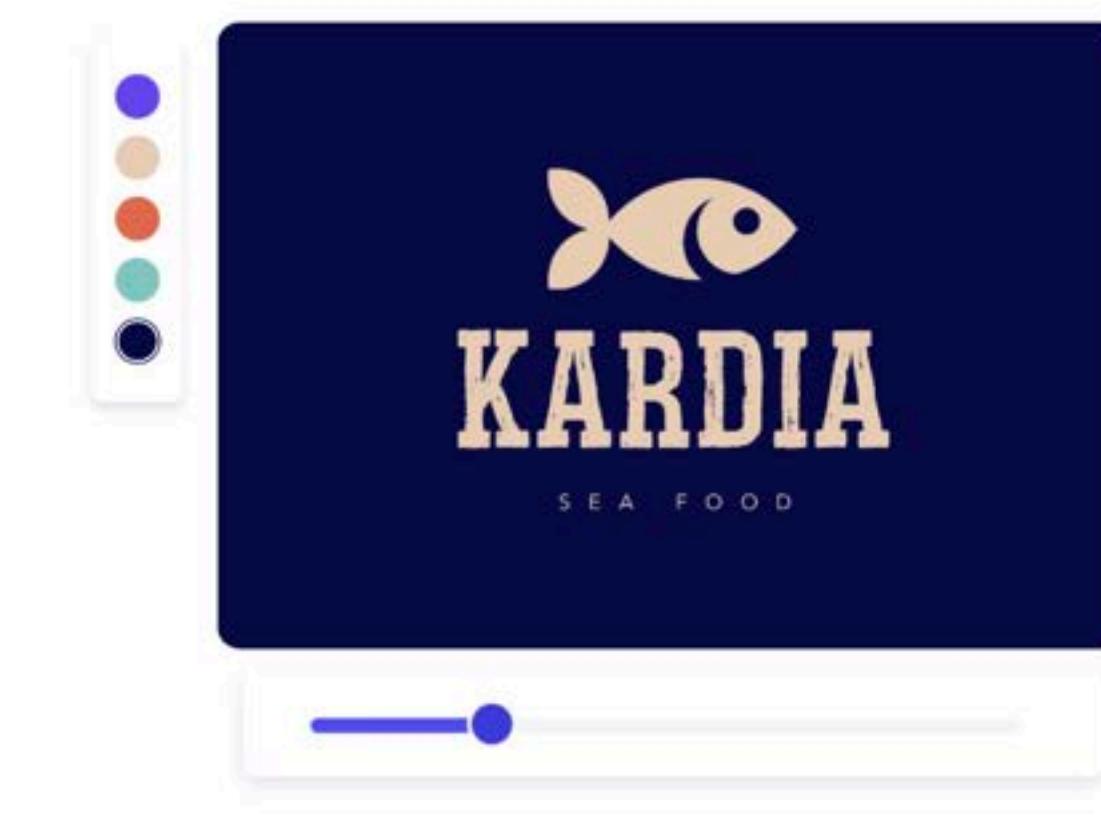
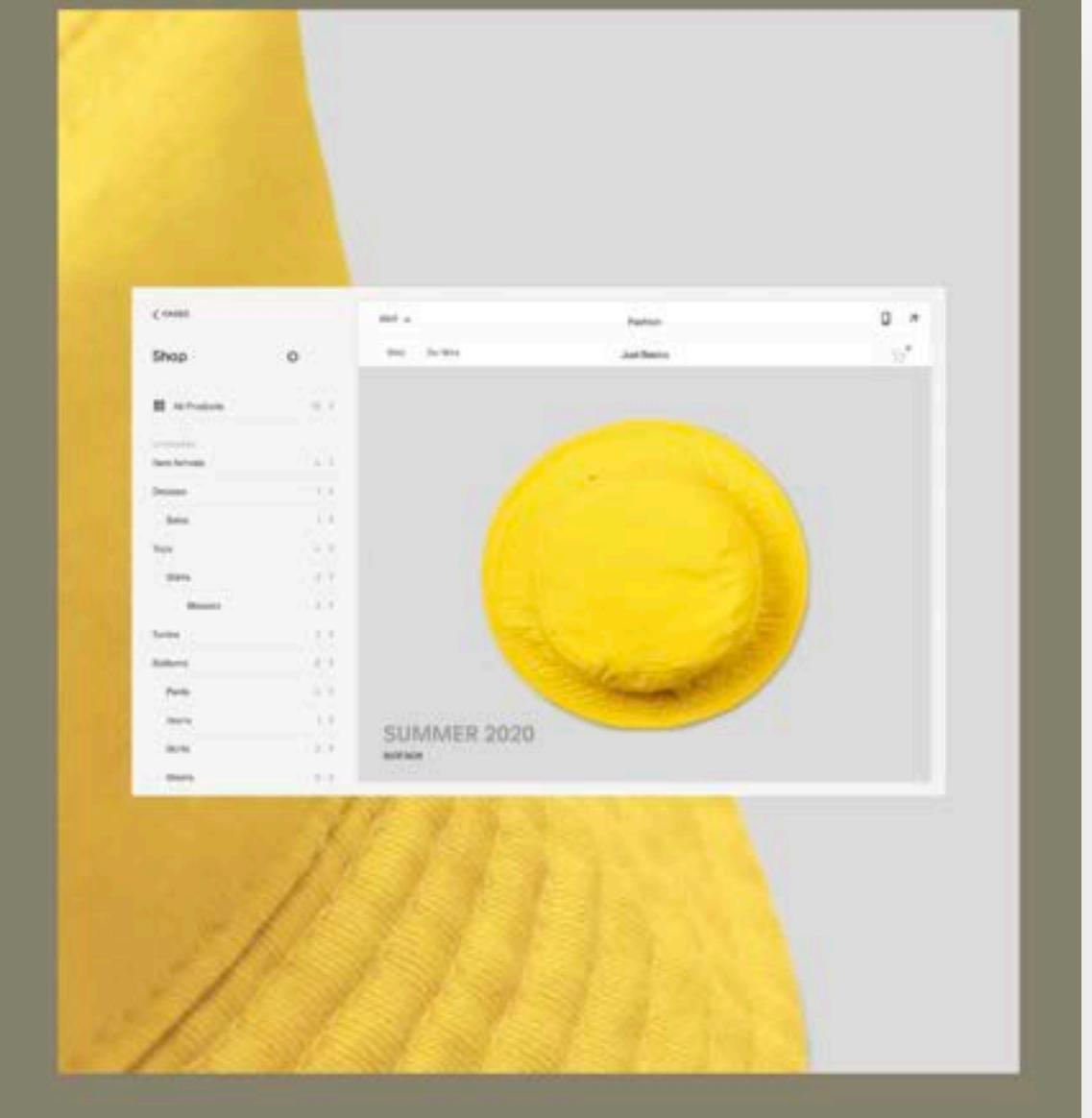
Once funded, it's time to start your adventure together. Share your gratitude and experience by sending a personalized thank you message to contributors. Include a photo from your trip to add a personal touch.

[Start your adventure](#)

Unlimited products
Add and manage products with an easy-to-use interface that scales with you and gives you complete control over how products are arranged.

Rich product listings
Give shoppers the best browsing experience with rich product descriptions, embedded videos, images, related products, and more.

Product catalogs
Show products organized by category and help customers find exactly what they're looking for with intuitive menus.



01. Make a logo in minutes

Forget looking generic! Looka's software is powered by AI to create a logo that matches your vision — no design skills required. Generate endless options, and tweak designs to get exactly what you want.

[Get started](#)

05 FEATURE ROW

C SECTION COMPONENTS

We design great user interfaces that empower people and drive value

We know what makes interfaces great: seamless journeys. Our team merges expertise in CX, UX, and UI design to craft seamless processes and products. Even when users interact with your product across devices, applications, and (real-world) touchpoints. That's how we empower people and drive value.

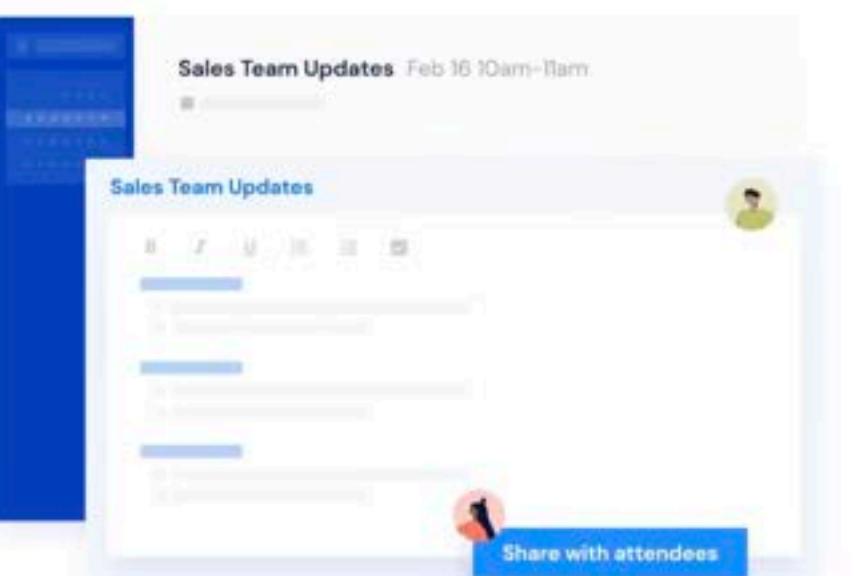
Making complex applications seemingly simple is what we do best.



 Robin Humphreys
Co-founder

Stay organized. Show up prepared

Agenda templates and timely reminders help you build better meeting habits without much effort.



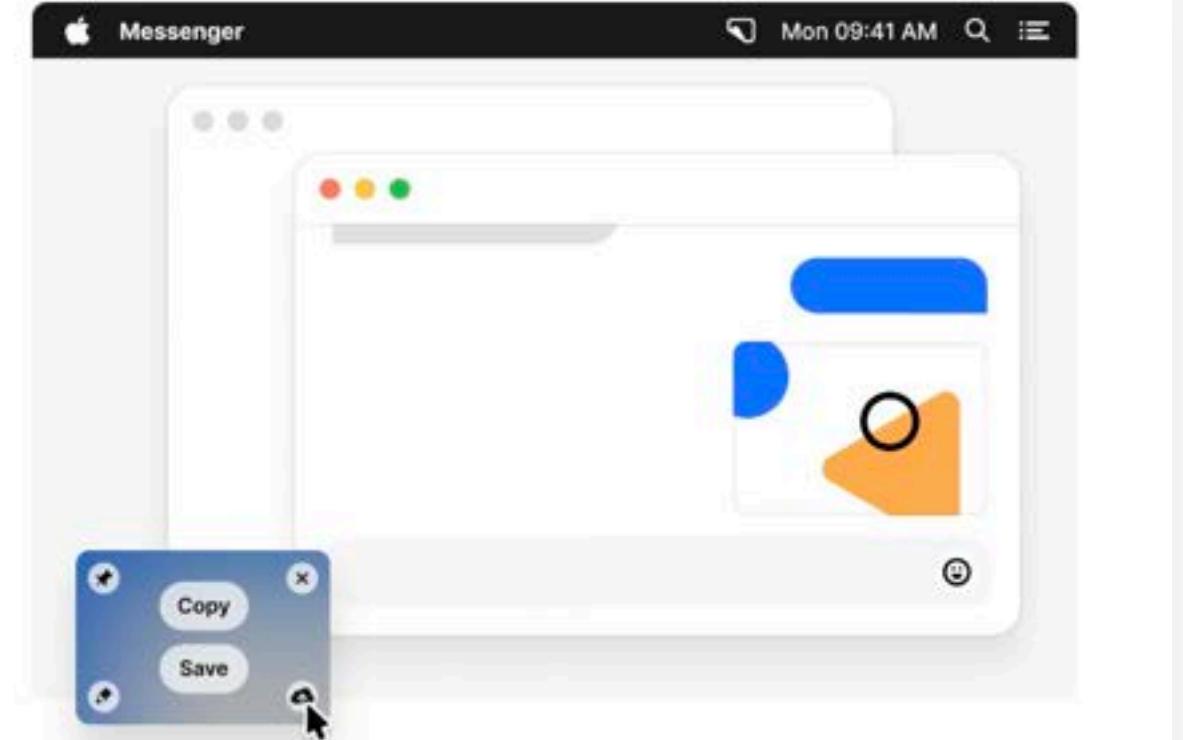
 Tasha Gideon
Verrah

“ For the meeting itself — the actual oomph is in the notes. It's an alignment moment even before the meeting starts.

Quick Access

Our overlay makes sharing a breeze. Instantly save, copy or drag & drop screenshots or screen recordings to other apps. Whatever your workflow looks like, it's going to fit.

[▶ Watch the video](#)


 The essential swiss army knife for screenshots, markups, and GIFs. Every Mac owner needs this.
Tyler Tringas, Founder at Earnest Capital

24/7 customer support

Our team is here to provide you with personalized and outstanding service. We also offer a range of self-learning tools in our support center:



Knowledge base Daily webinars Community

[Visit our support center >](#)

05 FEATURE ROW

C SECTION COMPONENTS



Solar Development

We work at the forefront of responsible solar development. Partner with us to develop innovative utility-scale solar.

[Learn More](#)

[Developers and Property Owners >](#)

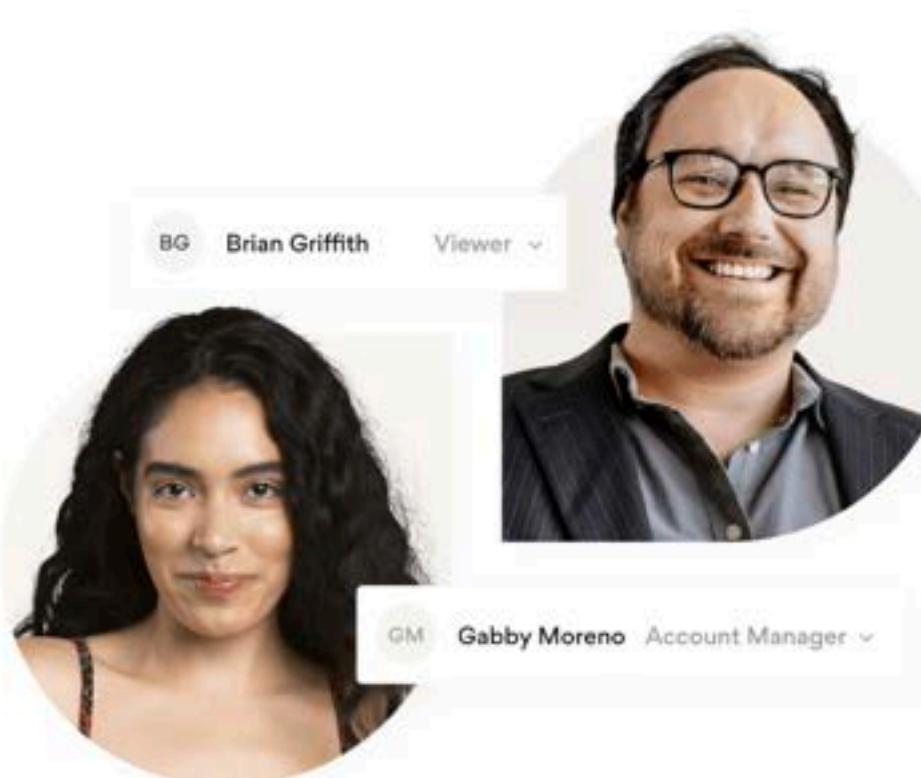
Learn how our experienced team can deliver solutions that let you maximize the value of your land.

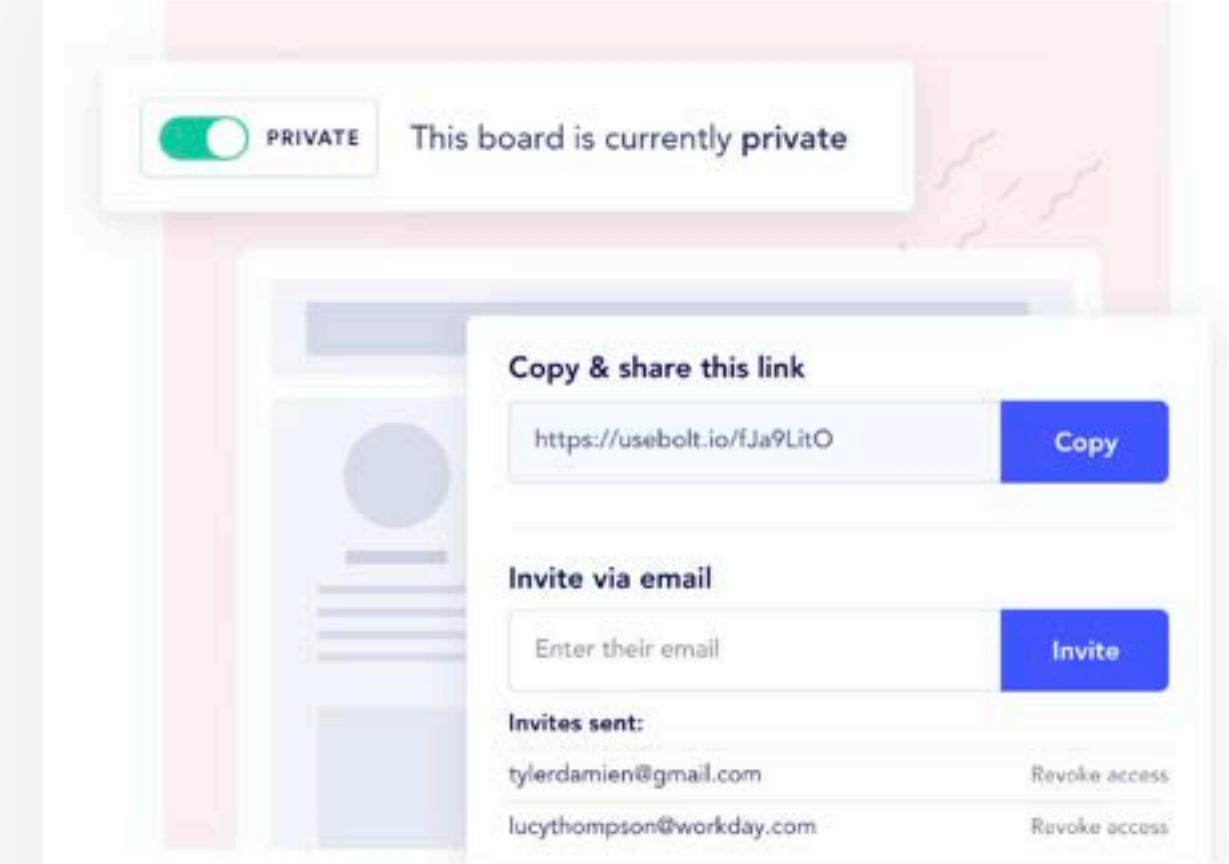
TRENDMO FOR TEAMS

Seamless client and team member management

Streamline your workflow with flexible team permissions, and customize access levels across clients and collaborators. Share actionable insights with marketing, sales, or product teams in just a few clicks.

[Why teams love Trendmo →](#)





PRIVACY CONTROLS

Share publicly or privately

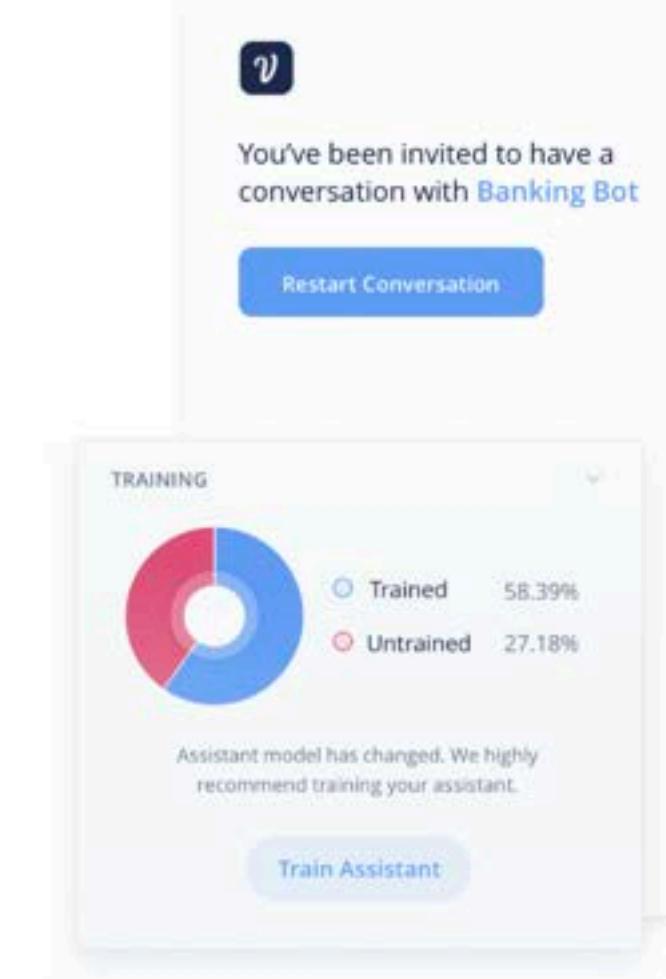
Create public or private boards to control who you share your designs with.

Private boards are invite-only in order to keep your designs private. Public boards allow you to share your designs with anyone, using a simple link.

PROTOTYPING & USER TESTING

Lightning fast prototyping

Voiceflow's advanced prototyping capabilities allow for robust testing right in-browser, or on-device.



Hi Sam, welcome to Voiceflow Banking! I'm Mia, your personal banking assistant. I can help you with things like transferring funds, or checking account balances.

What can I help you with today?

I'd like to send money to Katie

Transfer Funds Account Balance Open New Account

Type a message... ▶

01 ROW OF BOXES/CARDS

D PATTERNS

ANXIETY

PAIN

SLEEP

Quiet your mind and calm the storm.

When things get hectic and your stomach is in knots, Feals can ease your mind and calm you down so you can live in the present and have a better day.

Ease your pain and soothe your joints.

When your back aches and your knees creak, Feals can reduce inflammation and help relieve pain so you can feel like yourself again.

Sleep tight and wake up refreshed.

When there aren't enough sheep to count, Feals can help you fall asleep faster and ensure longer periods of undisrupted zzz's so you can have a better tomorrow.

POPULAR

FROM MÝRDALSJÖKULL

ATV Black Beach Safari and the Plane Wreck

All-year 2 hrs EUR 130

POPULAR

FROM SÓLHEIMAJÖKULL

Glacier Discovery

All-year 3 hrs EUR 68

NEW TOUR

ALPINE SKI TOURING

May - June 6 days EUR 2,541

The Volcano Ski Touring Challenge

Proposals
Simplify the process to create proposals.

Quotes
Create interactive, error-free quotes.

Contracts
Create contracts fast with pre-approved templates.

eSignatures
Save time and keep deals moving with eSignatures.

Payment
Collect payments with signatures to get paid in as little as two days.

Consult

Schedule a consultation
Chat with one of our executive financial design consultants to see how our services can fulfill your project needs.

Match

Get a Custom Talent Plan
Within one business day, your design consultant will have a custom talent plan and team ready for your review.

Collaborate

Meet Your Team
Once you approve our selection, our team will be ready to integrate and collaborate with your team and workflow.

Get creative video marketing ideas
Always have fresh content to post on social media and beyond with the Wave.video free social calendar.

Find a perfect video for your story
Import your own video clips, images, and music or search the built-in stock library with 300 million assets.

Easily edit and publish your videos
Edit your videos with the easy and powerful video editor. Add your message and logo.

Repurpose and promote your content
Easily turn your videos anywhere. Fine-tune your video appearance with the customizable player.

02 GRID OF BOXES/CARDS

D PATTERNS

Deploy and share securely

Retool comes with the security, reliability, and permissioning built in.

Host on-premise

You can host Retool on-premises, behind your own VPN, and in your own VPC. Deploy via Docker or Kubernetes.

[Deploy Retool on-prem in 5 minutes →](#)

Fine-grained access controls & audit logs

Granularly control what users can access which apps and which resources. And after they use the apps, query what they did via the audit logs. (Which you can then build Retool apps atop of.)

[Control user permissions →](#)

Revision history via Git

Sync Retool apps to a Git repository, so you can manage Retool apps as code. Oh, and choose what version is deployed in a nice GUI.

[Set up Retool Git syncing →](#)

SAML SSO and 2FA

Sign in with the services you already use, including Google, Okta, Active Directory Federation Services, and other SAML-based identity providers. Import groups and use them inside of Retool.

[How to set up SAML →](#)

Eco-Friendly Cork Dog Collar | Dog Collar
EUR 27.00 FREE shipping

Eco-Friendly Hemp Pet Poop Bag Dispenser
EUR 15.00 FREE shipping
Only 3 left

Eco-Friendly Hemp Dog Harness | Pet Supply
EUR 40.00 FREE shipping
4 people have this in their cart

Eco-Friendly Hemp Pet Collar | Dog Collar
EUR 25.00 FREE shipping
5 people have this in their cart

Eco-Friendly Hemp Pet Leash | Pet Leash
EUR 30.00 FREE shipping

Eco-Friendly Cork Dog Collar | Dog Collar
EUR 22.00 FREE shipping
Only 2 left

Eco-Friendly Cork Dog Collar | Black Dog Collar
EUR 22.00 FREE shipping
Only 2 left

Blue Dog Collar | Eco-Friendly Hemp Pet Collar
EUR 25.00 FREE shipping

World-class partners
Connect with LinkedIn, Google and 70+ other apps and tools to get more done.

Fast, global support
Reach our award-winning support team in about 25 seconds by phone or chat.

Trust & security
Sleep soundly knowing your data is always safe and always accessible. We're ISO-certified.

Anywhere recruiting
Keep things moving from anywhere with our top-rated mobile hiring app.

Expert advice
Make the right moves with help from 1000s of hiring templates and tutorials.

Onboarding
Get up and running in days, not months — Workable is just that easy to use.

02 GRID OF BOXES/CARDS

D PATTERNS

The diagram illustrates a grid of boxes/cards pattern (D pattern) across three main sections:

- Visitor Management**: Shows a dashboard for managing invited visitors.
- Modern Ticketing**: Shows a dashboard for tracking service requests (Incoming, In-progress, Completed).
- Facilities Management Software**: Shows a dashboard for managing room bookings and equipment maintenance.
- Gift cards**: Shows a gift card purchase interface.
- Reviews**: Shows a product review section with customer comments.
- Social integrations**: Shows social media sharing options for products.
- Subscriptions**: Shows a subscription management interface.
- People**: Shows profiles for individuals like Fried Filler, Josh Pigford, Martin Rariga, and Pieter Beulque, each with a photo, title, and Twitter handle.

Red arrows highlight the flow from the first two sections to the third, and from the third section to the People section.

ASIDE: NESTING PATTERNS IN COMPONENTS

D PATTERNS

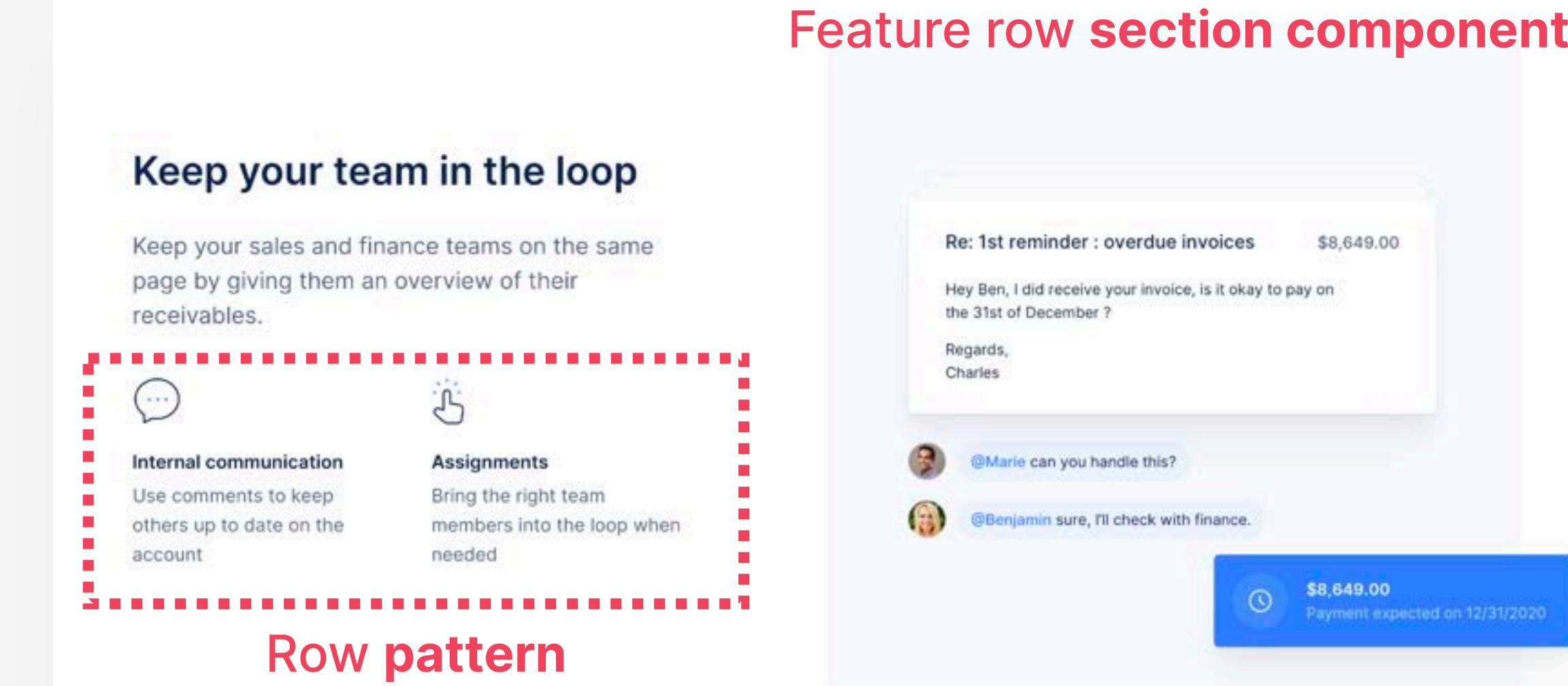


Feature row section component

Trust our team of experts to deliver

- Design consultants**
Our team can help you create your FF&E specification, keeping it on time and in budget.
- One point of contact**
You have one point of contact — us. We'll handle every supplier and all the admin.
- Installation**
On-site installation including assembly, positioning, snagging and packaging removal.
- Consolidated delivery**
We'll consolidate orders from multiple suppliers and deliver when required.

Grid pattern



Feature row section component

Keep your team in the loop

Keep your sales and finance teams on the same page by giving them an overview of their receivables.

- Internal communication**
Use comments to keep others up to date on the account.
- Assignments**
Bring the right team members into the loop when needed

Row pattern

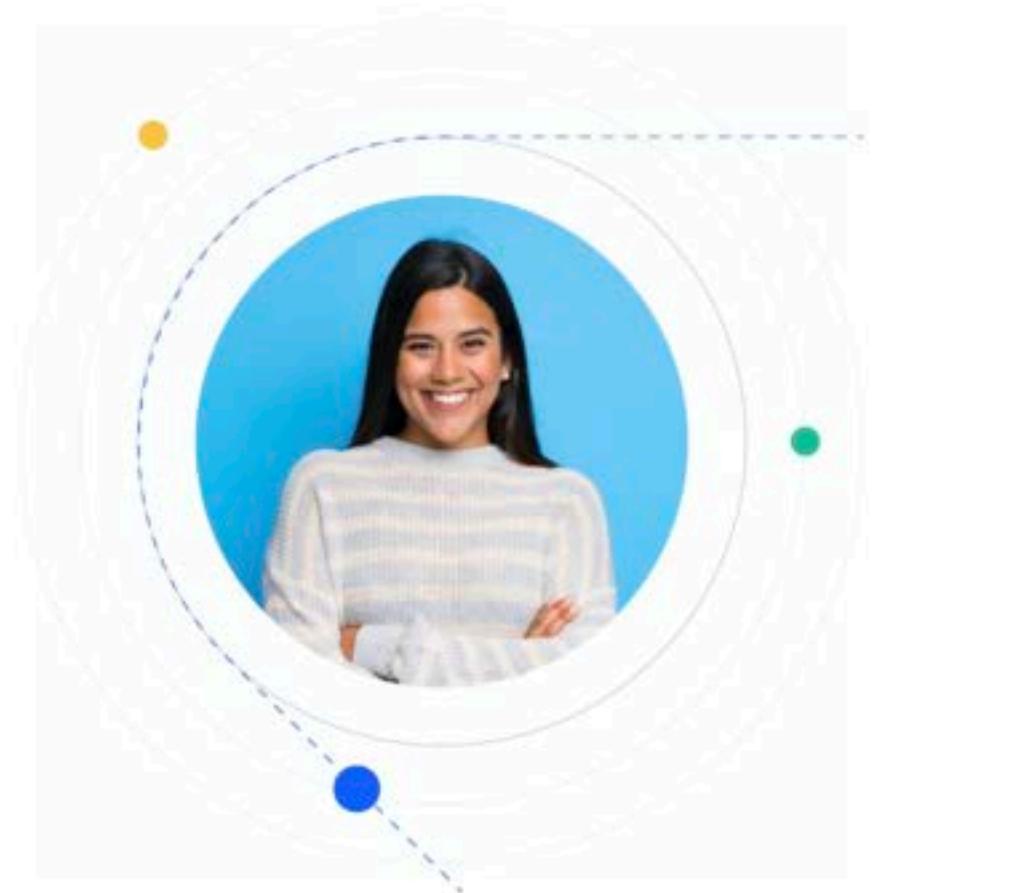


Feature row section component

Get the help you need, every step of the way

- Shopify support**
Contact support 24/7, whether you're troubleshooting issues or looking for business advice.
- Contact support →**
- Shopify App Store**
Add features and functionality to your business with 6,000+ apps that integrate directly with Shopify.
- Visit the Shopify App Store →**
- Shopify Experts Marketplace**
Hire a Shopify expert to help you with everything from store setup to SEO.
- Explore the Shopify Experts Marketplace →**

Grid pattern



Feature row section component

OUR MISSION

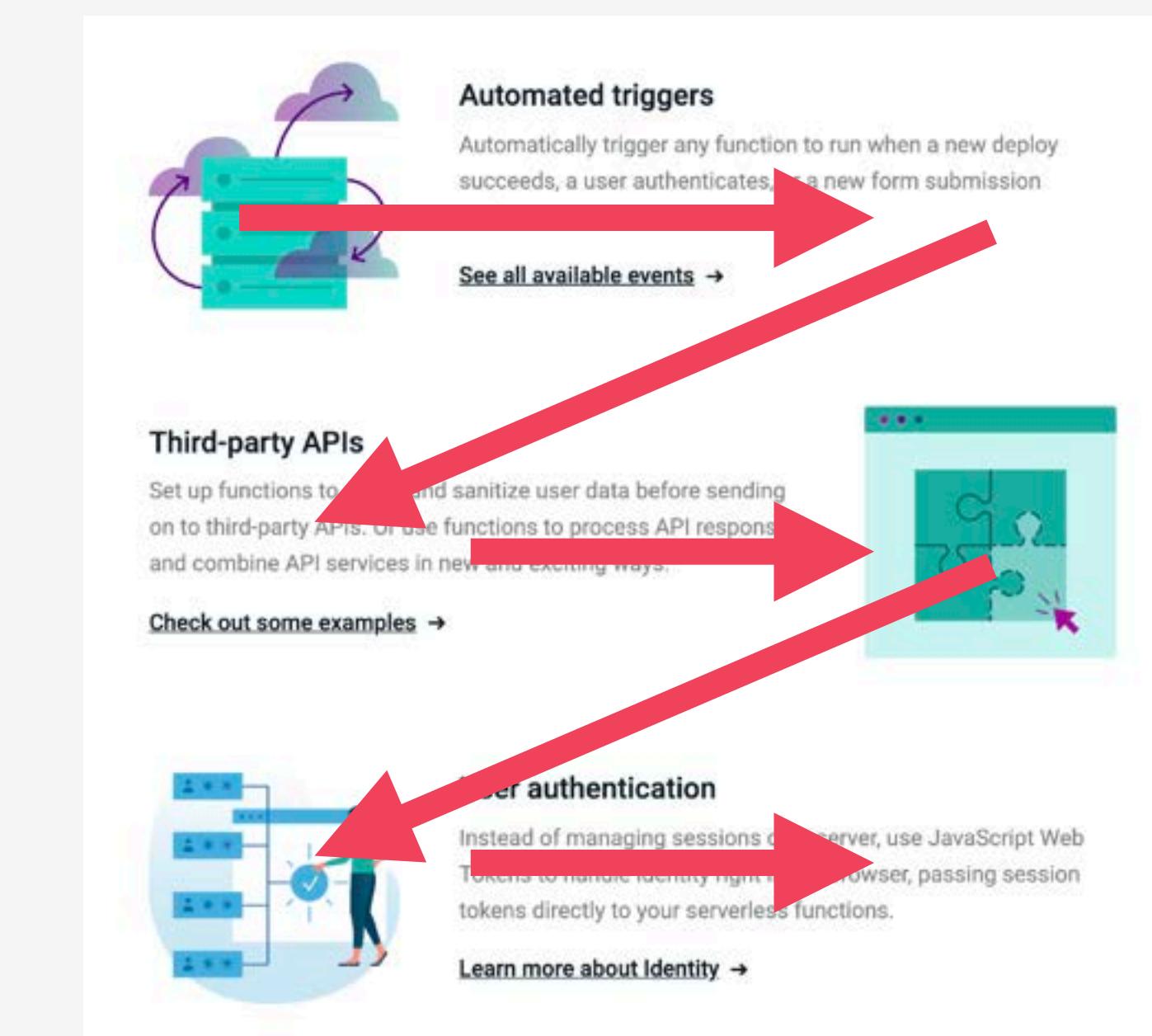
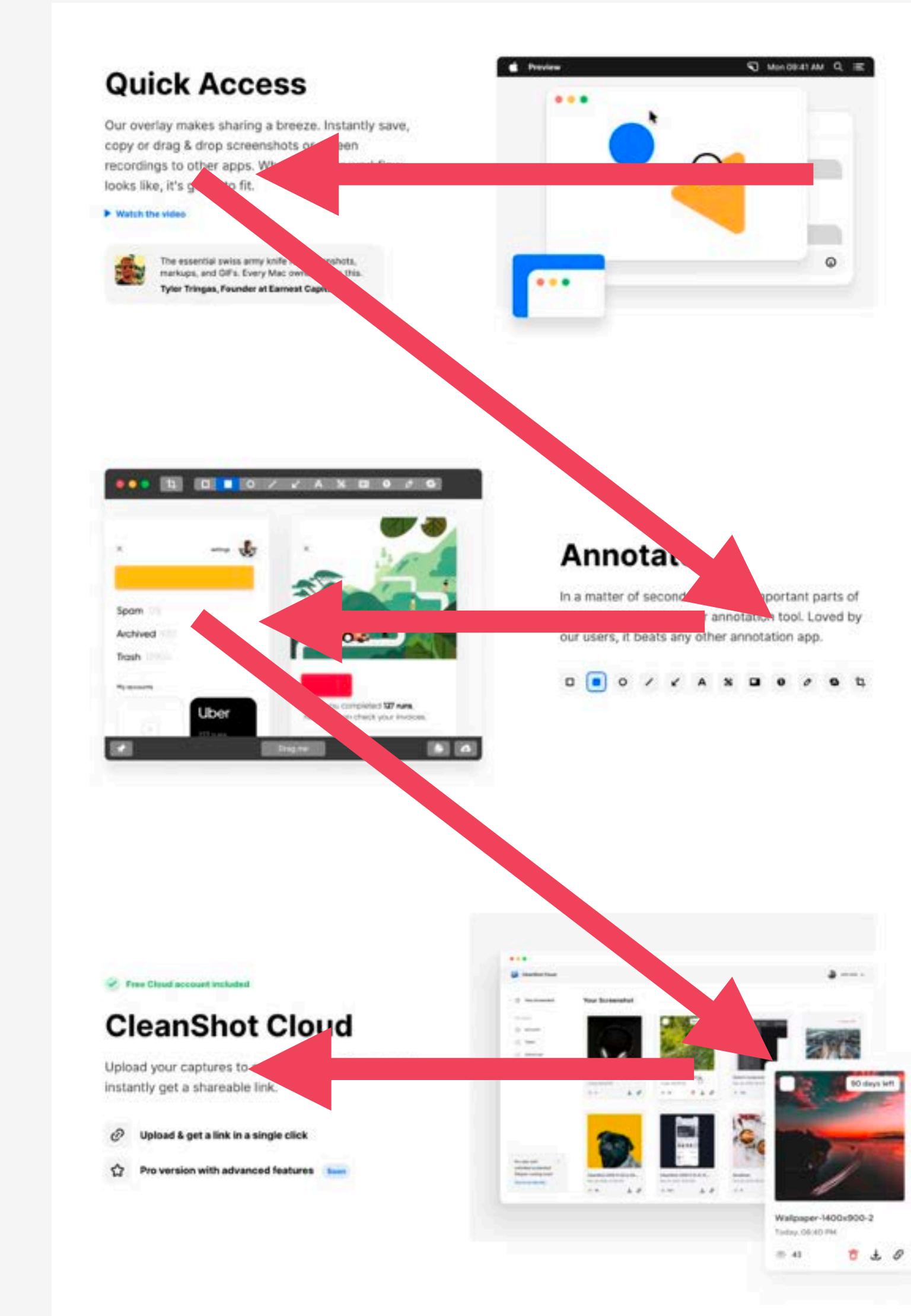
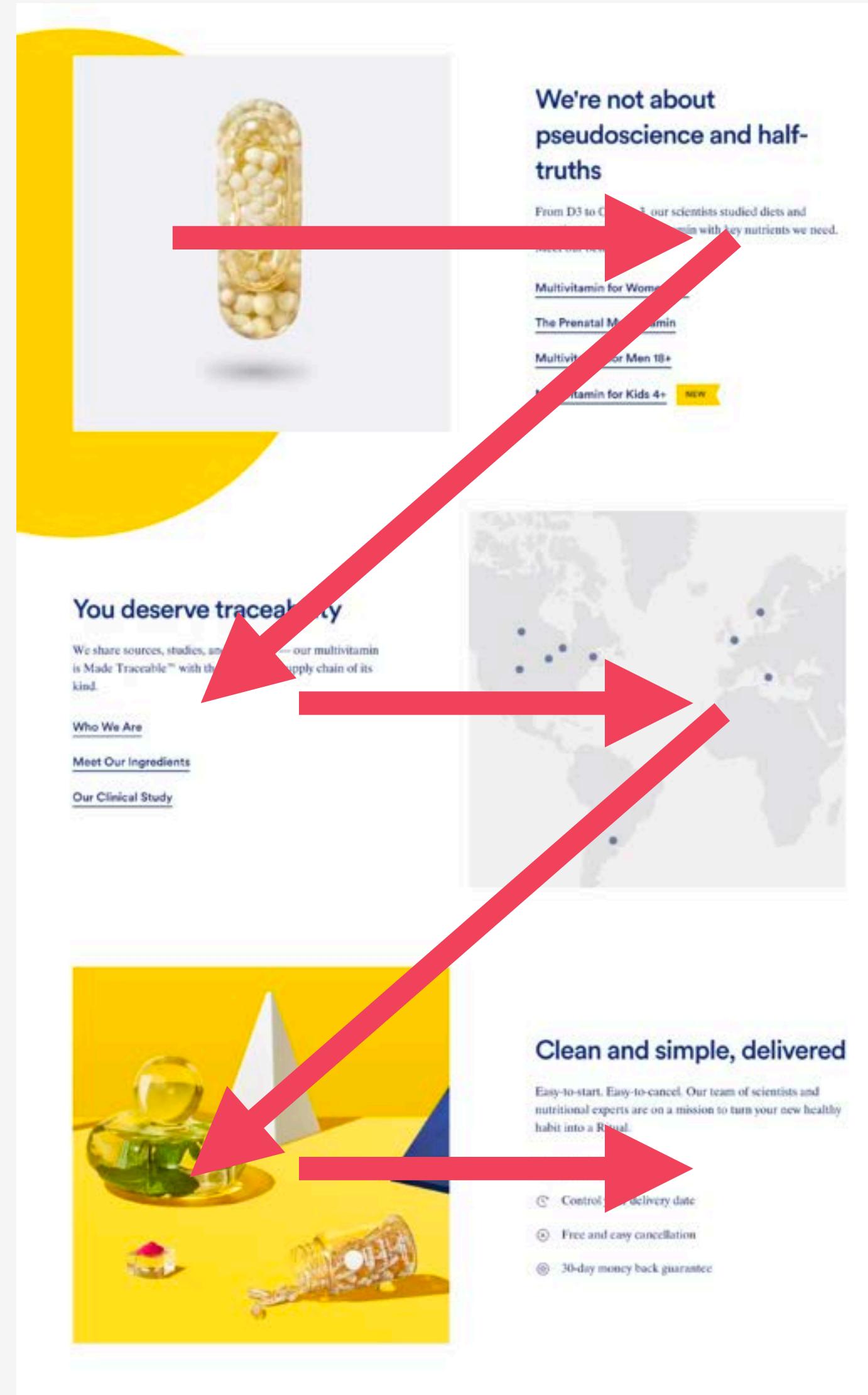
We help SMEs to create empowering workplaces for their teams.

- 9,000 small businesses and counting.**
- 200k employees are actively using Swingvy.**
- 94% of customers are likely to recommend Swingvy.**
- 90% of customers told us switching to Swingvy is easy.**

Grid pattern

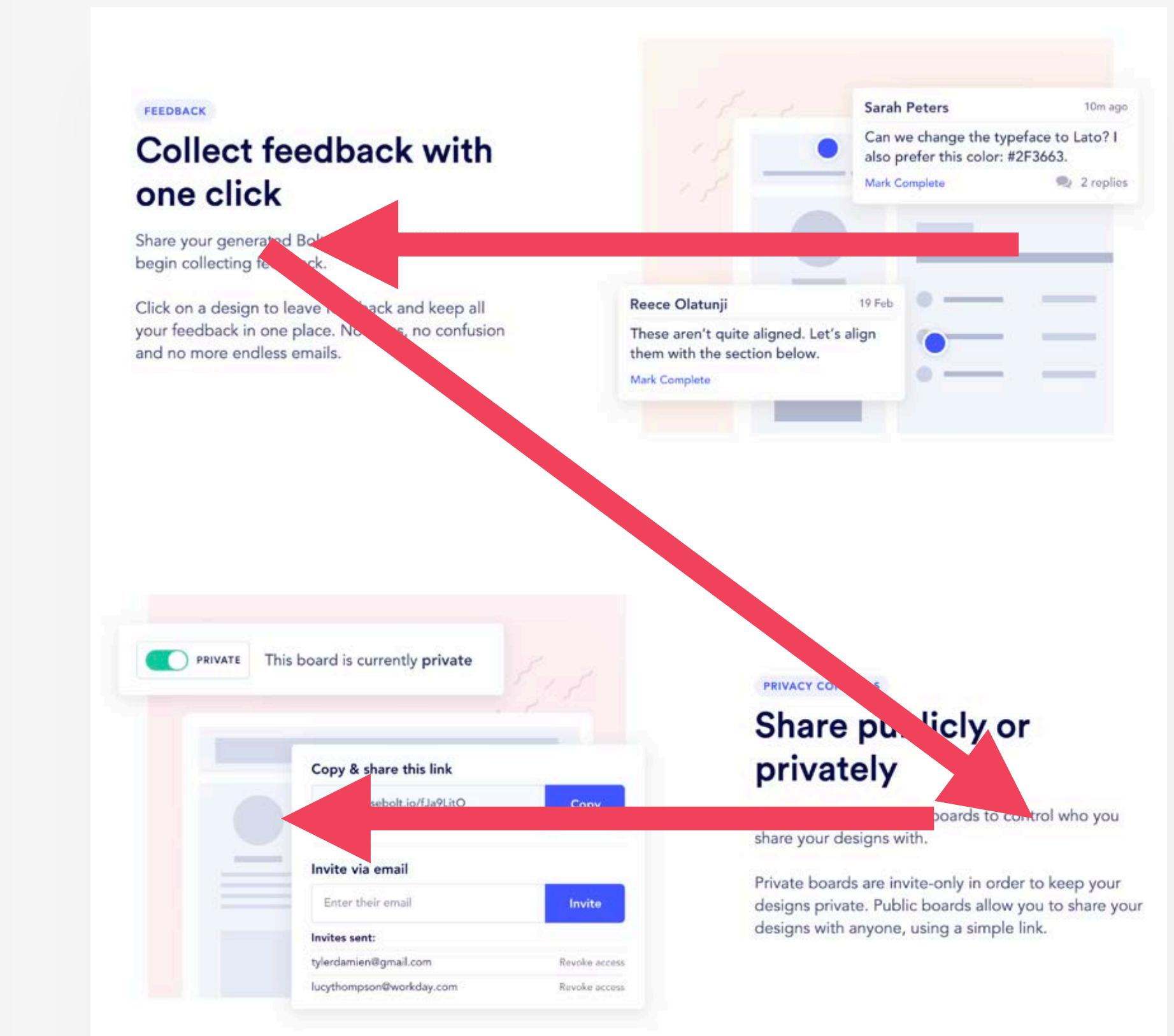
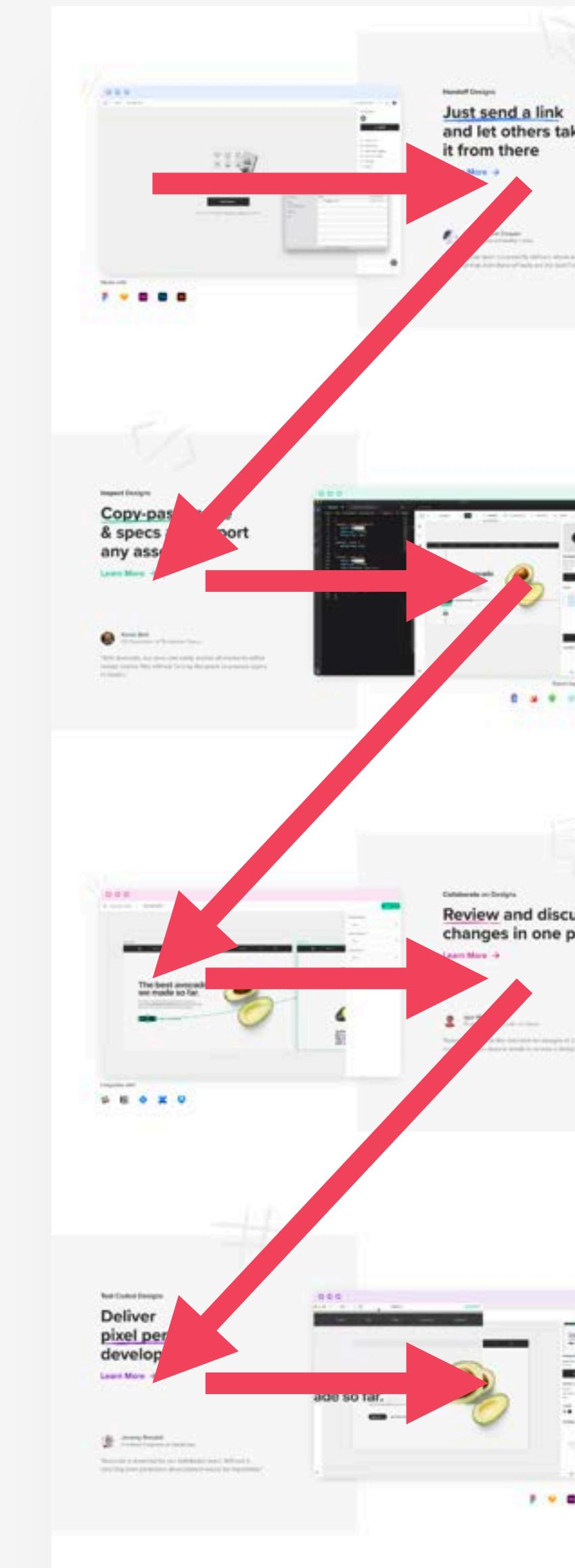
03 Z-PATTERN

D PATTERNS



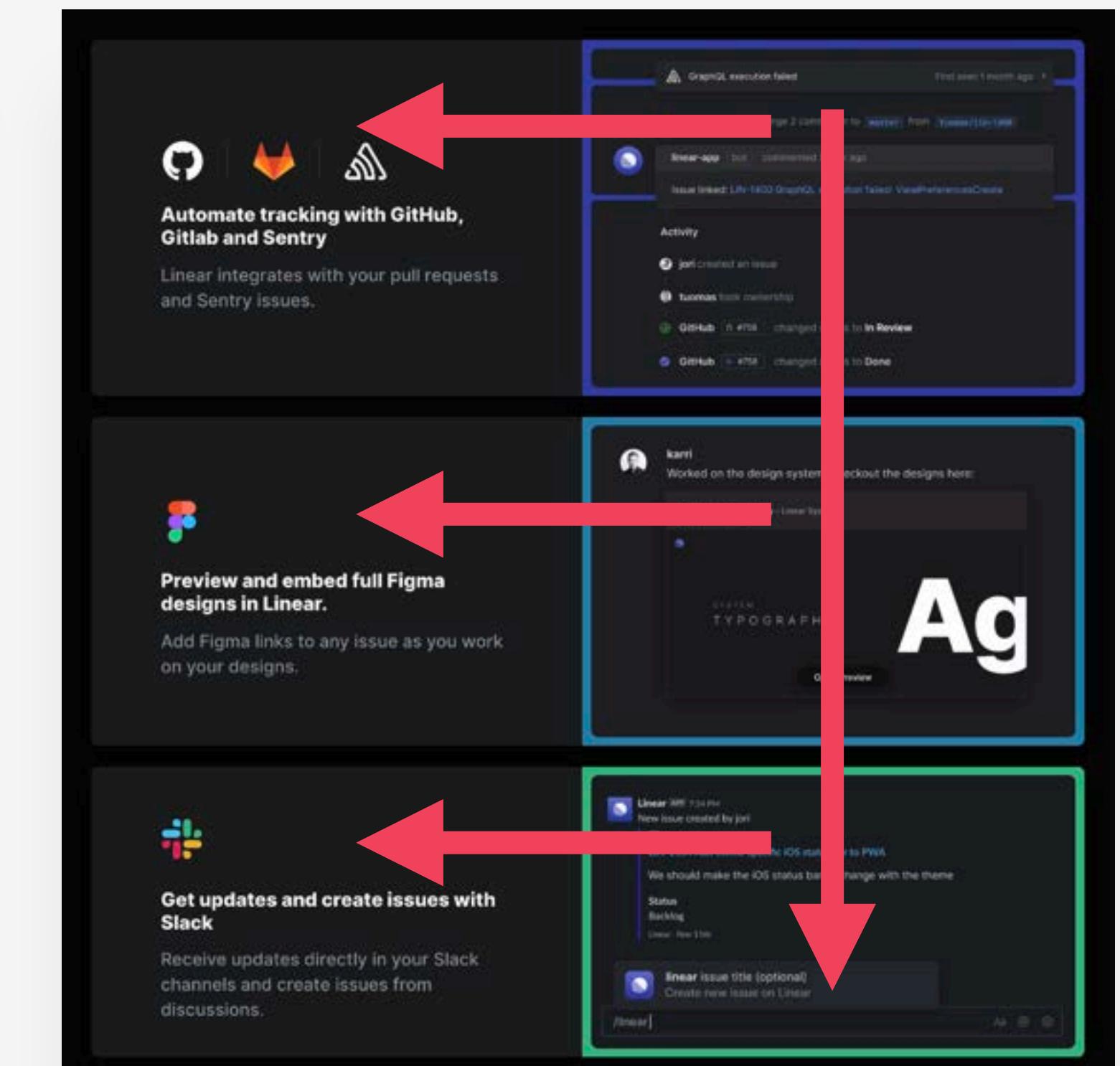
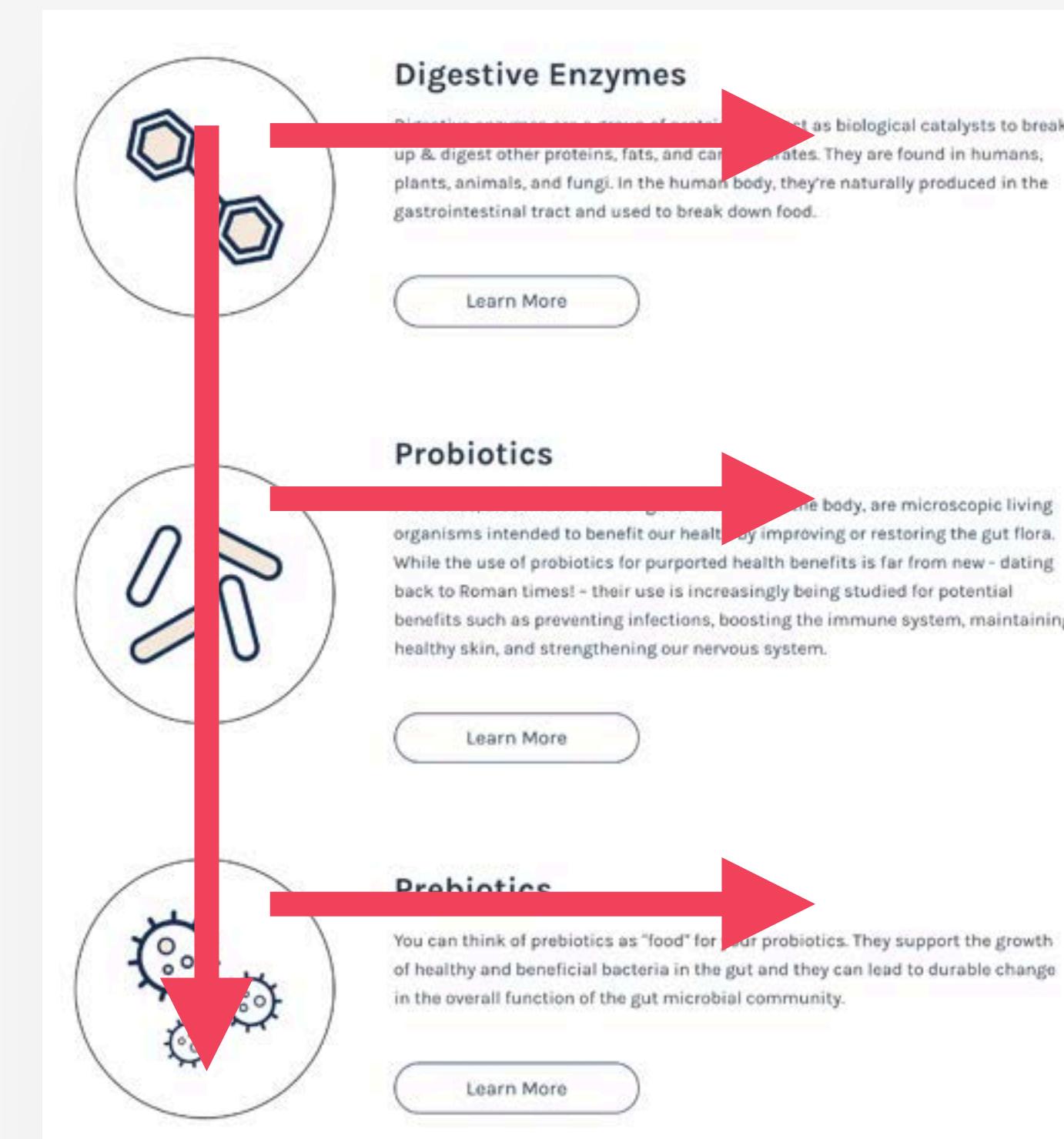
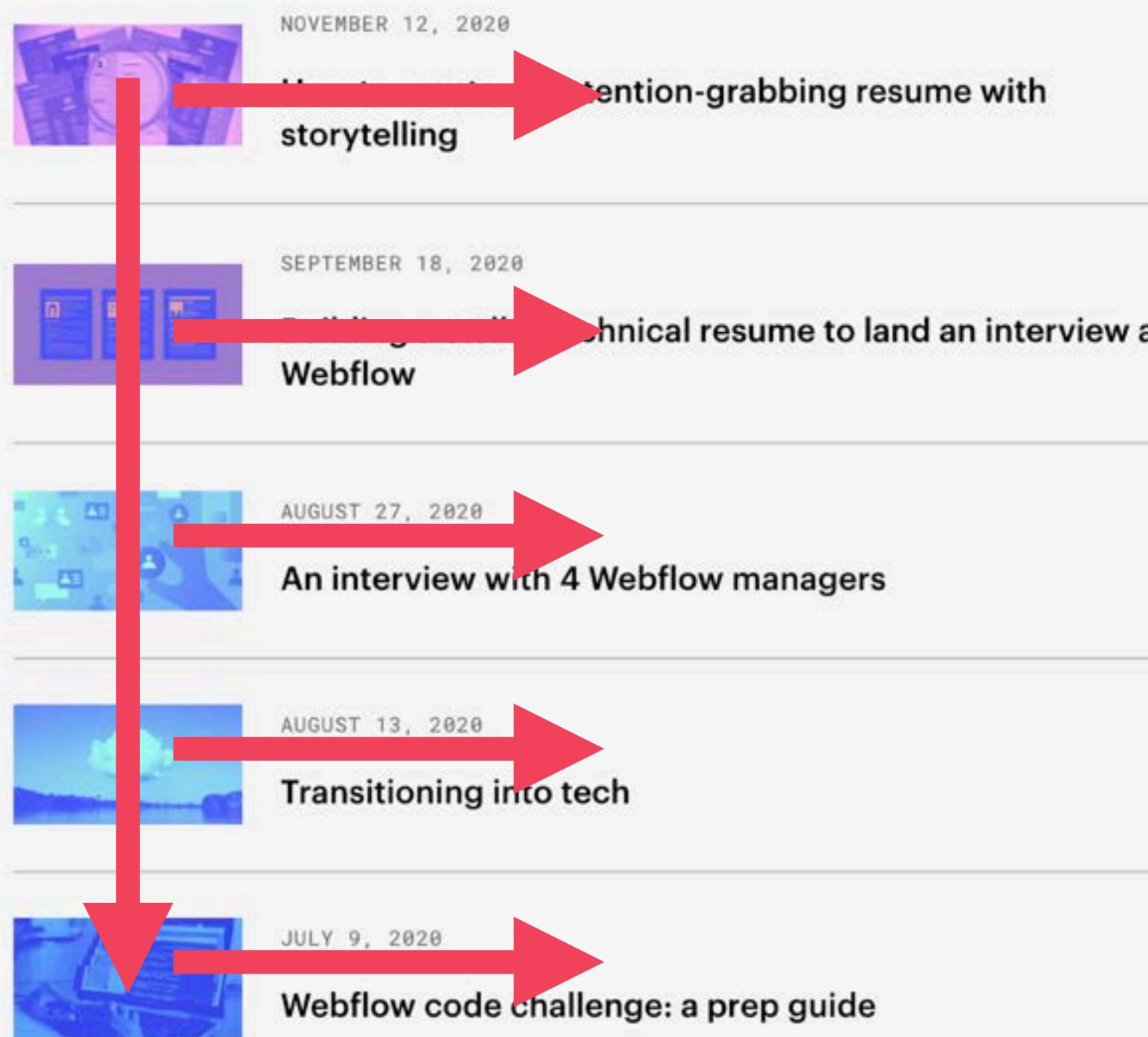
03 Z-PATTERN

D PATTERNS



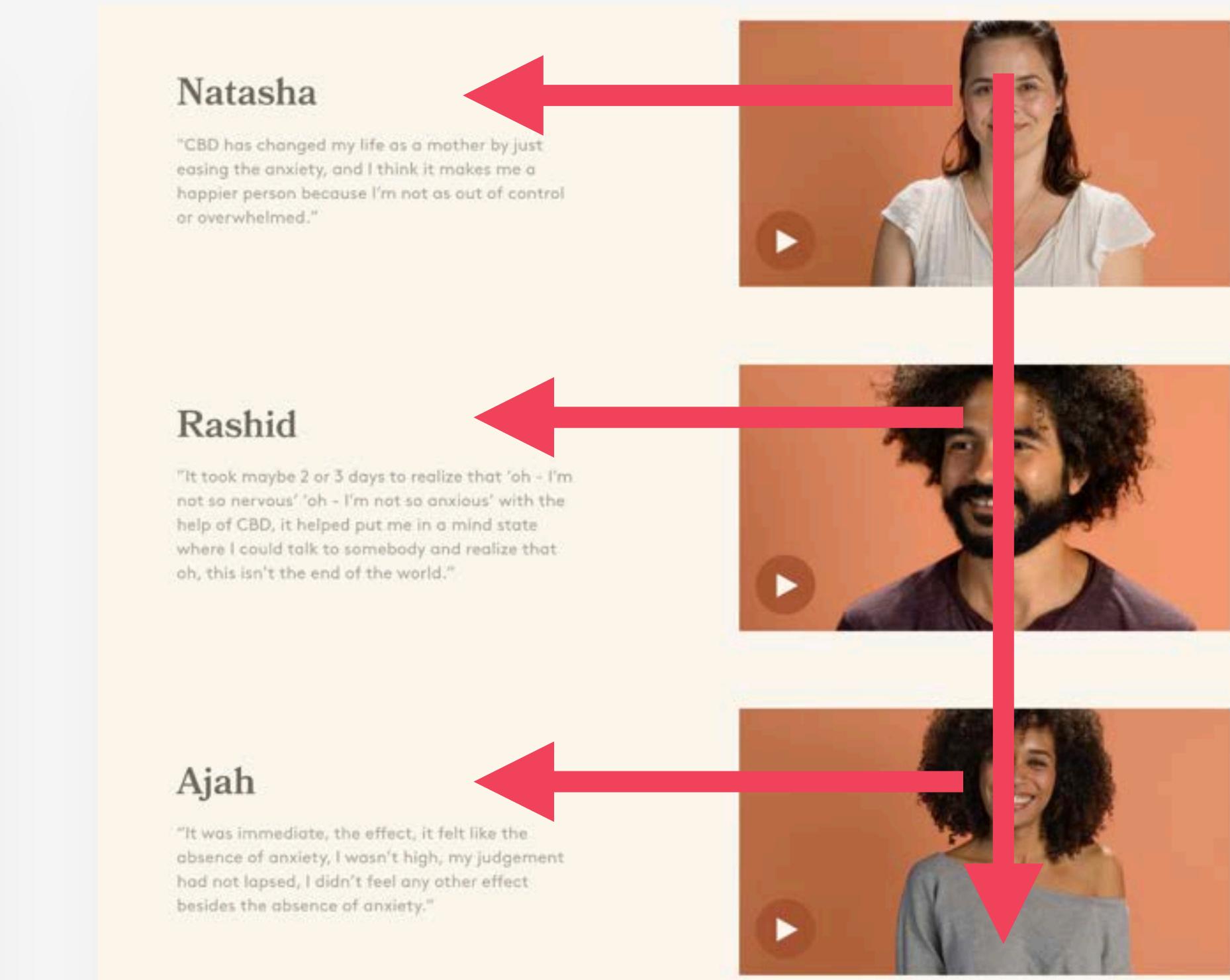
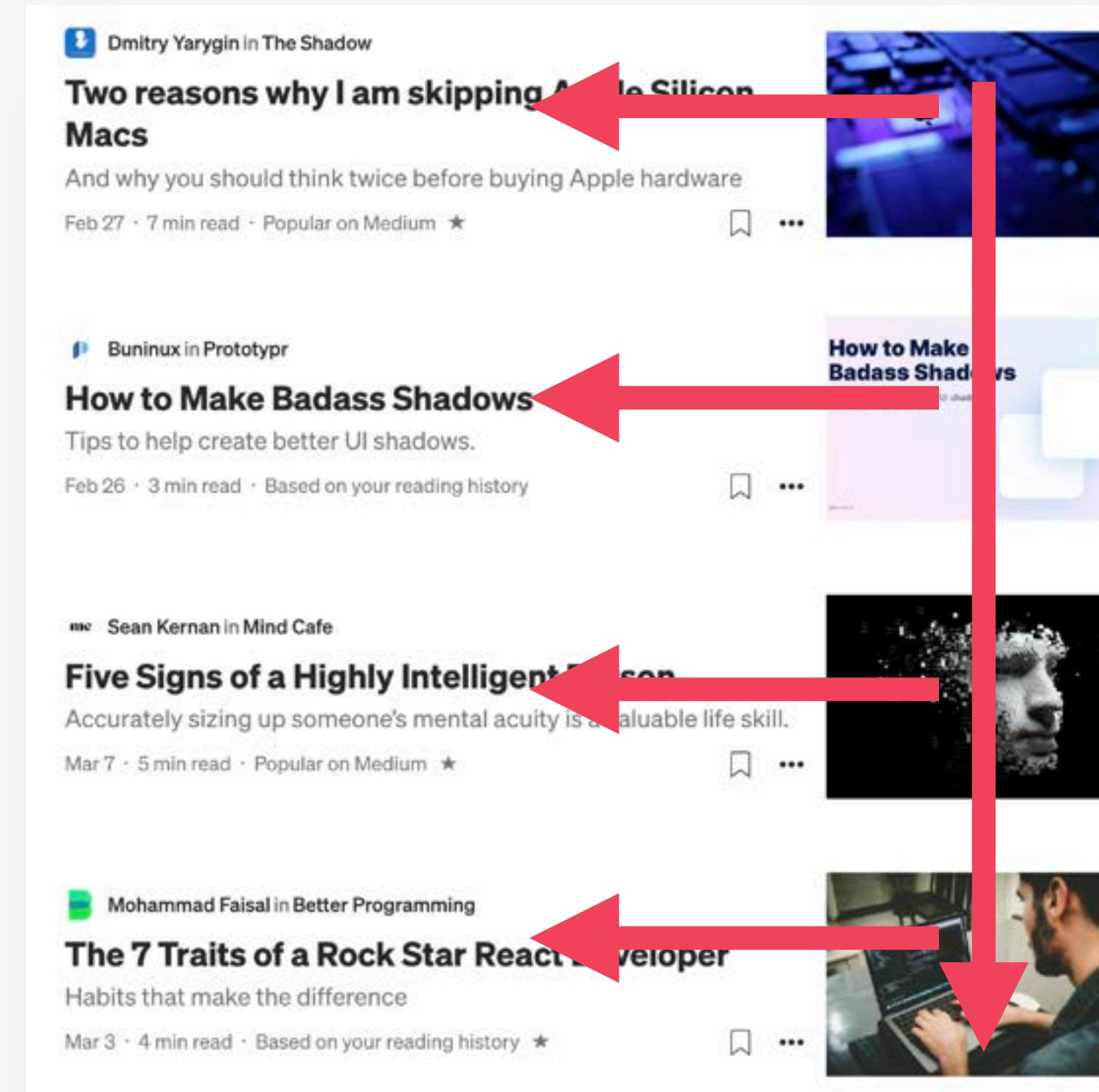
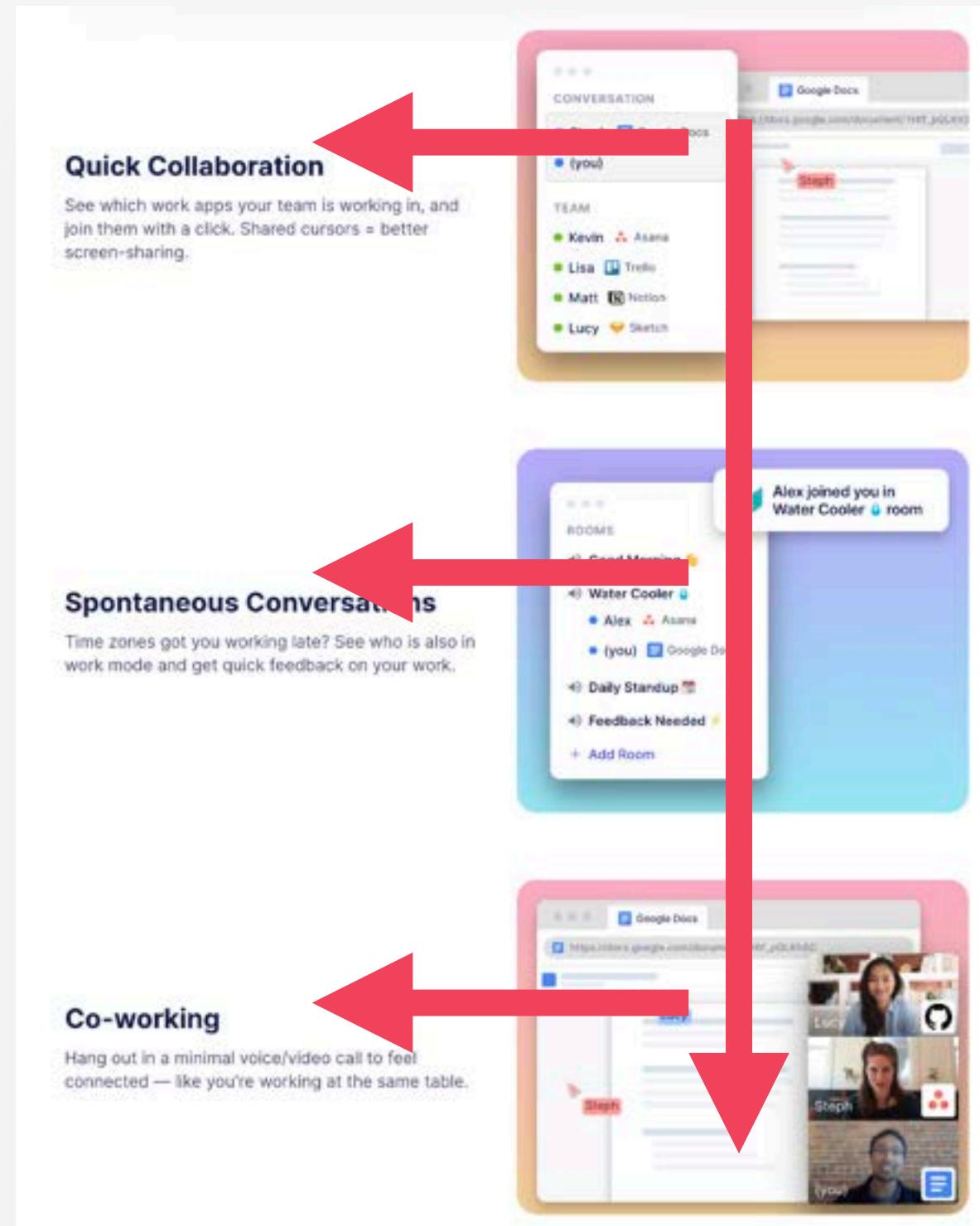
04 F-PATTERN

D PATTERNS



04 F-PATTERN

D PATTERNS



05 SINGLE COLUMN

D PATTERNS

Texts

One inbox.
All your messages.

[Sign up with Google](#)

All in one.

Texts has integrations for all major messaging platforms including Message, SMS (with iMessage), WhatsApp, Telegram, Signal, FB Messenger, Twitter, Instagram, LinkedIn and Discord DMs.

Privacy first.

Messages never touch our servers. They're sent directly to the platforms preserving end-to-end encryption. We make money by charging you a monthly subscription.

Archive, Snooze, Mark as unread.

Never miss a message again. Archive chats to hit inbox zero. Keep chats unread by default until you respond to them. Snooze people that you don't want to get to just yet.

Send later.

Schedule messages so they get sent at appropriate times when people are active.

Search all messages.

Find that link, document, picture or video from forever ago easily.

Customizable.

Use the custom CSS feature to customize Texts to the last pixel.

A HEART FOR INGA

INGA-SAURUS COLOURING BOOK

Inga loves dinosaurs, she has a big collection of them, but Inga also has an extremely rare heart defect and needs a life saving operation urgently.

To help raise money for her surgery in the USA - the only place in the world performing such specialist heart surgery - we've created the Ingasaurus colouring book.

We invited artists and illustrators from around the world to donate a dino, creating this dino-tastic collection ready for your favourite colouring pencil.

[Download PDF](#)

Or simply share Ingasaurus with some of your friends.

I love dinosaurs because there are so many of them, you can learn about a new one everyday. But also because they are big and scary! RAWR!

A heart for Inga

Inga, 5 years old, has an extreme form of Dextrocardia, a rare heart defect. At five years old, she is already having through her life without the heart surgery she needs to survive.

This surgery is only available at the Stanley Abbotts Hospital in the United States, but there's no time to waste. Her family need to raise £250,000 by the end of March 2020 to fund this life-saving treatment and give Inga the best possible chance of a healthy, normal life.

Any donation you can give to help Inga's family reach their fundraising goal would be enormously appreciated.

Your cutesaceous colouring

Have you had a roaring time? Send us 4 photos of your coloured masterpiece or share your Cutesaceous colouring with us on Facebook and Twitter #Ingasaurus.

Huge thanks to all of the amazing artists who have made this book possible.

[← Back to blog](#)

Loading script asynchronously as a Promise in JavaScript

February 3, 2021 • 1 min read

In most projects, an external library must be used (e.g. YouTube Player, Google Maps...), so the idea is to create a function to load the script asynchronously using Promise that will be resolved when the script is loaded. We can then trigger actions in the Promise and ensure that everything is executed correctly when loaded.

```
const loadScript = (src, async = true, type = "text/javascript") => {
  return new Promise((resolve, reject) => {
    try {
      const tag = document.createElement("script");
      const container = document.head || document.body;

      tag.type = type;
      tag.async = async;
      tag.src = src;

      tag.addEventListener("load", () => {
        resolve({ loaded: true, error: false });
      });

      tag.addEventListener("error", () => {
        reject({
          loaded: false,
          error: true,
          message: `Failed to load script with src ${src}`,
        });
      });
    } catch (error) {
      reject(error);
    }
  });
};

container.appendChild(tag);
```

Let's try to load a script.

```
loadScript("https://www.youtube.com/embed_api")
  .then((data) => {
    console.log("YouTube script successfully loaded", data);
  })
  .catch((error) => {
    console.error(error);
  });

```

That's it!

Before you leave...

Thanks for reading! 😊

Read more

- [Why should you switch to Jamstack?](#)
- [Work on your personal branding as a developer](#)
- [Password protect a Netlify site through GitHub Actions](#)

© 2021 — Abdessalam Benharira

Welcome to the developer cloud

We make it simple to launch in the cloud and scale up as you grow – with an intuitive control panel, predictable pricing, team accounts, and more.

[Deploy in seconds](#)

First name
Email address
Password
[Sign up with email](#)

[G Sign up with Google](#)

By signing up you agree to the Terms of Service

INNOVATIVE BUSINESS TRUST DIGITALOCEAN

docker
 GitHub
 slack
 HashiCorp
 Cloudflare
 Splunk

See business solutions [+ 1](#)

Planning to create static sites?
You can now build and deploy 3 static sites for free.
[Learn more](#)

Deploy Scale Store Secure Monitor

Kubernetes in minutes
Spin up a managed Kubernetes cluster in just a few clicks. Simply specify the size and location of your worker nodes.

Flexible compute types
With Basic, General Purpose, CPU Optimized or Memory-Optimized droplets, you can choose the right infrastructure for your workload.

App Platform
Build, deploy, and scale apps quickly using a simple, fully managed solution. We'll handle the infrastructure, app runtimes, and dependencies, so that you can push code to production in just a few clicks.

06 SIDEBAR

D PATTERNS

Sort by Most Popular

Search products...

My Order

Face Masks

T-Shirts

Tank Tops

Sweatshirts

Women

Kids

Bags

Colors

Body Type

Material

Allmade Allmask

Royal Apparel 64051

Allmade AL2004

Meets CDC guidelines

Allmade Allmask

Royal Apparel 64051

Allmade AL2004

All integrations

Featured

Most popular

Newest

For sales teams

For marketing teams

For sales operations

Premium

Categories

CRM

Payment

Storage

Admin

Productivity

Integration platforms

Design

Salesforce CRM

Automatically update opportunity status and auto-fill sales documents in seconds.

Explore

Zapier Connectors

Integromat

Zendesk Sell

Microsoft Word

Project summary

- Furniture and lighting for 83 flats, plus indoor and outdoor amenity spaces
- Personal design consultation to create final product specification
- An easy approval process for product suggestions on the Clippings platform
- Consolidation of furniture and lighting accessories from over 50 suppliers in the Clippings warehouse
- Furniture installation on-site in line with all Covid-19 safety guidelines in May and June 2020

Build-to-rent developer Quintain Living approaches each new development with the mentality of a start-up: eager to try new ways of working, one of the team's core values is to keep on learning.

So when it came to finding a design concept for Beton, Quintain Living's latest BTR apartment building, the team was open to a new approach. "We wanted to try a different methodology," explains Head of Mobilisation Jennie Fojtik, who is responsible for filling an empty building with modern flats and engaging amenity spaces for successful young professionals.

A 1-bedroom flat in the Beton building, furnished with the Watsons Collection.

Laura Vanderkam

Laura Vanderkam is the author of several time management books including Off the Clock and 168 Hours. She blogs at LauraVanderkam.com.

Follow

8.6K

97

TABLE OF CONTENTS

Track your time

Start small

Make a list of adv...

Make a schedule

Test drive and iterate

Maybe don't annou...

Don't apologize, etc...

The 3 Breaks You Need to Take Every Day

An easy strategy for being happier and more productive at work

[lauravanderkam.com](https://lauravanderkam.com/the-3-breaks-you-need-to-take-every-day/)

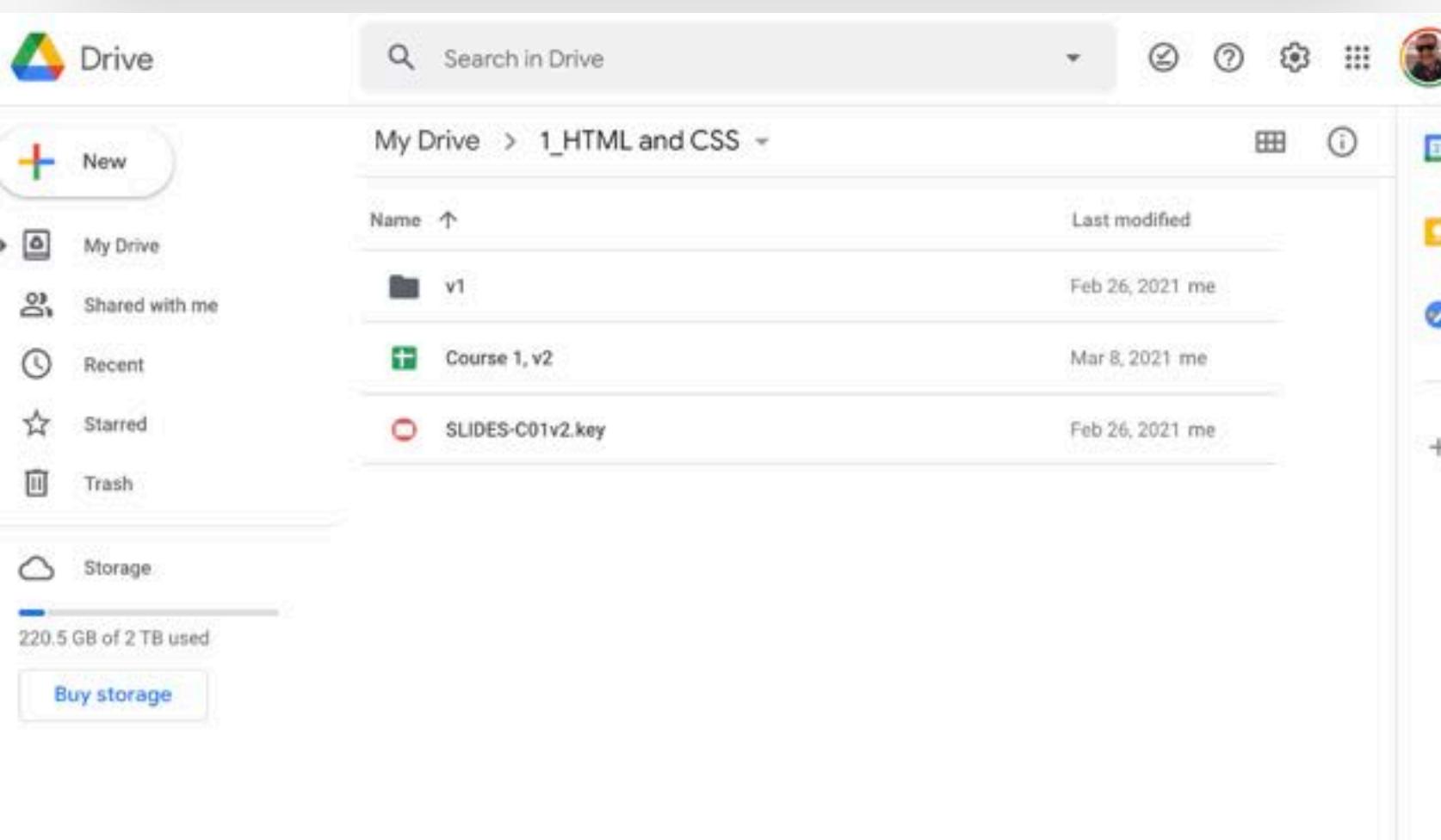
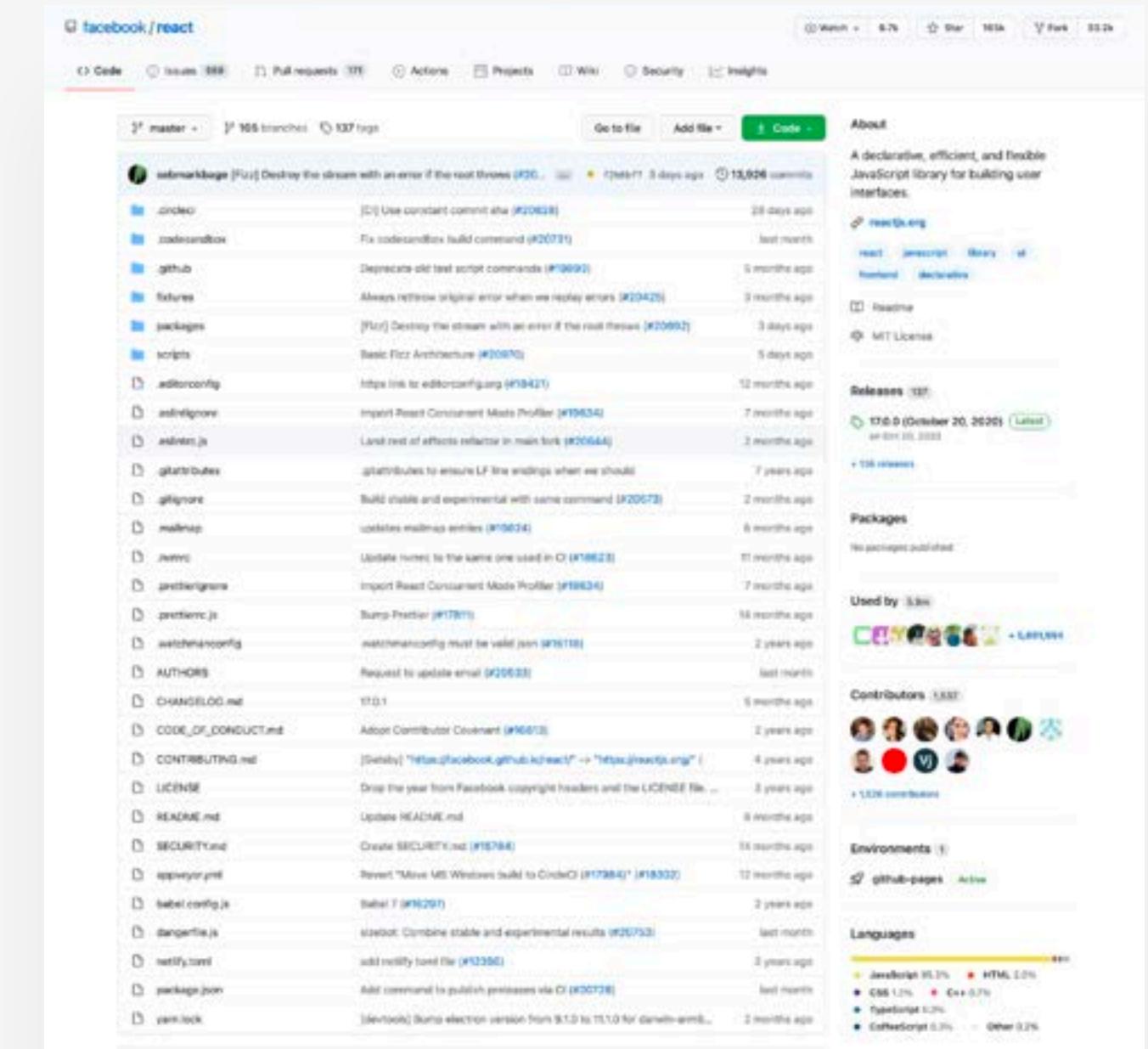
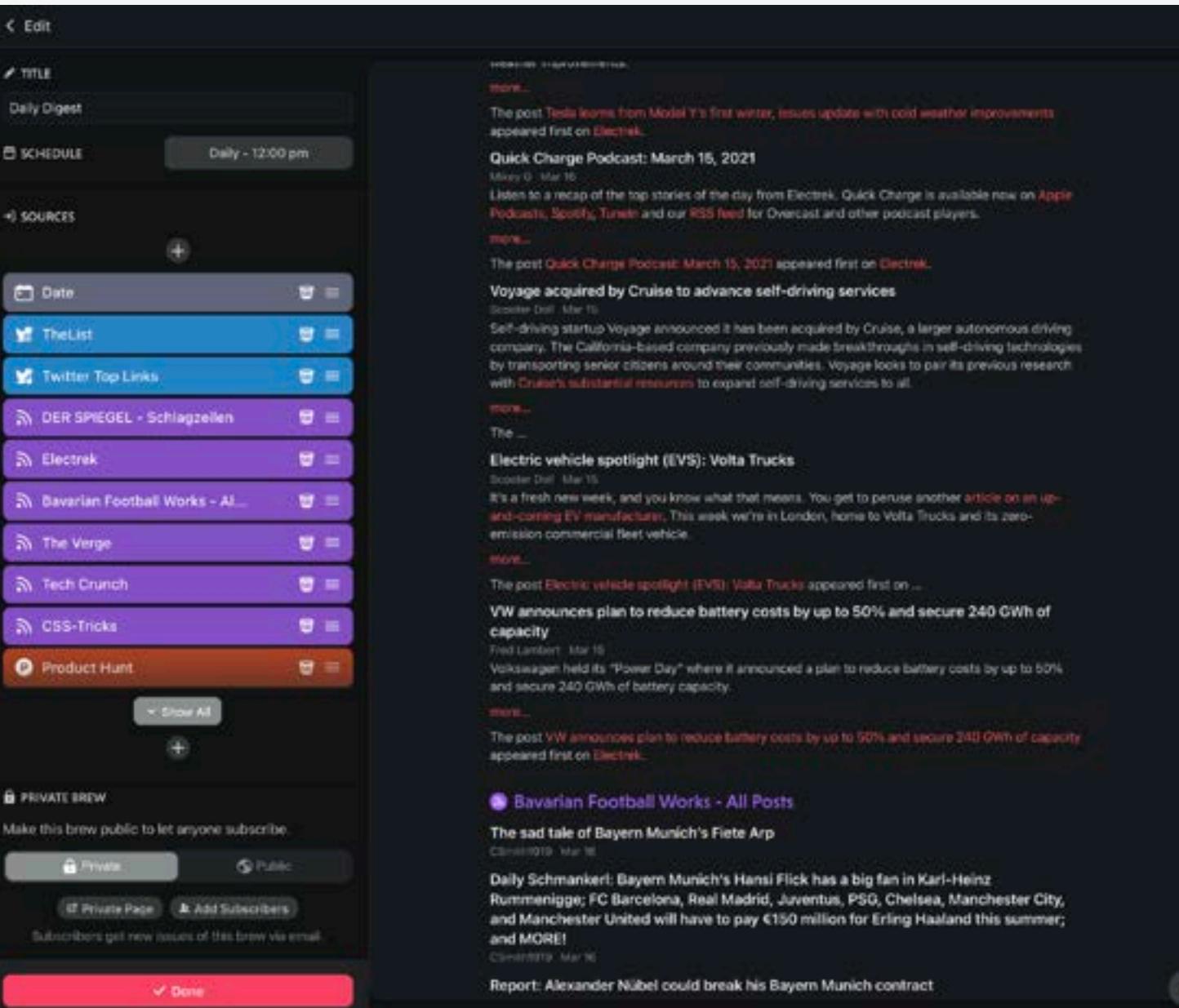
But fair is fair. It's likely your workplace is benefiting from you working remotely. Why shouldn't you get something out of it, too? Here's how you can start using during-the-day flexibility to improve your life satisfaction:

Track your time

Work hours don't perfectly correlate with productivity, but if you know that

06 SIDEBAR

D PATTERNS



07 MULTI-COLUMN / MAGAZINE

D PATTERNS

Covid-19: Live updates | Vaccinations by country | Trending: Pele stadium tribute | Namibia's First Lady | Meteor | Ronaldo's error | 'House of Gucci'

House set for stimulus vote



LIVE UPDATES

The \$1.9 trillion plan includes up to \$1,400 stimulus checks for some Americans and extends unemployment benefits

Analysis: Bill will do more than boost the US economy

CNN poll: Biden and his relief bill prove popular

Analysis: The US is about to start a massive experiment in progressive government

⌚ \$1.9 trillion bill: Here's what it means for you

News and buzz

Cristiano Ronaldo commits 'unforgivable error'

Internet has humorous take on the Bidens' dog

Startup secures \$170 million in investment, now valued at over \$1 billion

Rory McIlroy says Tiger Woods is 'doing better' and hopeful to be home in the 'next week or so'

Disney+ reaches a major milestone

In a country where monthly minimum wage is \$0.65, condoms cost \$1 to \$4

Ryan Murphy addresses complaint from Naya Rivera's father over college fund promise

Media freedom fight threatens to escalate UK-China tensions

Here's what we know so far about the massive Microsoft Exchange hack

Take a closer look

What Dubai looked like before oil money transformed it



A woman found a 19th century tombstone in the yard at her new house

Olympic swimmer Katie Ledecky on training in a backyard pool

Haaland breaks multiple Champions League records as his hot streak continues

5 benefits of apple cider vinegar (and a few duds)

Featured

Another beautiful Italian town is selling \$1 houses



First looks at Lady Gaga and Adam Driver on set of new movie

Thailand launches yacht quarantine scheme

Life during the pandemic

Michelle Obama opens up about mental health struggles during Covid pandemic



The world needs doctors. This cancer patient is risking the time she has left to become one

LIVE UPDATES Data suggests variant first identified in UK appears to be more deadly

What can fully vaccinated people do? An expert weighs in

Covid-19's wider impact

As pandemic lockdowns swept the US, here's how some found the silver linings

Disneyland expects to reopen by late April

How pandemic unfolds in US depends on how Americans act in weeks ahead

What we know as Texas gov. lifts mask mandate

Take a break

Bahamas private island goes on sale for \$19.5 million



Rio to honor Brazil's most celebrated soccer star

How NFTs are fueling a digital art boom

Jennifer Garner is proud to 'look like a woman who's had three babies'

What to watch: The movies and TV shows we're most excited about

Coronavirus economic impact

Biden's \$1.9tn stimulus package set for final vote

Passage of sweeping bill would mark a milestone in the new administration's efforts to address the pandemic

NEW 18 MINUTES AGO

- Coronavirus latest: Variants represent more than half of current cases in New York City
- Cathay Pacific: pandemic drag outweighs recovery uplift
- Covid life insurance claims hit profits at L&G



US politics & policy

Biden turns to infrastructure as stimulus bill nears the finish line

Greensill



LIVE

Coronavirus pandemic

Coronavirus latest: Variants represent more than half of current cases in New York City

APOLLO



LIVE

Greensill Capital

Apollo's Greensill bid crumbles as Credit Suisse puts staff on leave

GameStop



LIVE

GameStop Corp

GameStop shares rush higher in echo of January's Reddit frenzy

McKinsey



McKinsey

McKinsey elects Bob Sternfels as next leader of crisis-hit partnership

Greensill Capital

US private equity group halts talks to buy parts of stricken finance company

NOW 13 MINUTES AGO

GameStop Corp

Video game retailer has jumped more than 100% this week but remains shy of its January peak

McKinsey

Californian defeats rival Sven Smits in final round of voting to replace ousted Kevin Sneader

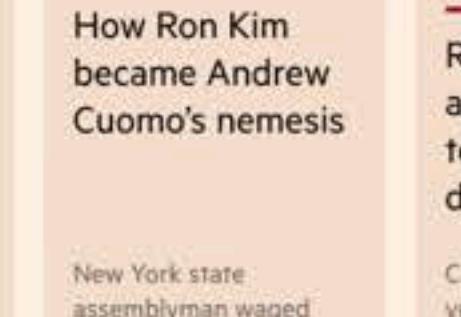
News in-depth Coronavirus pandemic



24 min

Vaccine economics: how Covid-19 will disrupt the vaccine market

New York State



24 min

How Ron Kim became Andrew Cuomo's nemesis

New York state assemblyman waged campaign against governor's Covid nursing home policy

Special purpose acquisition companies



24 min

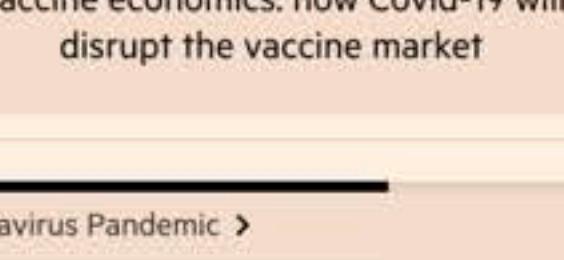
Retail investor apathy threatens to derail Spac deals

Critical shareholder votes are delayed after investors fail to participate in sufficient numbers

Coronavirus Pandemic

+ Add to myFT

Covid variant up to twice as lethal as previous strains, UK study shows

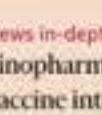


Research finds highly infectious B.1.1.7 virus first detected in Kent causes more severe disease

3 HOURS AGO

Daniel Domby

French lockdown escapes party in Madrid



Regional chief welcomes foreign tourists even as travel within Spain remains restricted

Covid-19 vaccines

Russia seeks to make Sputnik V in Italy as overseas demand surges

News in-depth Covid-19 vaccines

Sinopharm faces battle to turn Covid vaccine into a global success

Coronavirus economic impact

Pandemic blamed for falling birth rates across much of Europe



Sharp declines in babies being born 9 months or more from lockdowns in France, Italy and Spain

Coronavirus treatment

Vaccine tips and tricks: a start-up industry helps Americans find a shot

08 ASYMMETRY / EXPERIMENTAL

D PATTERNS

Honk
Real-time messaging.
Honk is the all-new way to chat with your friends. In real time, with messages shown live as you type.

[App Store](#)

hey
Live Typing
Goodbye sending. Hello typing. Messages appear live as you type.

No Send Button
Never hit send again. Just type a message and clear it to say something new.

No Chat History
Only two live messages, instead of thousands that build up over time.

React in Real-Time with Huge Emojis
Keep Your Friends Close
See when all your friends are online and free to chat.

Be Present
Always know when someone's in a chat with you – and the moment they leave.

Just Honk
To get someone's attention first, just Honk them. Once, twice, or as many times as you want.

Join Honk
Get Honk on iOS and stay updated via Twitter.

[App Store](#) [Twitter](#)

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WE ARE
Resourceful
creative, innovative

WE ARE
Nerdy
passionate, knowledgeable

WE ARE
Curious
innovative, we love puzzles

WE ARE
A Minneapolis/St. Paul Business Journal Best Place to Work

WE AREN'T
Ego Driven
selfish, Always right

WE AREN'T
Party people
"Work hard/Play hard"

WE AREN'T
Work-a-holics
balance makes us better

The Golden Center Apartments

Starting apartments for rent in the heart of Ziegfeld Apartments. Come see a great choice for apartments seconds away from those who come to listen, to relax and get to know the Creative Capital just off its attractions.

Platinum Perfect

Location
The Golden Center Apartments are located on the 900 block of the Heartland District in downtown St. Paul, off of the Green Line.

Latest news

Committed to Design Program: Jason Carlson Appointed as the Journey with leading architects for creative, green and sustainable developments.

Digital media Management Best Advertising Award: Ziegfeld Apartments Best Advertising Media award.

Top 10 Apartments in Ziegfeld: Whether you're looking for traditional, modern, rustic or industrial, Ziegfeld Apartments do it all.

Interior
High-end design in furniture and fixtures, including personal, unique and distinctive accessories, every room is a statement piece.

08 ASYMMETRY / EXPERIMENTAL

D PATTERNS

POULOS COLLECTIVE
New perspectives as an independent creative

Hello
Poulos Collective is a design consultancy that specializes in visual design and UX strategy for design systems, mobile applications and desktop platforms.

Bringing Art to Life
Redesign and webflow build for renowned artist, Victor Bokas. Victor's work is featured in several galleries and permanent collections and most notably welcomes visitors to Orlando International Airport.

Testimonials
I have been working alongside Stefan for just short of 5 years and they've been the most impactful years in my career so far. He's the only person I know in this business who somehow manages to perform like a machine and at the same time stay human. He works harder than anyone I've ever known and cares deeply about the work we do. He's incredibly passionate, has his finger on every pulse of our industry and has a wealth of inspiration and knowledge that's impossible to keep up with. He makes me want to be a better creative and a better person, every day.

Alison Medland, IDEO

GET A DEMO
Empower your team to train, practice, and perform like never before.

The Better Work Guide to Customer Service Training
See how 200+ revenue leaders from around the globe approach skills development, teamwork, and practice

PRACTICE = REVENUE
See how 200+ revenue leaders from around the globe approach skills development, teamwork, and practice

Hey Sabrina,
We're preparing the best shortcuts to start your Clear experience

Hey Brad,
Personalization in progress, please wait a sec...

Hey Steve,
Your personalized shortcuts are ready!

How it works

I
Simply connect your Instapaper or Pocket account to Alfread*

1 2 3 4
ARTICLES PER WEEK

Set a realistic reading goal for yourself

Archive unread articles automatically, 1 month after adding

Automatically organize articles with Alfread's smart tags

Build a reading habit. Watch it evolve

Celebrate every article that gets read

AND MUCH MORE!

SMART SEARCH READING INSIGHTS IOS EXTENSION HIGHLIGHTS SYNC TO READWISE

SECTION 07 – OMNIFOOD PROJECT – SETUP AND DESKTOP VERSION



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS



SECTION

OMNIFOOD PROJECT – SETUP
AND DESKTOP VERSION

LECTURE

THE 7 STEPS TO A GREAT
WEBSITE

THE PROCESS BEHIND BUILDING A WEBSITE

1 DEFINE

2 PLAN

3 SKETCH

4 DESIGN AND BUILD

5 TEST AND OPTIMIZE

6 LAUNCH

7 MAINTAIN AND UPDATE

1

DEFINE THE PROJECT

👉 Define **WHO the website is for**. Is it for yourself? For a client or your agency or your freelancing business?

👉 Define **WHAT the website is for**. In other words, define **business and user goals** of your website project (👉 See lecture on UX)

Business goal example: Selling premium dog food

User goal example: Finding high-quality dog food for good price

👉 Define a **target audience**. Be really specific if possible and if it makes sense for your website (this can come from your client)

Example: "Women, 20 to 40 years old, living in Europe, earning over 2000€/month, with a passion for dogs"

THE PROCESS BEHIND BUILDING A WEBSITE

1 DEFINE

2 PLAN

3 SKETCH

4 DESIGN AND BUILD

5 TEST AND OPTIMIZE

6 LAUNCH

7 MAINTAIN AND UPDATE

2

PLAN THE PROJECT

- 👉 Plan and gather **website content**: copy (text), images, videos etc.
- 👉 Content is usually **provided by the client**, but you also can help them produce and find some content (simply finding free images is easiest, but if they want copy, charge them extra)
- 👉 For bigger sites, plan out the **sitemap**: what pages the site needs, and how they are related to one another (content hierarchy)
- 👉 Based on the content, plan what **sections** each page needs in order to convey the content's message, and in which order
- 👉 Define the **website personality** (👉 See web design section)

THE PROCESS BEHIND BUILDING A WEBSITE

1 DEFINE

2 PLAN

3 SKETCH

4 DESIGN AND BUILD

5 TEST AND OPTIMIZE

6 LAUNCH

7 MAINTAIN AND UPDATE

3

SKETCH LAYOUT AND COMPONENT IDEAS

- 👉 Think about what **components** you need, and how you can use them in **layout patterns** (👉 *Get inspiration in web design section*)
- 👉 **Get ideas out of your head:** sketch them with **pen and paper** or with some design software (e.g. Figma 
- 👉 This is an **iterative process**: experiment with different components and layouts, until you arrive at a first good solution
- 👉 You don't need to sketch everything, and **don't make it perfect**. At some point, you're ready to jump into HTML and CSS

THE PROCESS BEHIND BUILDING A WEBSITE

1 DEFINE

2 PLAN

3 SKETCH

4 DESIGN AND BUILD

5 TEST AND OPTIMIZE

6 LAUNCH

7 MAINTAIN AND UPDATE

4

DESIGN AND BUILD WEBSITE

- 👉 Use decisions, content and sketches from Steps 1, 2 and 3 to **design and build the website with HTML and CSS** ("designing in the browser")
- 👉 You already have the **layout** and **components** that you selected in Step 3. In this step, you need to design the actual **visual styles**
- 👉 Create the design based on selected **website personality**, the **design guidelines** I showed you, and **inspiration** (👉 See web design section)
- 👉 Use the **client's branding** (if it exists already) for design decisions whenever possible: **colors, typography, icons**, etc.

THE PROCESS BEHIND BUILDING A WEBSITE

1 DEFINE

2 PLAN

3 SKETCH

4 DESIGN AND BUILD

5 TEST AND OPTIMIZE

6 LAUNCH

7 MAINTAIN AND UPDATE

5

TEST AND OPTIMIZE

- 👉 Make sure website works well in **all major browsers** (Chrome, Firefox, Safari, Edge, maybe even old IE 😱)
- 👉 Test the website on **actual mobile devices**, not just in DevTools
- 👉 Optimize all **images**, in terms of dimensions and file size (👉 See *lecture on images*)
- 👉 Fix simple **accessibility** problems (e.g. color contrast issues)
- 👉 Run the **Lighthouse** performance test in Chrome DevTools and try to fix reported issues
- 👉 Think about **Search Engine Optimization** (SEO)

THE PROCESS BEHIND BUILDING A WEBSITE

1 DEFINE

2 PLAN

3 SKETCH

4 DESIGN AND BUILD

5 TEST AND OPTIMIZE

6 LAUNCH

7 MAINTAIN AND UPDATE

6

LAUNCH THE MASTERPIECE

- 👉 Once all work is done, everything is perfect, and you got approval from your client (or yourself 😊), it's time to **share your masterpiece with the world!**
- 👉 Upload your website files to a **hosting platform**. There are countless platform, we will use one with a free plan (Netlify 
- 👉 Choose and buy a great **domain name**, one that represents the brand well, is memorable and easy to write

THE PROCESS BEHIND BUILDING A WEBSITE

1 DEFINE

2 PLAN

3 SKETCH

4 DESIGN AND BUILD

5 TEST AND OPTIMIZE

6 LAUNCH

7 MAINTAIN AND UPDATE

7

MAINTAIN AND KEEP UPDATING WEBSITE

- 👉 Launching is not the end...
- 👉 Keep the website content **updated over time**. If you're working with a client, you can create a monthly maintenance contract (recurring revenue 💰)
- 👉 Install **analytics software** (e.g. Google Analytics or Fathom) to get statistics about website users. This may **inform future changes** in the site structure and content.
- 👉 A **blog** that is updated regularly is a good way to keep users coming back, and is also good for SEO.



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION

OMNIFOOD PROJECT – SETUP
AND DESKTOP VERSION

LECTURE

DEFINING AND PLANNING THE
PROJECT (STEPS 1 AND 2)

YOUR FIRST REAL-WORLD PROJECT

OMNIFOOD



👉 Your first “job”!

👉 You were hired to design and build a website for a fictional company called Omnifood

👉 Omnifood is startup that uses AI to create and deliver custom healthy meal plans

👉 They provided us with all the content for the website (content.md)

STEP 1: DEFINE THE PROJECT

👉 Define WHO the website is for

For a client

👉 Define WHAT the website is for

Business goal: Selling monthly food subscription

User goal: Eating well effortlessly, without spending a lot of time and money

👉 Define target audience

Busy people who like technology, are interested in a healthy diet, and have a well-paying job

✓ From provided content file:

"We are a technology company first, but with a major focus on consumer well-being through a healthy diet.

Most people are very busy with their jobs, family and friends, and other important activities, which doesn't leave much time for cooking. This might lead to a poor diet and lasting health consequences. We want to solve this problem by using an AI-centric approach.

Users can use our app to select their diet and foods they like and dislike, and our AI algorithm will create a custom and individual weekly meal plan. But we don't stop there. We partner with restaurants and other cooking partners to actually cook and deliver all meals from the generated meal plans, in selected cities. All

this will be packed up in a monthly subscription, where users can choose between receiving one or two meals per day, every single day of the month."

STEP 2: PLAN THE PROJECT

Plan and gather website content

Plan out the sitemap

We will just build a **one-page marketing website** (oftentimes called a landing page), so no sitemap

Define website personality

Based on the tech-centered target audience, as well as the actual product being sold, we will use the **startup/upbeat** personality. We might add some elements of the **calm/peaceful** personality, since the product is all about consumer well-being as well

Plan page sections

From provided content file:

"We are a technology company first, but with a major focus on consumer well-being through a healthy diet."

Most people are very busy with their jobs, family and friends, and other important activities, which doesn't leave much time for cooking. This might lead to a poor diet and lasting health consequences. We want to solve this problem by using an AI-centric approach. Users can use our app to select their diet and foods they like and dislike, and our AI algorithm will create a custom and individual weekly meal plan. But we don't stop there. We partner with restaurants and other cooking partners to actually cook and deliver all meals from the generated meal plans, in selected cities. All this will be packed up in a monthly subscription, where users can choose between receiving one or two meals per day, every single day of the month."



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION

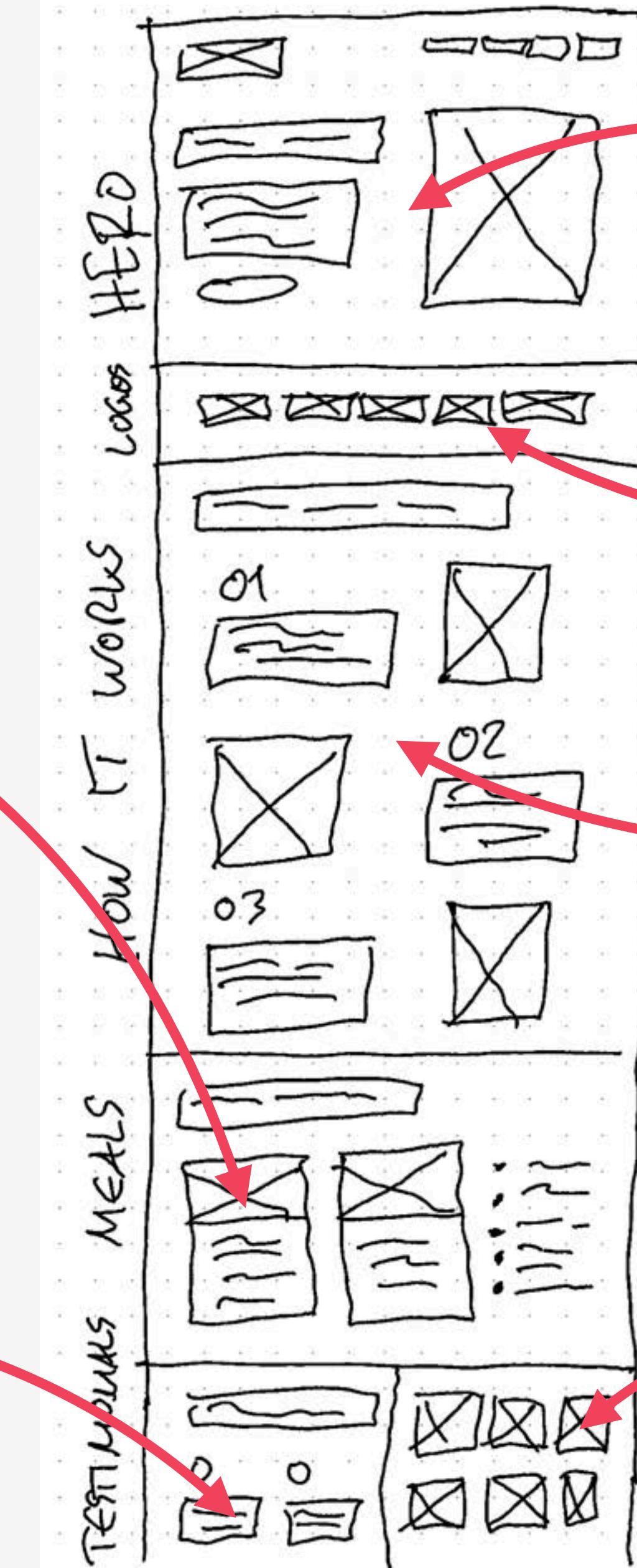
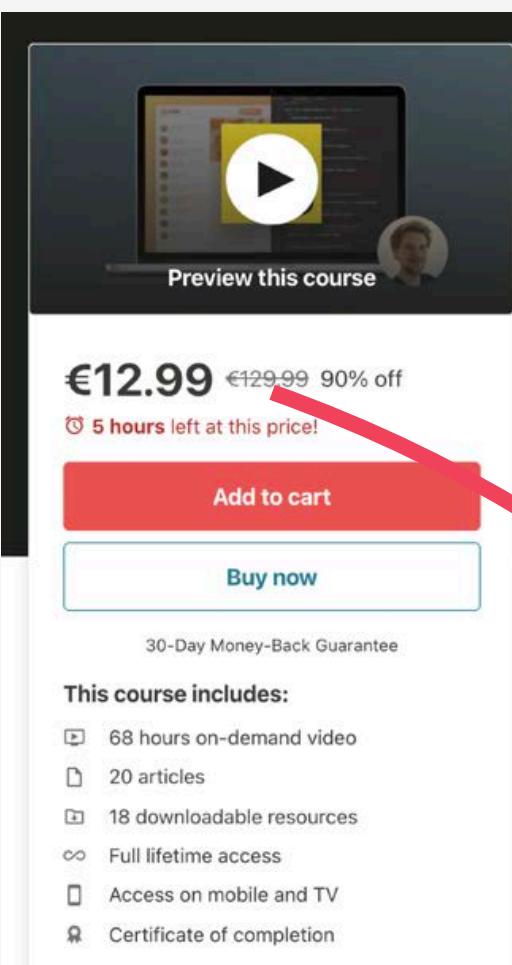
OMNIFOOD PROJECT – SETUP
AND DESKTOP VERSION

LECTURE

SKETCHING INITIAL LAYOUT
IDEAS (STEP 3)

FIRST IDEAS AND SKETCH

- 👉 Logo + Navigation
- 👉 Hero
- 👉 Featured in
- 👉 How it works
- 👉 Meals (and list of diets)
- 👉 Testimonials + gallery
- 👉 Pricing + features
- 👉 CTA
- 👉 Footer



Beyond eSignature:
Document automation
for fast-moving teams

Improve your document workflow to allow for increased productivity and to deliver an amazing experience for your customers.

Start free 14-day trial Request a demo

No credit card required

01 Any product, any website

Right-click on any image on any website and click **Save to project**.

02 Save it to Clippings

Add details and select your project. The product will be added to the board.

03 We'll source it for you

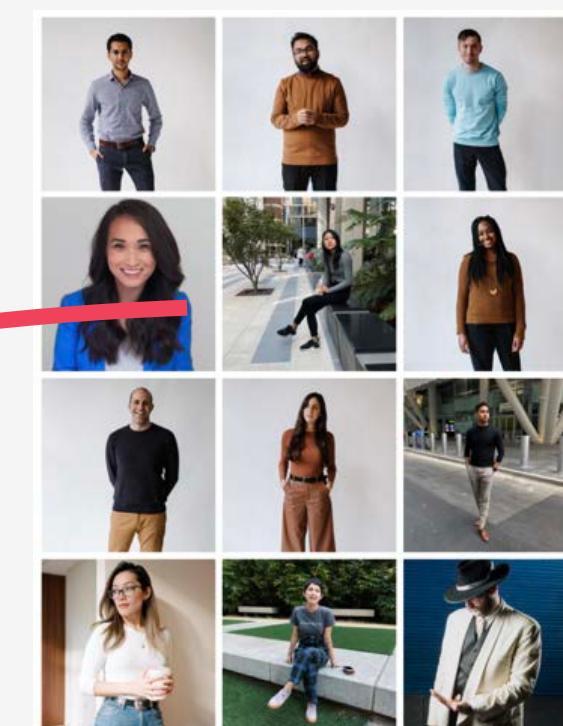
Request a quote on Clippings, and our team will source it for you.*

I installed Fathom on my personal website yesterday, and wow, what a breath of fresh air. I love how simple it is, and for something like a blog it really gives you all the traffic metrics you could need.
Joel Gascoigne, CEO of Buffer

I switched to Fathom because it's an ethical analytics tool that I can trust with my data. The interface is beautifully simple to use: it shows me everything I want to know about my site's performance, and nothing I don't!
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Fathom is the perfect privacy-based Analytics solution for us. We can provide the metrics that our clients need and reassure them that their customers' data isn't being shared with faceless companies.
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Developers are pretty tech-savvy people, and these days very privacy-cautious—they understand how scripts follow you across the internet, that's why we choose Fathom, because they don't do that.
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BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION

OMNIFOOD PROJECT – SETUP
AND DESKTOP VERSION

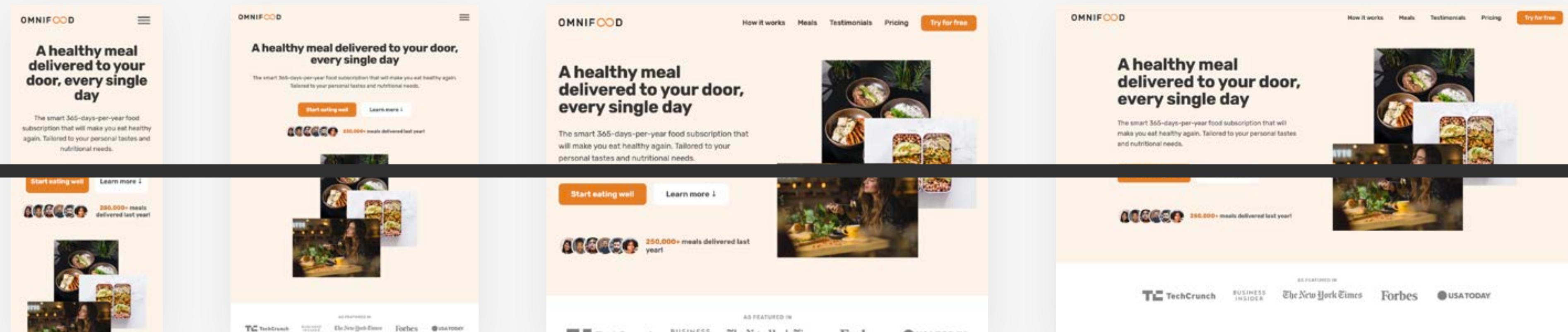
LECTURE

RESPONSIVE DESIGN PRINCIPLES

WHAT IS RESPONSIVE DESIGN?

RESPONSIVE DESIGN

- 👉 Design technique to make a webpage adjust its layout and visual style to **any possible screen size** (window or viewport size)
- 👉 In practice, this means that responsive design makes websites usable on all devices, such as **desktop computers, tablets, and mobile phones**.
- 👉 It's a set of practices, **not a separate technology**. It's all just CSS!



VIEWPORT
WIDTH

RESPONSIVE DESIGN INGREDIENTS

1

FLUID LAYOUTS

- 👉 To allow webpage to adapt to the **current viewport** width (or even height)
- 👉 Use % (or vh / vw) unit instead of px for elements that **should adapt to viewport (usually layout)**
- 👉 Use max-width instead of width

2

RESPONSIVE UNITS

- 👉 Use rem unit instead of px for most lengths
- 👉 To make it easy to **scale the entire layout down** (or up) automatically
- 👉 **Helpful trick:** setting 1rem to 10px for easy calculations

3

FLEXIBLE IMAGES

- 👉 By default, images **don't scale automatically** as we change the viewport, so we need to fix that
- 👉 Always use % for image dimensions, together with the max-width property

4

MEDIA QUERIES

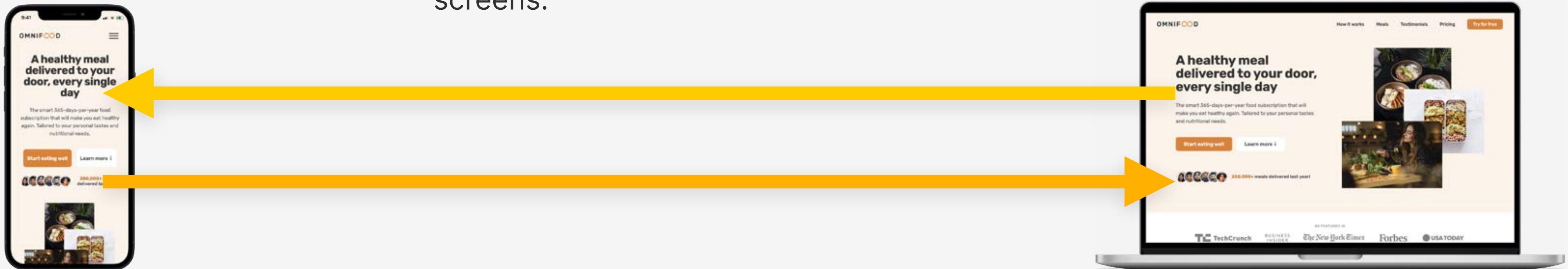
- 👉 Bring responsive sites to life!
- 👉 To change CSS styles on **certain viewport widths** (called breakpoints)

We will learn how to use media queries and how to select breakpoints in the next section

DESKTOP-FIRST VS. MOBILE-FIRST DEVELOPMENT

- 👉 Start writing CSS for the desktop: **large screen**
- 👉 Then, media queries **shrink design** to smaller screens.

DESKTOP-FIRST



MOBILE-FIRST

- 👉 Start writing CSS for mobile devices: **small screen**
- 👉 Then, media queries **expand design** to a large screen
- 👉 Forces us to reduce websites and apps to the **absolute essentials**.

We will do **desktop-first** in this project.
It's easier to learn!



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS



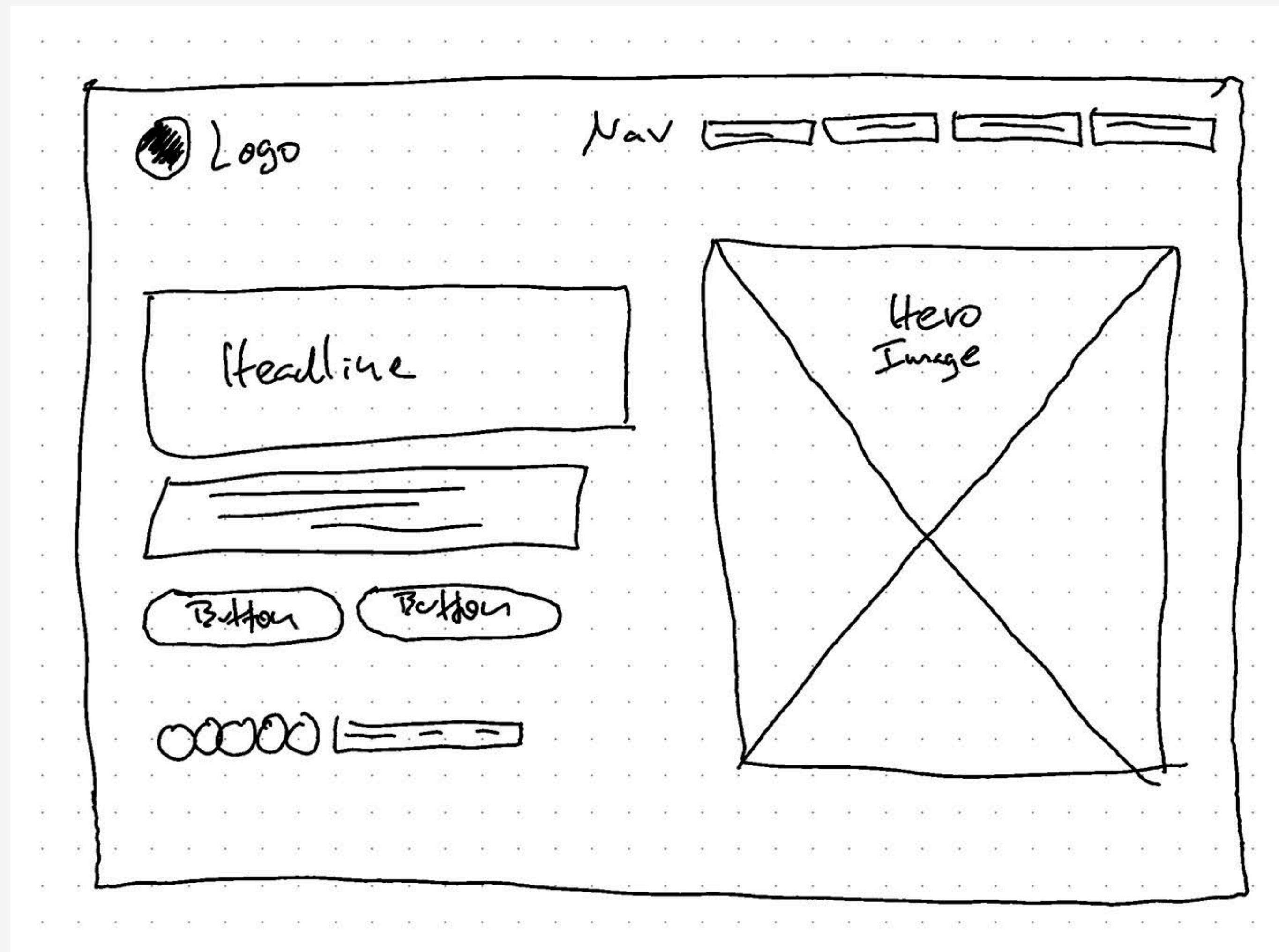
SECTION

OMNIFOOD PROJECT – SETUP
AND DESKTOP VERSION

LECTURE

BUILDING THE HERO - PART 1

BUILDING THE HERO



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BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

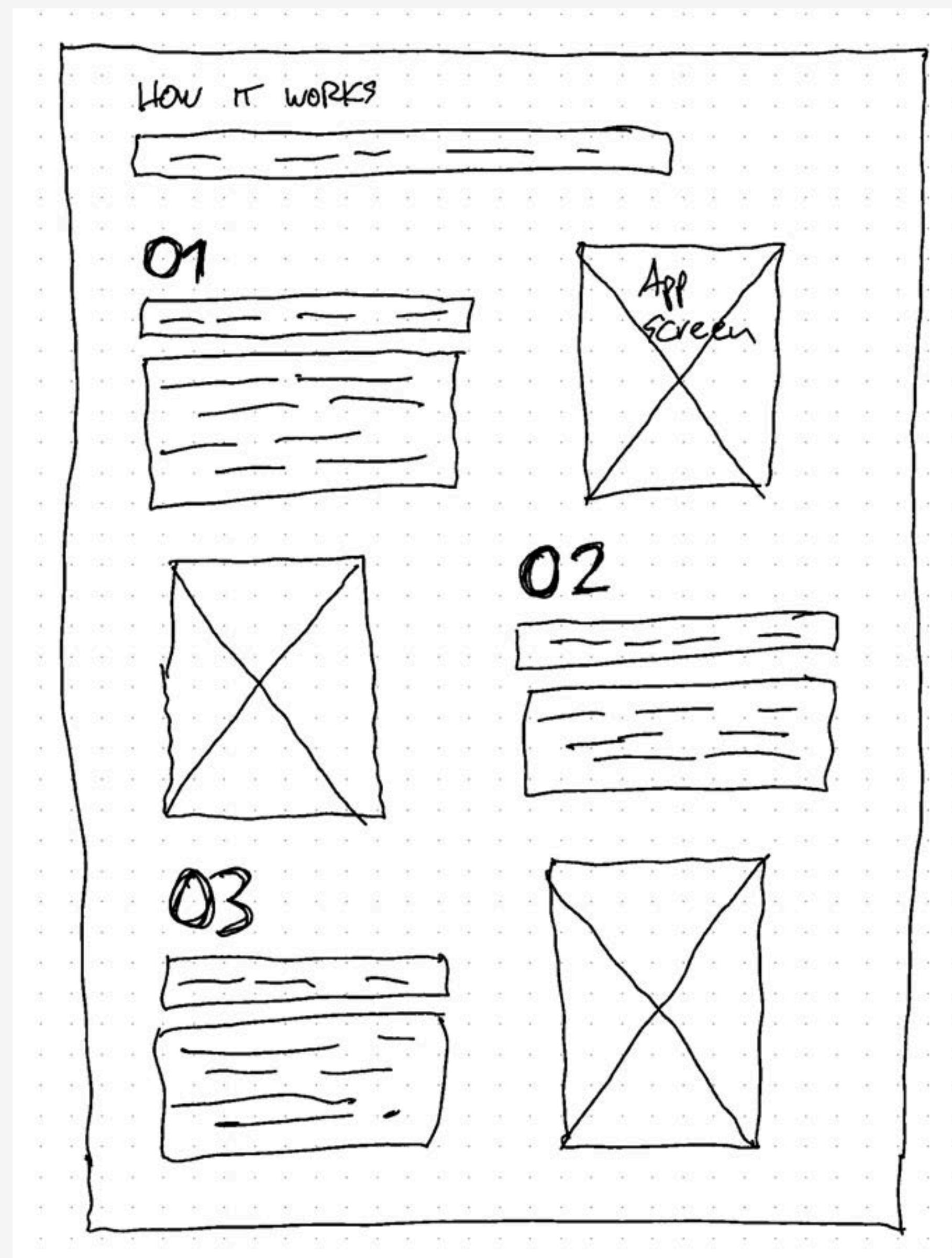
SECTION

OMNIFOOD PROJECT – SETUP
AND DESKTOP VERSION

LECTURE

BUILDING THE HOW-IT-WORKS
SECTION - PART 1

BUILDING THE HOW-IT-WORKS SECTION



01

Any product, any website
Right-click on any image on any website and click [Save to project](#)

02

Save it to Clippings
Add details and select your project. The product will be added to the board.

03

We'll source it for you
Request a quote on Clippings, and our team will source it for you.*

GET A QUOTE

Get started with Cover today.

Quick Access

Our overlay makes sharing a breeze. Instantly save, copy or drag & drop screenshots or screen recordings to other apps. Whatever your workflow looks like, it's going to fit.

[Watch the video](#)

The essential pixel-perfect tool for screenshots, markups, and PDFs. Every Mac needs this.
—Tyler Treigas, Founder at Element Capital

Annotate

In a matter of seconds highlight important parts of your screenshot with our annotation tool. Loved by our users, it beats any other annotation app.

Free Cloud account included

CleanShot Cloud

Upload your captures to our blazing-fast Cloud and instantly get a shareable link.

[Upload & get a link in a single click](#)

[Pro version with advanced features](#)

Wallpaper-1400x900-2
Today 08:40 AM



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

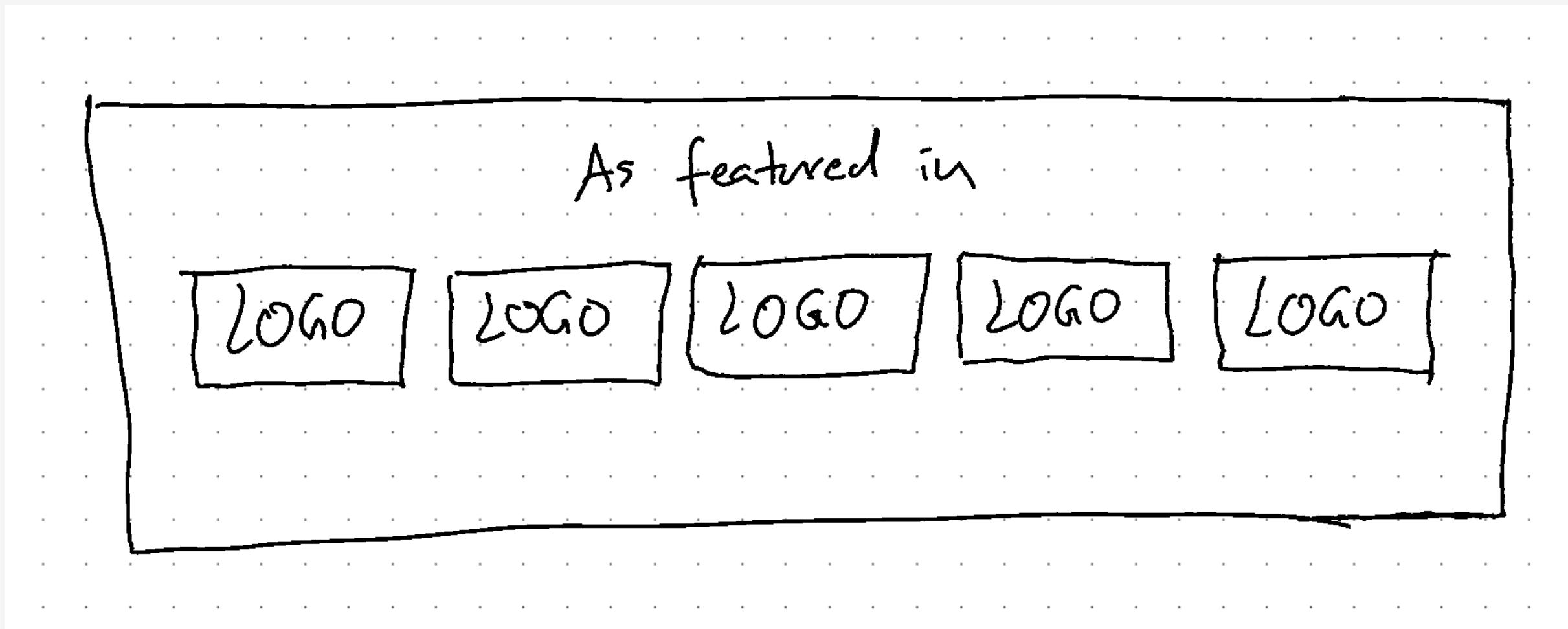
SECTION

OMNIFOOD PROJECT – SETUP
AND DESKTOP VERSION

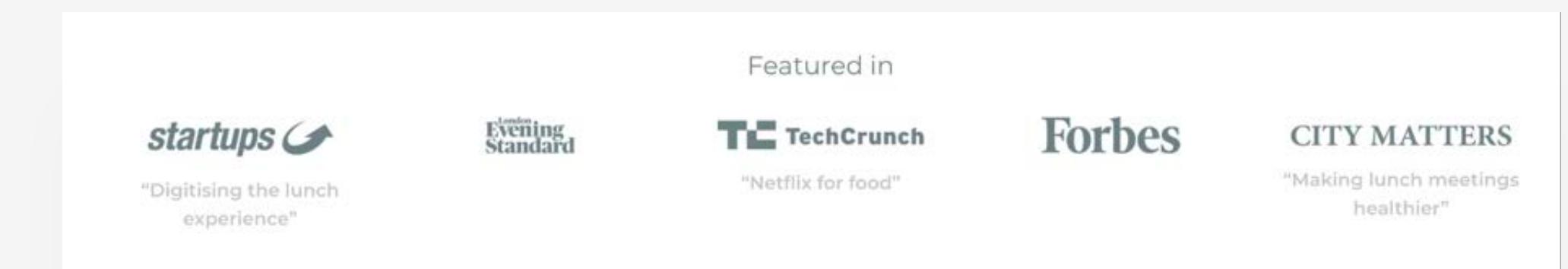
LECTURE

BUILDING THE FEATURED-IN
SECTION

BUILDING THE FEATURED-IN SECTION



- Logo + Navigation
- Hero
- Featured in
- How it works
- Meals (and list of diets)
- Testimonials + gallery
- Pricing + features
- CTA
- Footer





BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

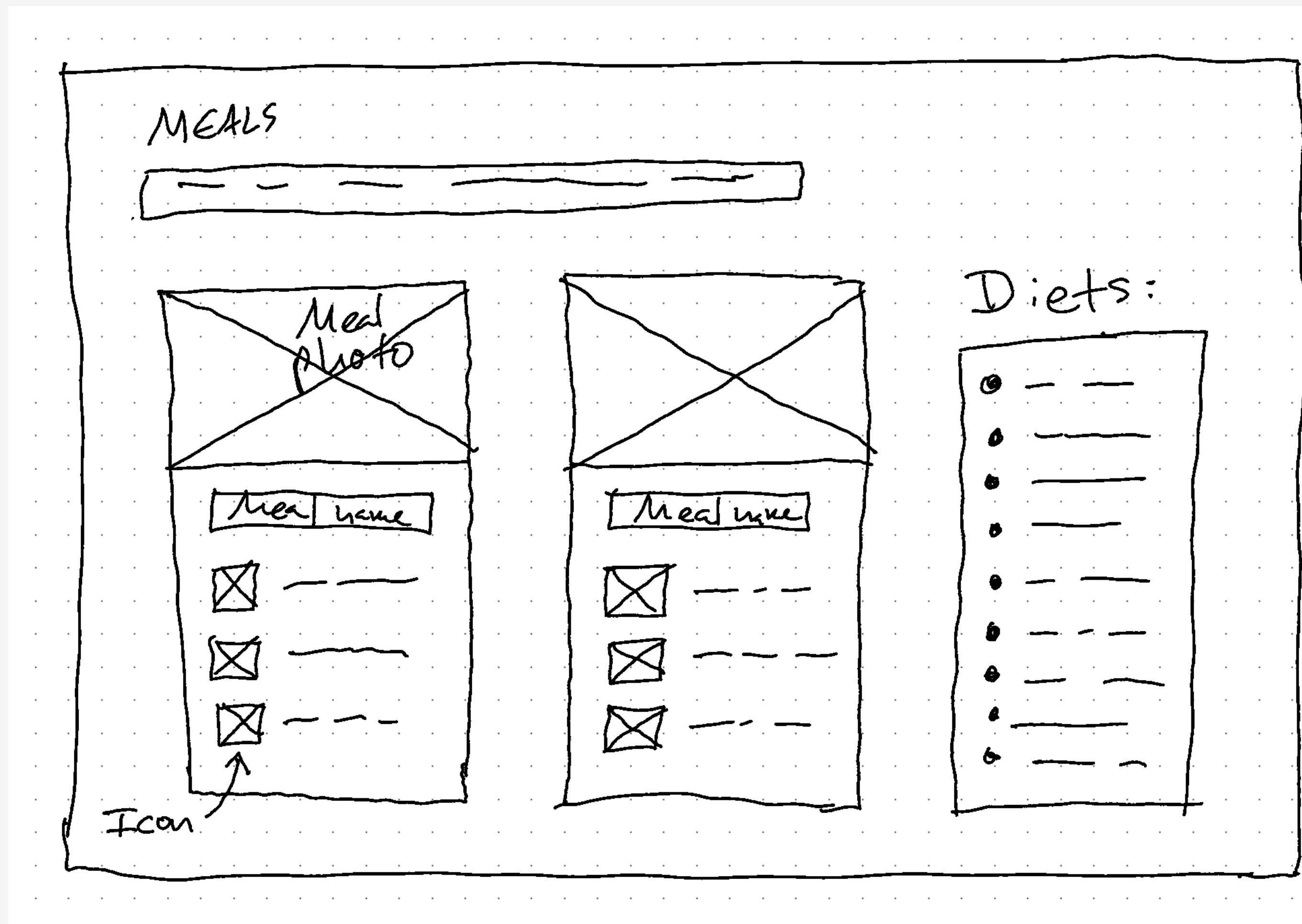
SECTION

OMNIFOOD PROJECT – SETUP
AND DESKTOP VERSION

LECTURE

BUILDING THE MEALS SECTION -
PART 1

MEALS + DIETS SECTION



A screenshot of a course listing page. At the top is a video thumbnail with a play button and the text 'Preview this course'. Below the video is the price '\$12.99' with a原价'\$129.99' and a '90% off' discount. A red button labeled 'Add to cart' and a blue button labeled 'Buy now' are shown. Below the price is a '30-Day Money-Back Guarantee'. A section titled 'This course includes:' lists the following features:

- 68 hours on-demand video
- 20 articles
- 18 downloadable resources
- Full lifetime access
- Access on mobile and TV
- Certificate of completion

At the bottom are 'Apply Coupon' and 'Add' buttons.

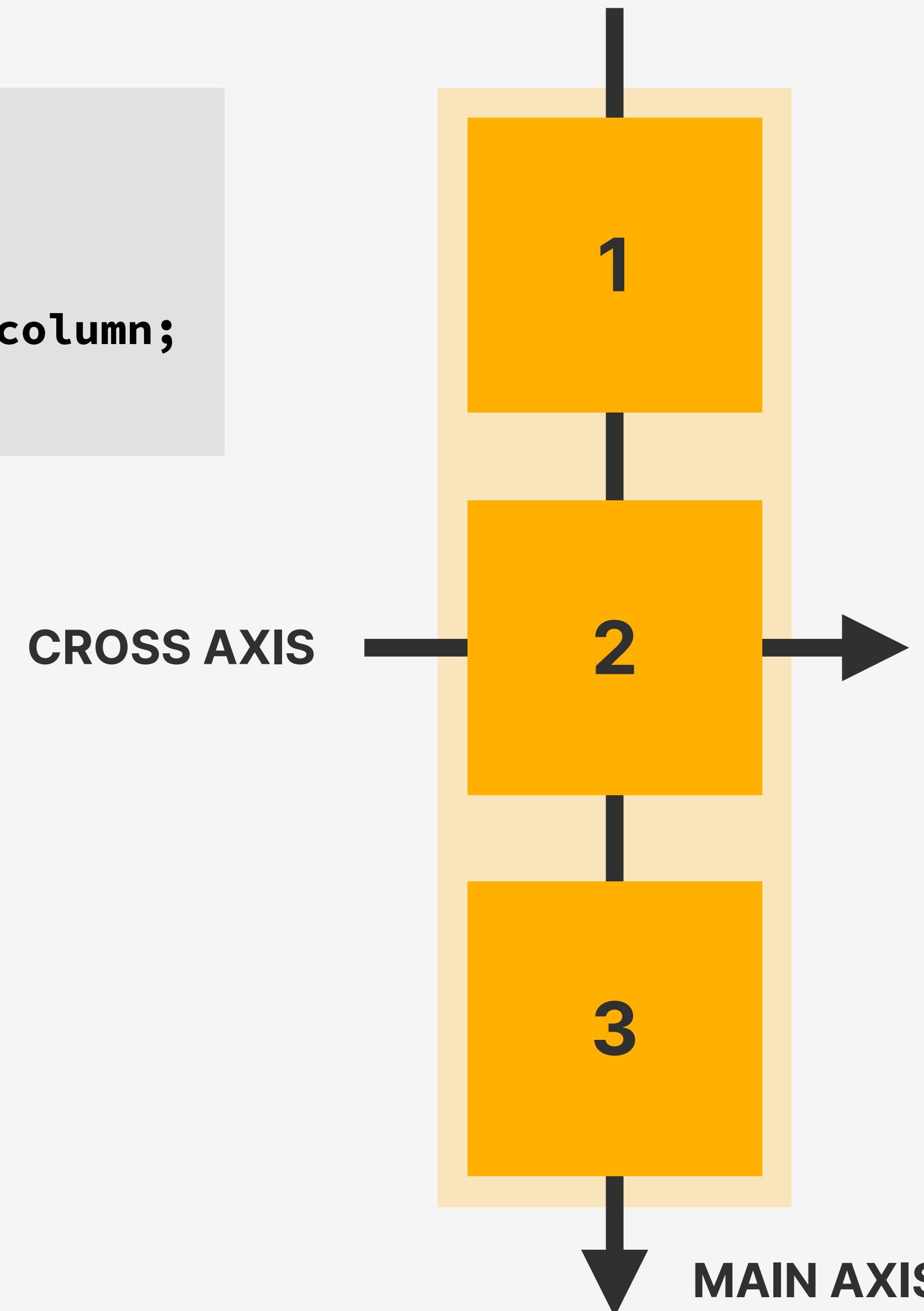
A screenshot of a product listing page for 'Magnesium' by 'The Dream Weaver'. At the top is a blue header with a white pill icon. Below the header are three small circular icons. The product title 'Magnesium' is in bold, followed by the author 'The Dream Weaver'. A bulleted list of product details follows:

- From Irish seawater
- Includes 72 trace minerals
- High solubility
- Essential mineral for over 300 reactions in the body

The price '\$8' is shown in red at the bottom right, along with an 'Add' button.

SWITCHING FLEX-DIRECTION TO COLUMN

```
.meal-attributes {  
  display: flex;  
  gap: 2rem;  
  flex-direction: column;  
}
```



**WITH FLEX-DIRECTION SET
TO COLUMN:**

- 👉 align-items aligns items **horizontally**, no longer vertically
- 👉 justify-content aligns items **vertically**, no longer horizontally
- 👉 gap acts like **margin-bottom**, no longer like margin-right



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

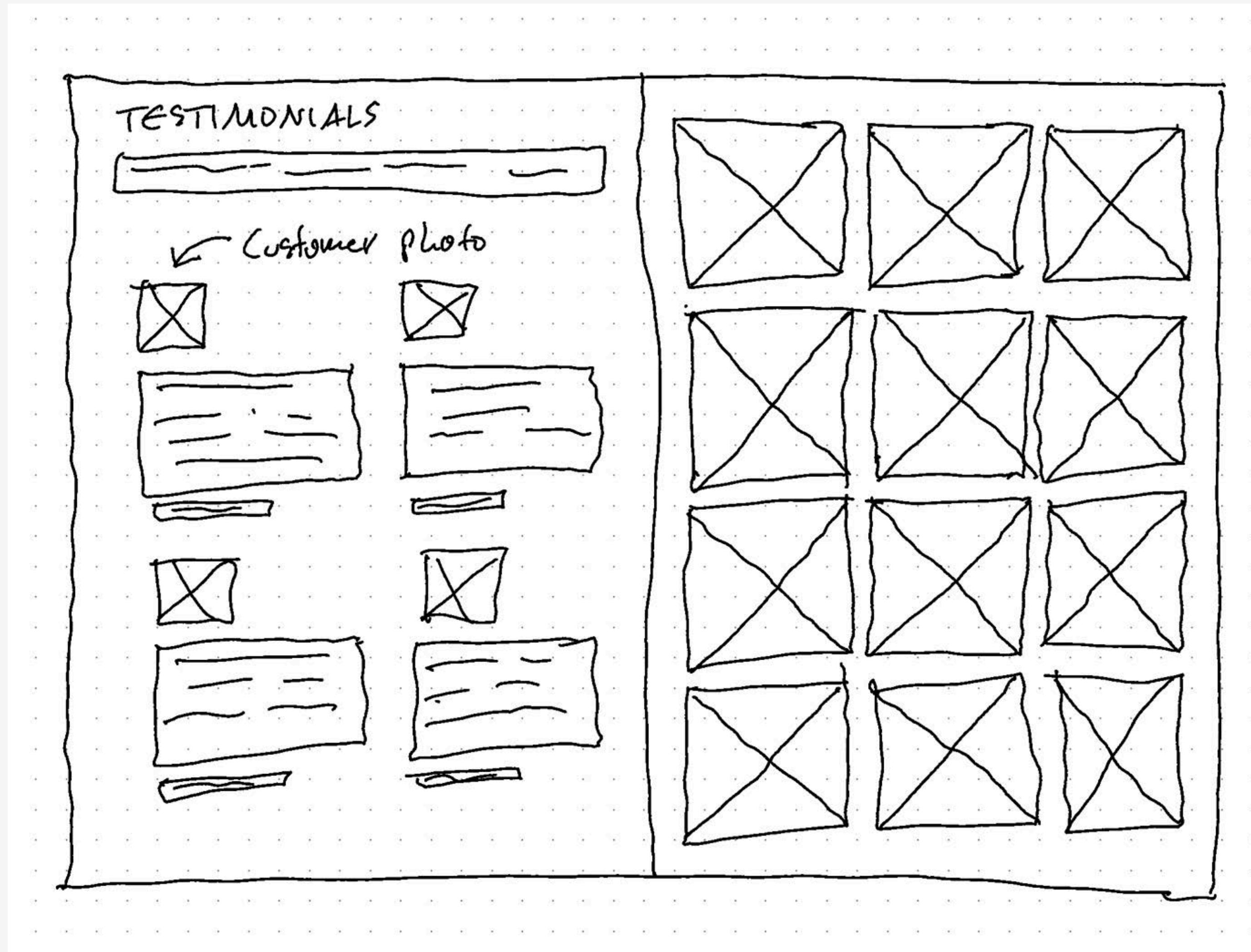
SECTION

OMNIFOOD PROJECT – SETUP
AND DESKTOP VERSION

LECTURE

BUILDING THE TESTIMONIALS
SECTION - PART 1

BUILDING THE TESTIMONIALS + GALLERY SECTION





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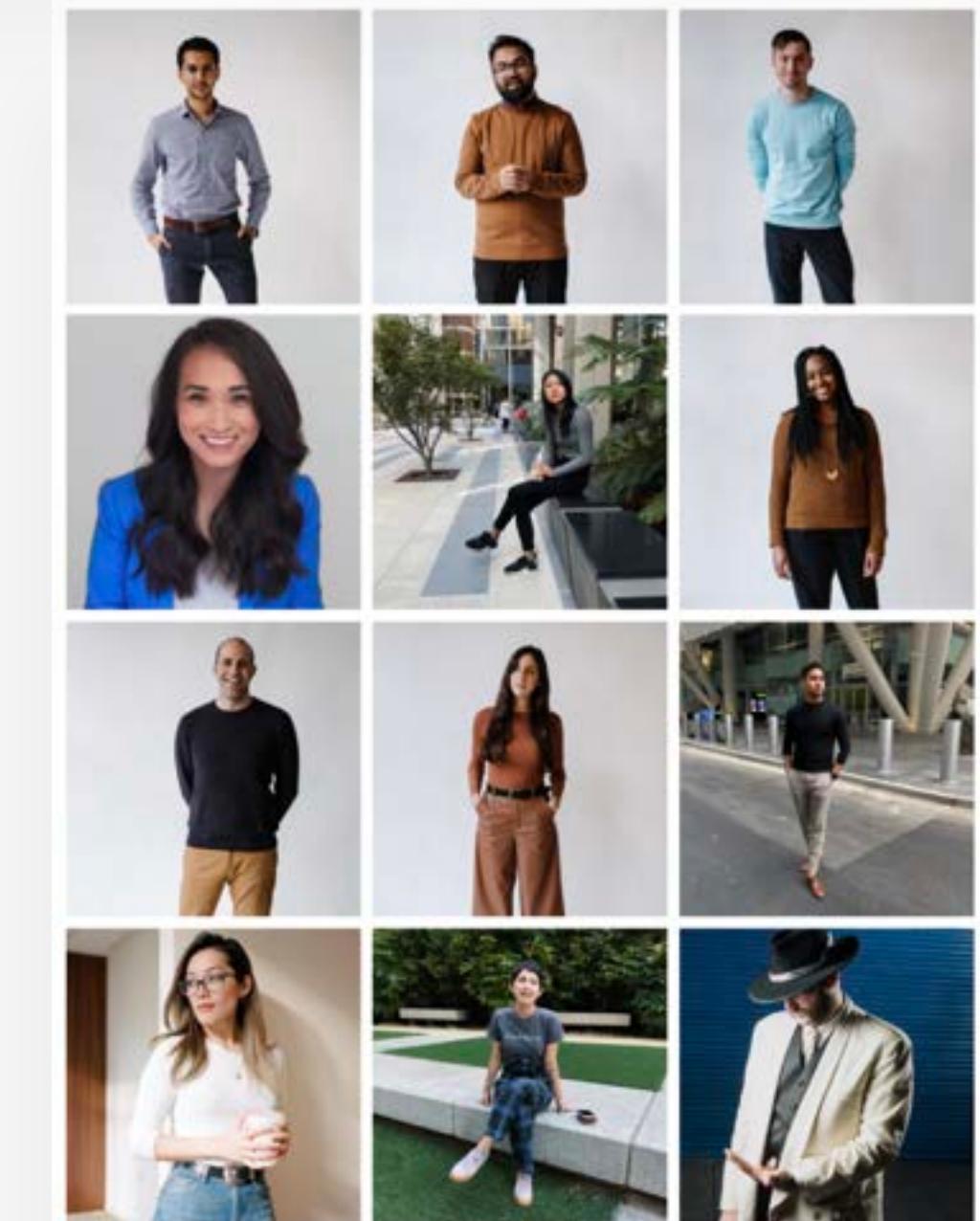
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BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

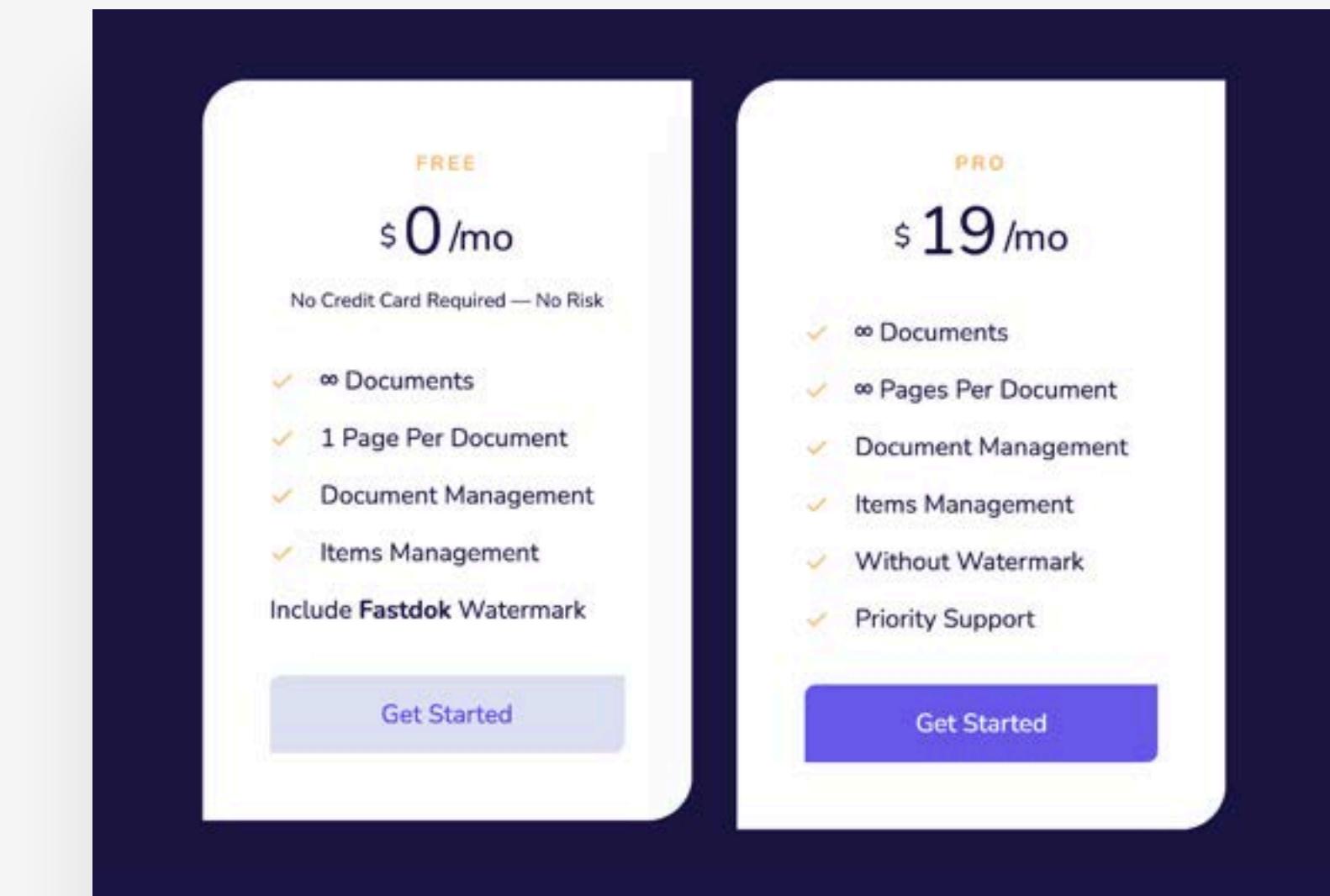
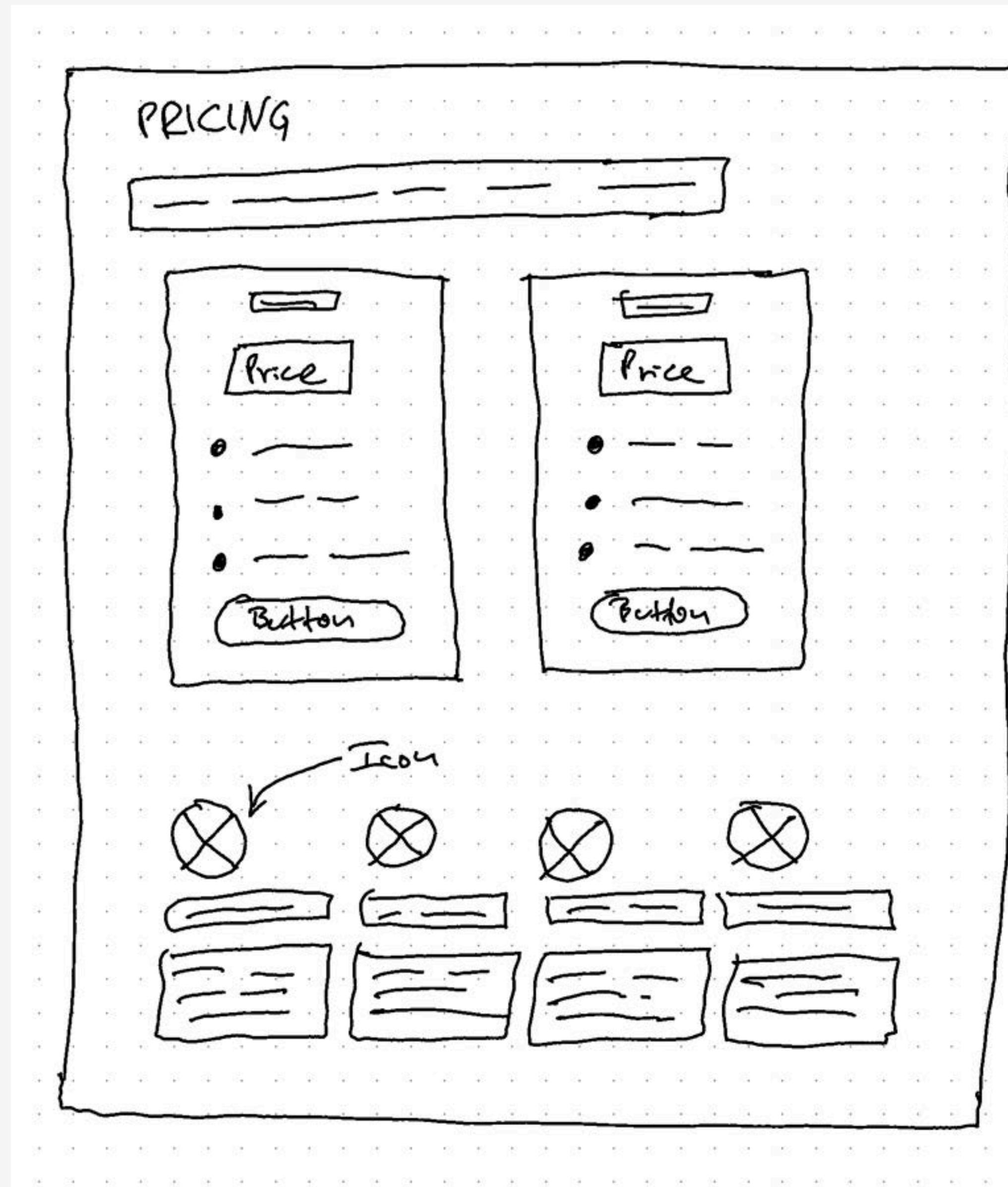
SECTION

OMNIFOOD PROJECT – SETUP
AND DESKTOP VERSION

LECTURE

BUILDING THE PRICING SECTION -
PART 1

BUILDING THE PRICING + FEATURES SECTION





BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

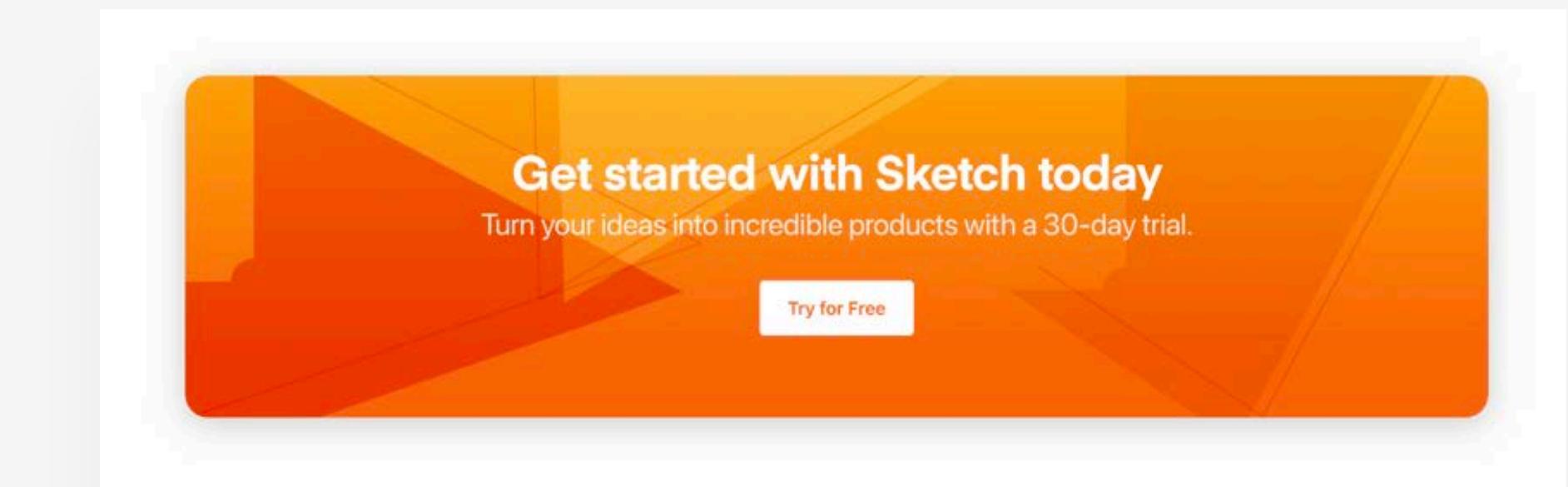
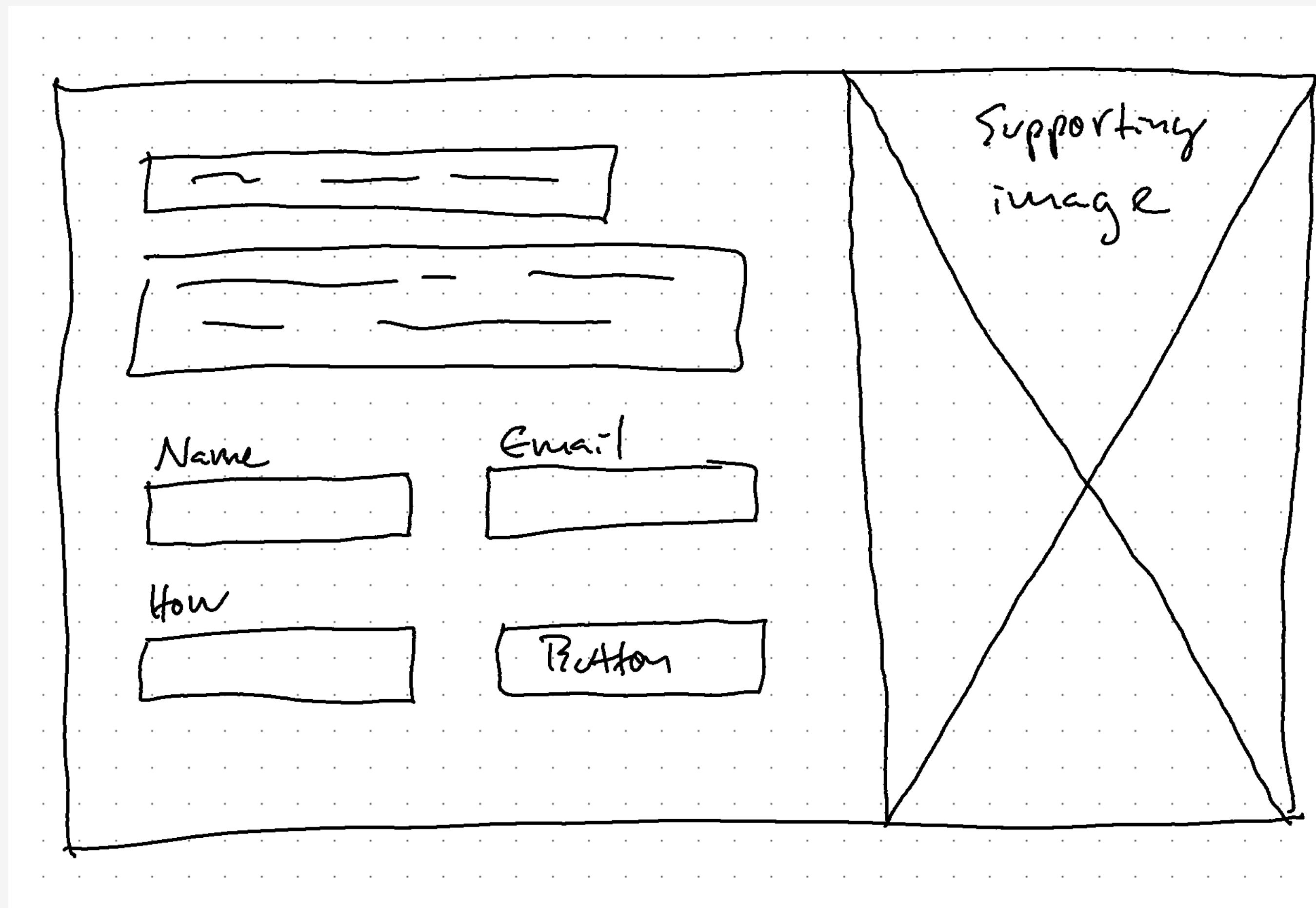
SECTION

OMNIFOOD PROJECT – SETUP
AND DESKTOP VERSION

LECTURE

BUILDING THE CALL-TO-ACTION
SECTION - PART 1

CTA SECTION



Write to us

Full Name Work Email

Phone Number Company

Company Size Country

How can we help? (optional)



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS



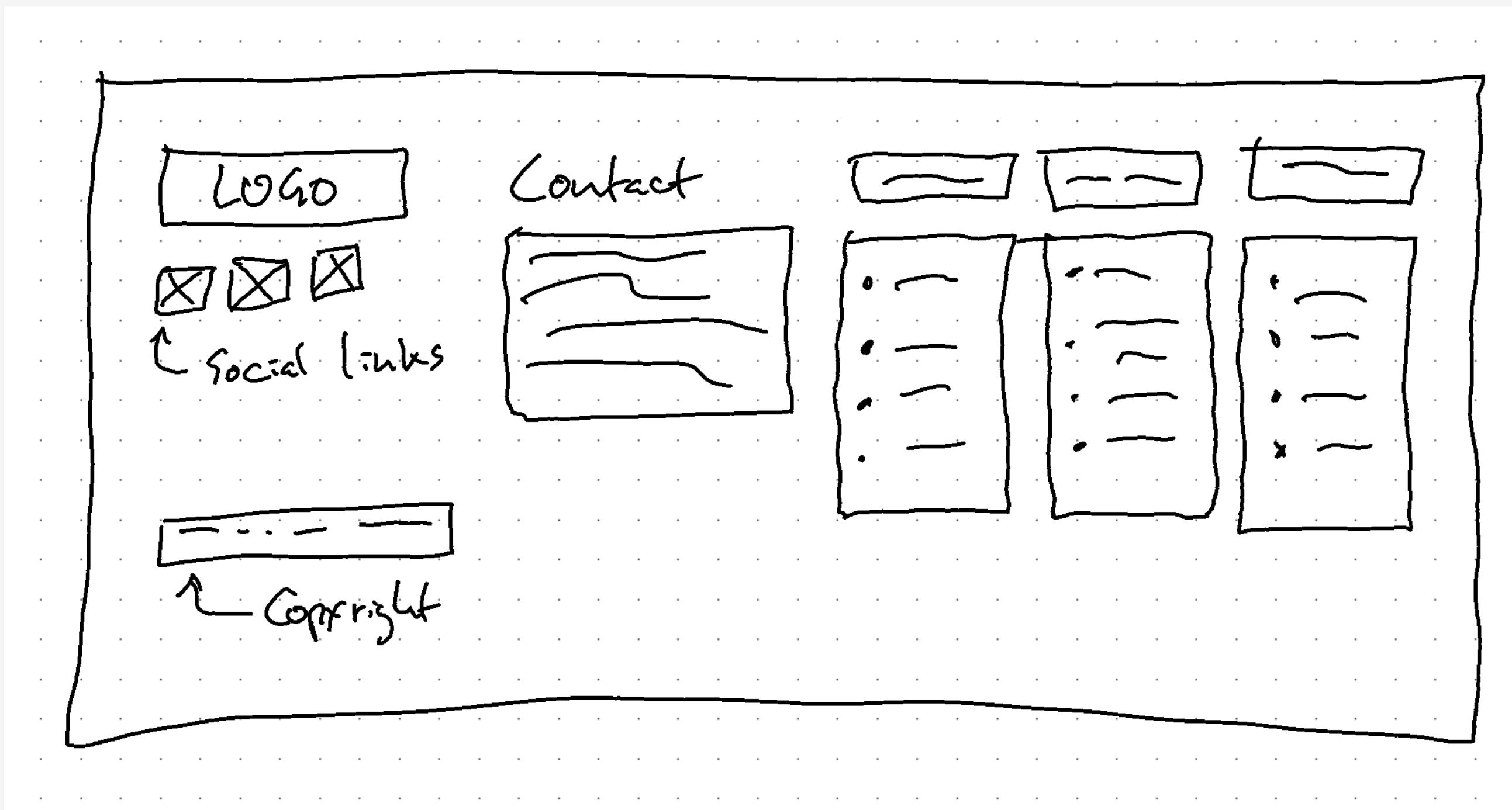
SECTION

OMNIFOOD PROJECT – SETUP
AND DESKTOP VERSION

LECTURE

BUILDING THE FOOTER - PART 1

FOOTER SECTION



The screenshot shows the footer of the VisualEyes website with the following structure:

- VisualEyes** logo and social media links (LinkedIn, Twitter, Instagram, YouTube, Facebook, GitHub).
- Copyright © 2020 Loceye**
- VisualEyes** navigation:
 - Create Account
 - Log In
 - Pricing
 - Status
- Company** navigation:
 - About
 - Community
 - Contact
 - Learn
- Tools & Resources** navigation:
 - Above the fold plugin
 - Blog
 - Remote Eye-Tracking
 - Use Cases
- Policy** navigation:
 - Privacy
 - Security

SECTION 08 – OMNIFOOD PROJECT – RESPONSIVE WEB DESIGN



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

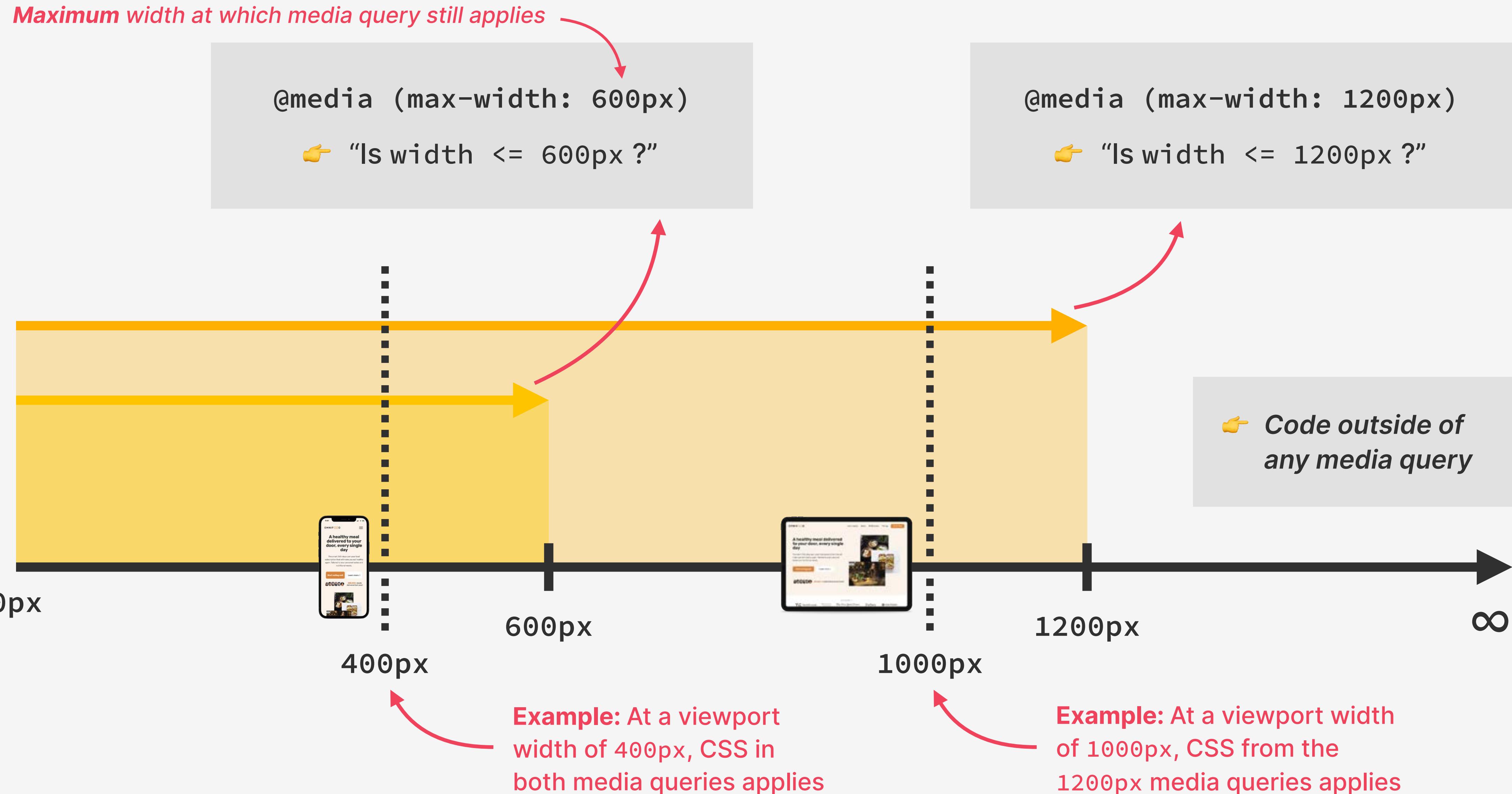
SECTION

OMNIFOOD PROJECT –
RESPONSIVE WEB DESIGN

LECTURE

HOW MEDIA QUERIES WORK

HOW MEDIA QUERIES WORK (WITH MAX-WIDTH)





BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION

OMNIFOOD PROJECT –
RESPONSIVE WEB DESIGN

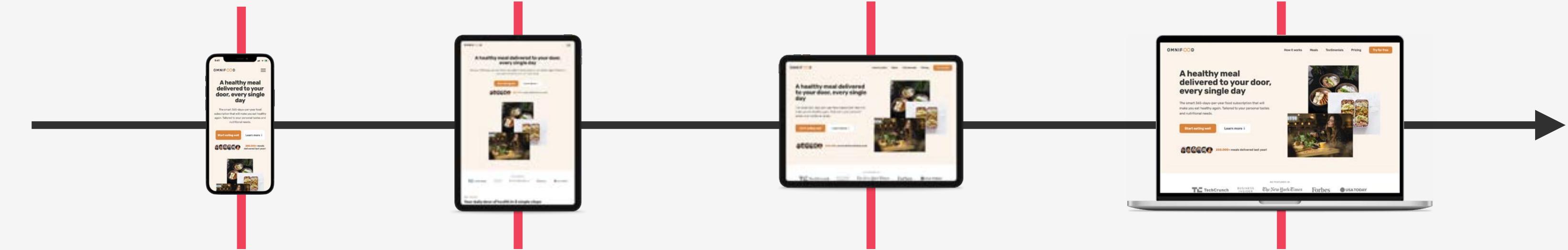
LECTURE

HOW TO SELECT BREAKPOINTS

STRATEGIES FOR SELECTING BREAKPOINTS

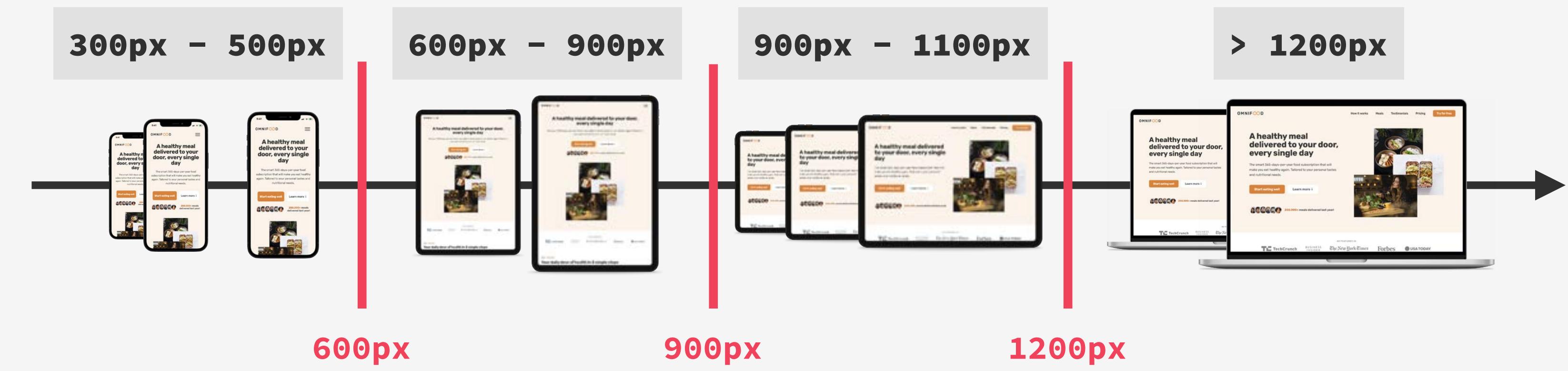
BAD

Based on popular devices



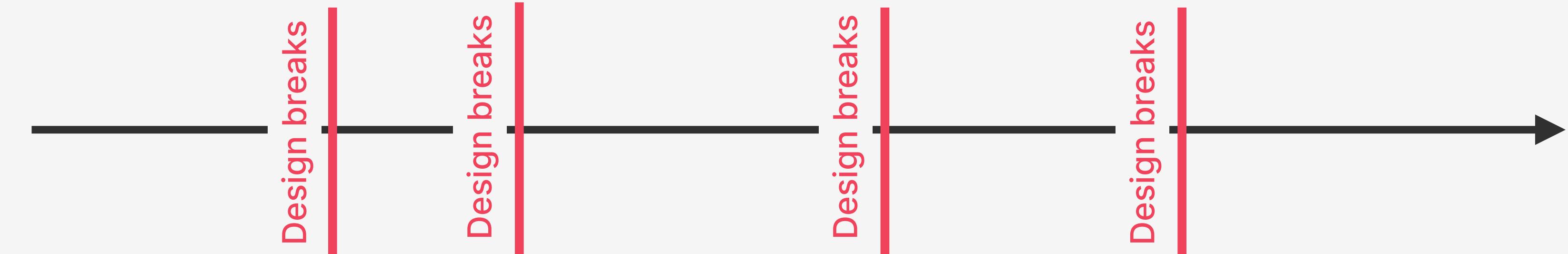
GOOD

Based on screen width ranges



PERFECT

When design breaks down



THE END!