



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION

WEB DESIGN RULES AND
FRAMEWORK

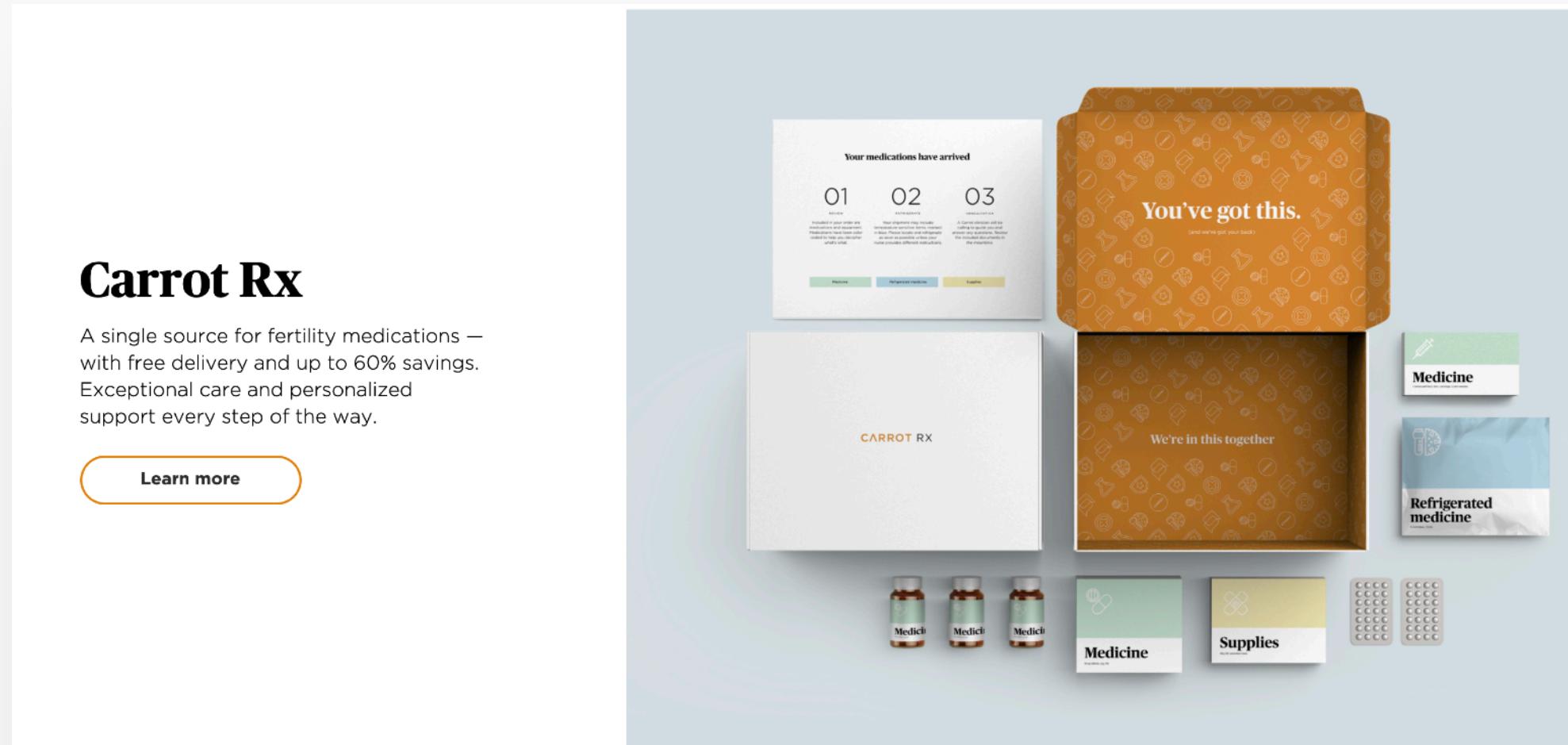
LECTURE

WEB DESIGN RULES #3: IMAGES
AND ILLUSTRATIONS

USE GOOD IMAGES

1

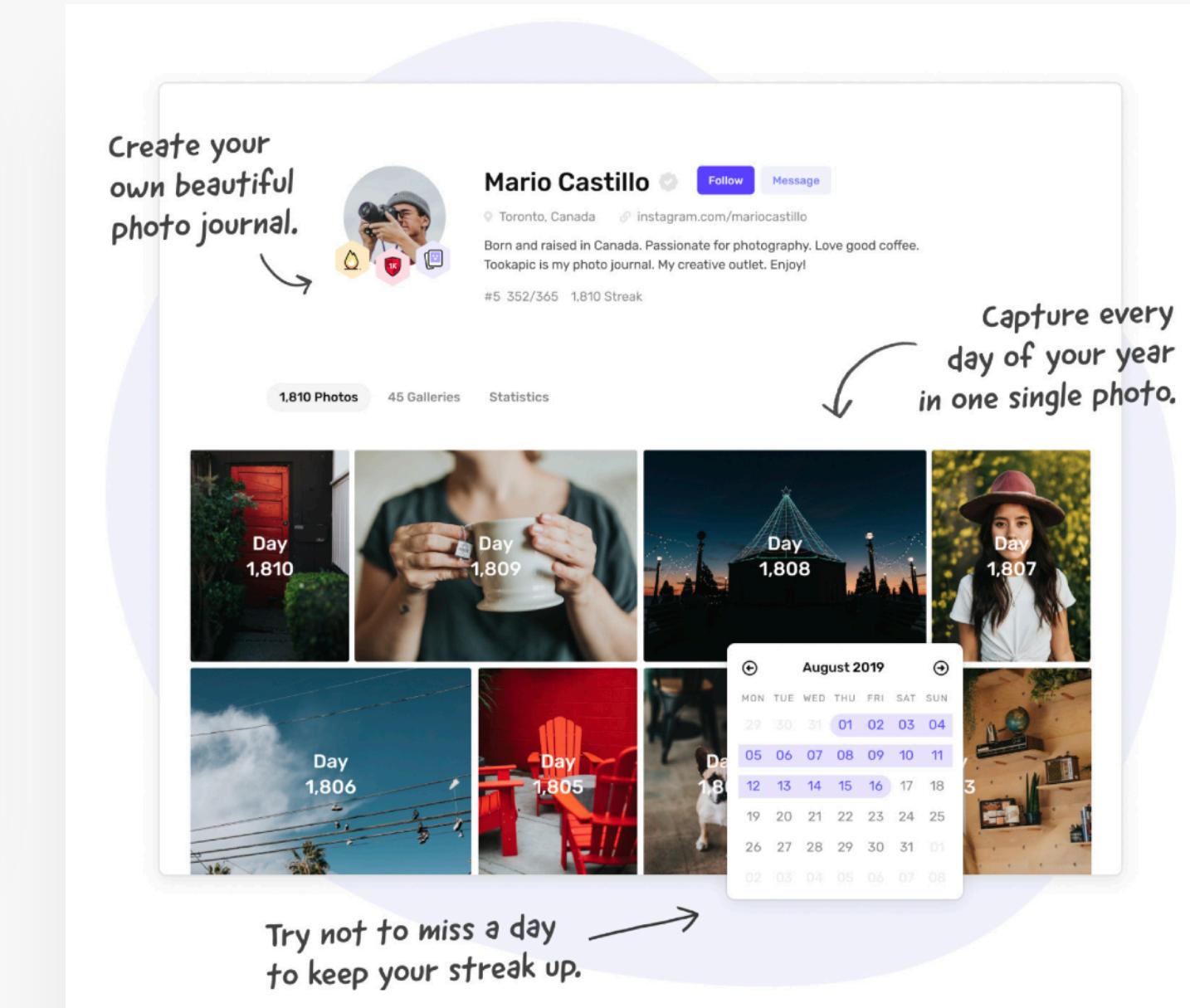
Different types of images: **product photos, storytelling photos, illustrations, patterns**



Carrot Rx

A single source for fertility medications – with free delivery and up to 60% savings. Exceptional care and personalized support every step of the way.

[Learn more](#)

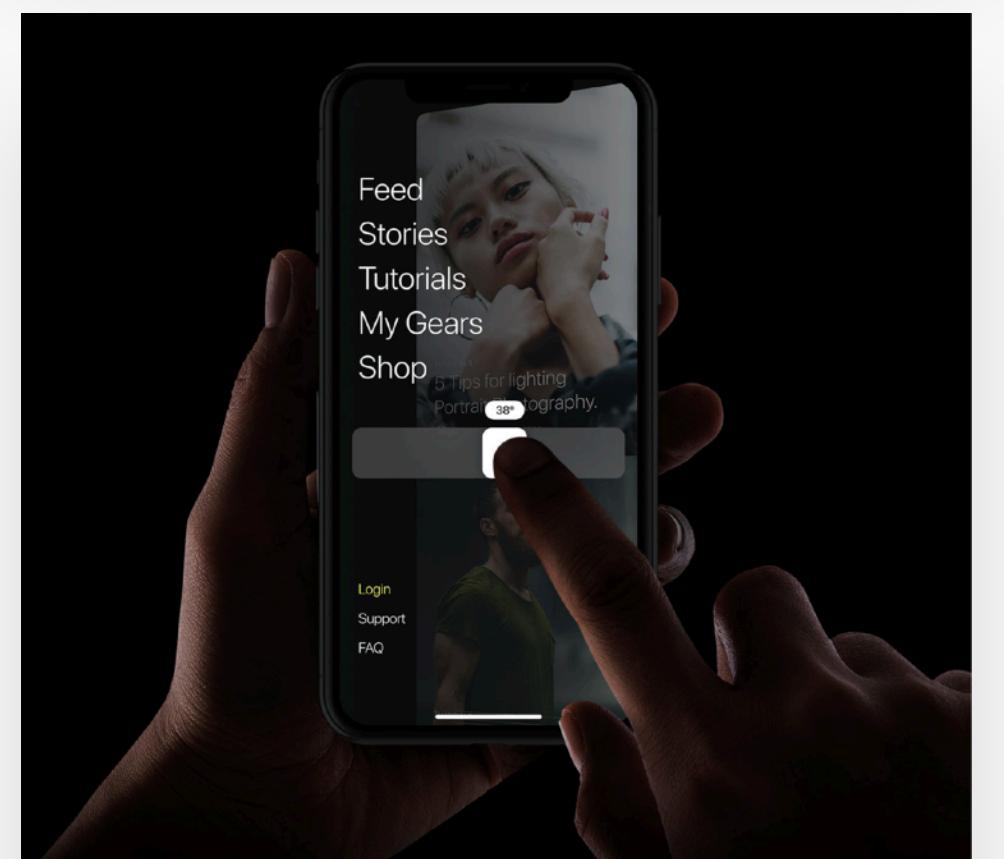


The Linear.app interface is a project management tool. On the left, there's a sidebar with navigation for teams, issues, and projects. The main area shows a list of issues under "Active Cycle 1" and a board view for "Dev / ECM-17". The board view shows columns for "In Progress" and "In Review" with several tasks listed. A sidebar on the right provides details for a specific issue about "Login resolver support".

Interface, streamlined.

Robust. Fast to navigate. Create issues in seconds. Add priorities, labels and estimates.

List and board. See your issues in either a list or board view.



USE GOOD IMAGES

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



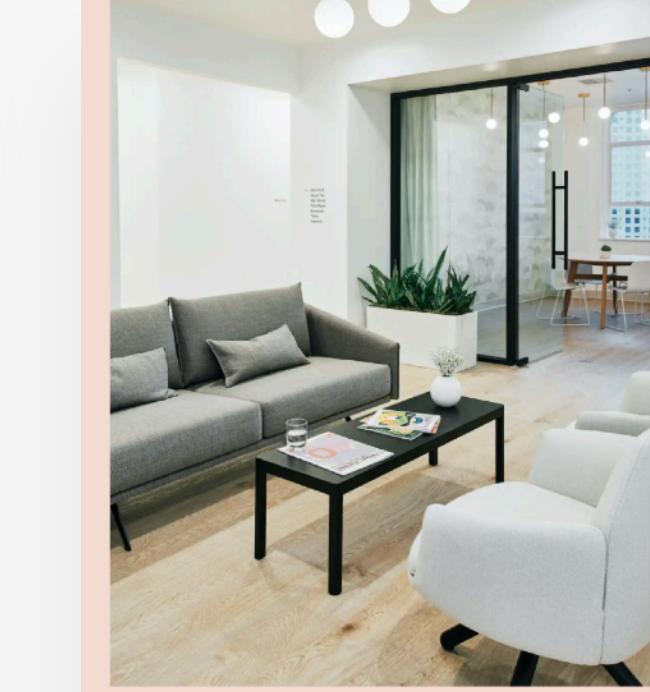
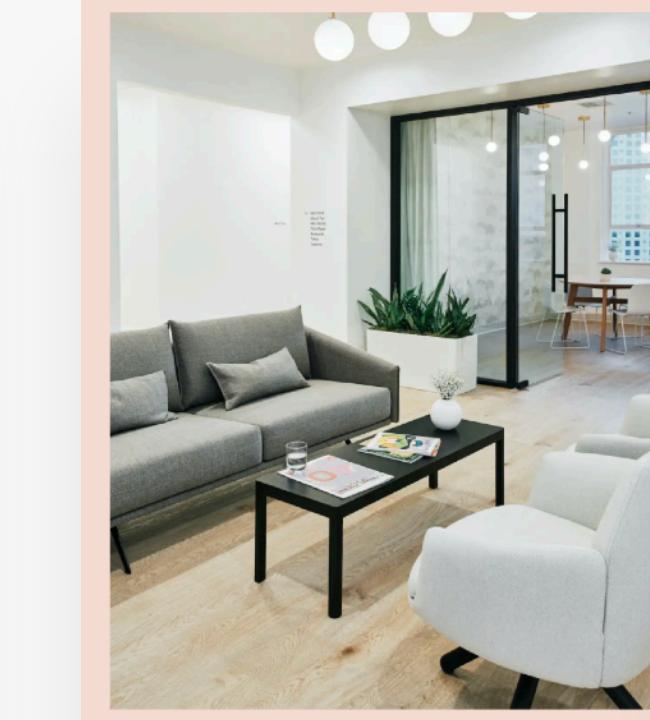
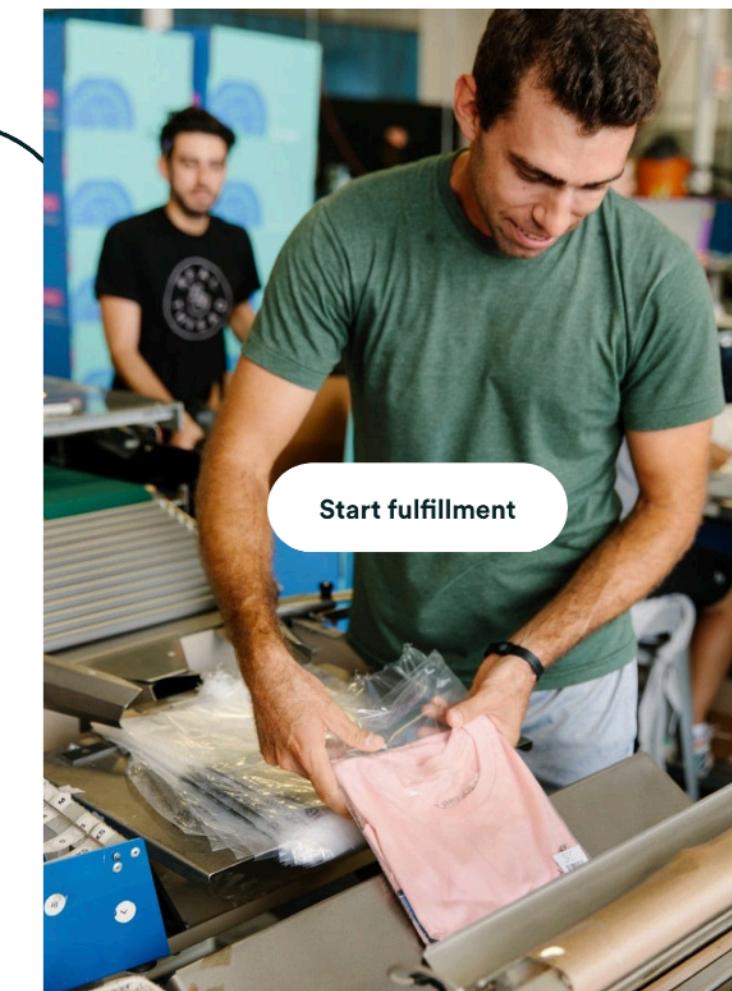
Get ahead of the curve

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.

A man sitting at a desk, looking down at a document. The text "ACHIEVE ANYTHING YOU PUT YOUR MIND TO WITH MINDJOURNAL" is overlaid on the image. Below the text is a "GET STARTED" button.

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.



Goal-Focused Coaching

One-on-one program offered virtually, focusing on targeted skills from cognitive behavioral therapy and mindfulness to help you move past challenges and create actionable goals. This can be a less expensive, effective alternative to therapy, or can serve to supplement therapy.

Find a Coach

USE GOOD IMAGES

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The Carrot website homepage features a large, colorful illustration of a desert landscape with people walking. The top navigation bar includes links for "Why Carrot?", "For employers", "For consultants", "For health plans", "Company", and "Sign in". A prominent orange button on the left says "CARROT". Below the illustration, the main headline reads "Global fertility benefits for employers that save money and tame anxiety". A "Request a demo" button is located at the bottom left. At the very bottom, there's a small note: "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](#)

The first illustration shows a woman with blonde hair wearing a green hat and a green sweater, set against a yellow circular background with small stars. The second illustration shows a person stretching their arms wide while holding a small globe, also set against a yellow circular background with small stars.

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.

The illustration depicts a team of diverse individuals working in an office. One person is standing and pointing at a whiteboard with various charts and graphs. Another person is sitting at a desk with a computer monitor. The office is filled with plants and modern furniture. The overall theme is growth and teamwork.

About

We're obsessed with growth

Meet the team behind today's fastest growing brands.

[More about us](#)

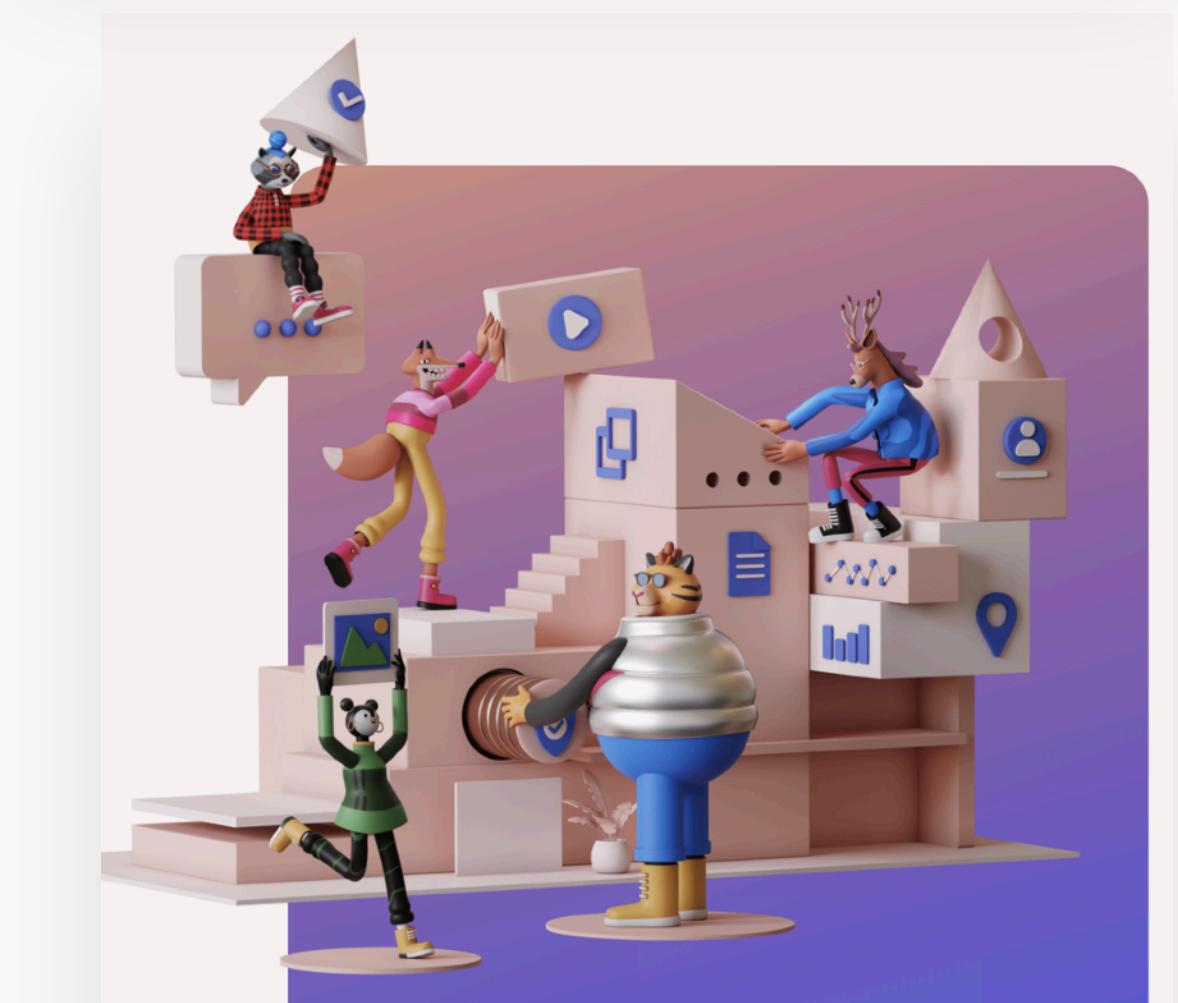
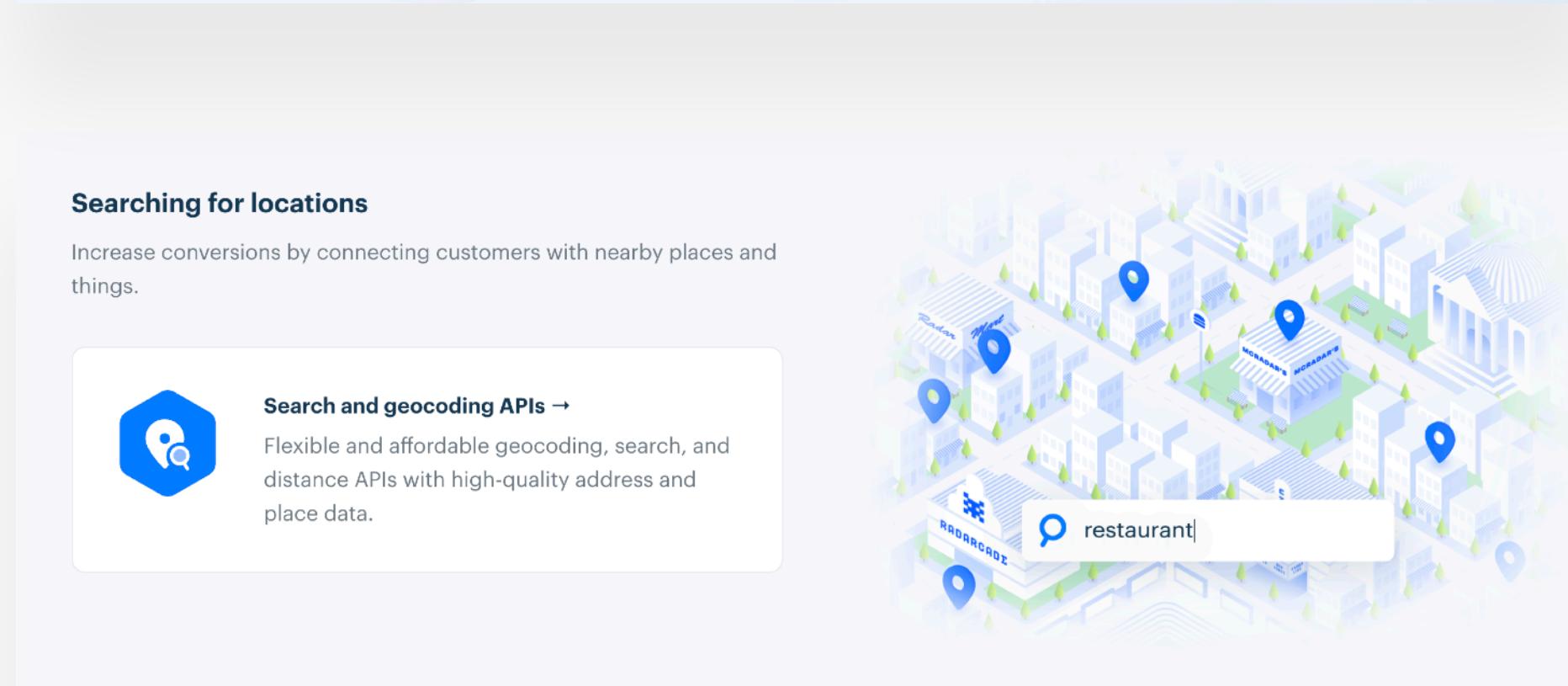
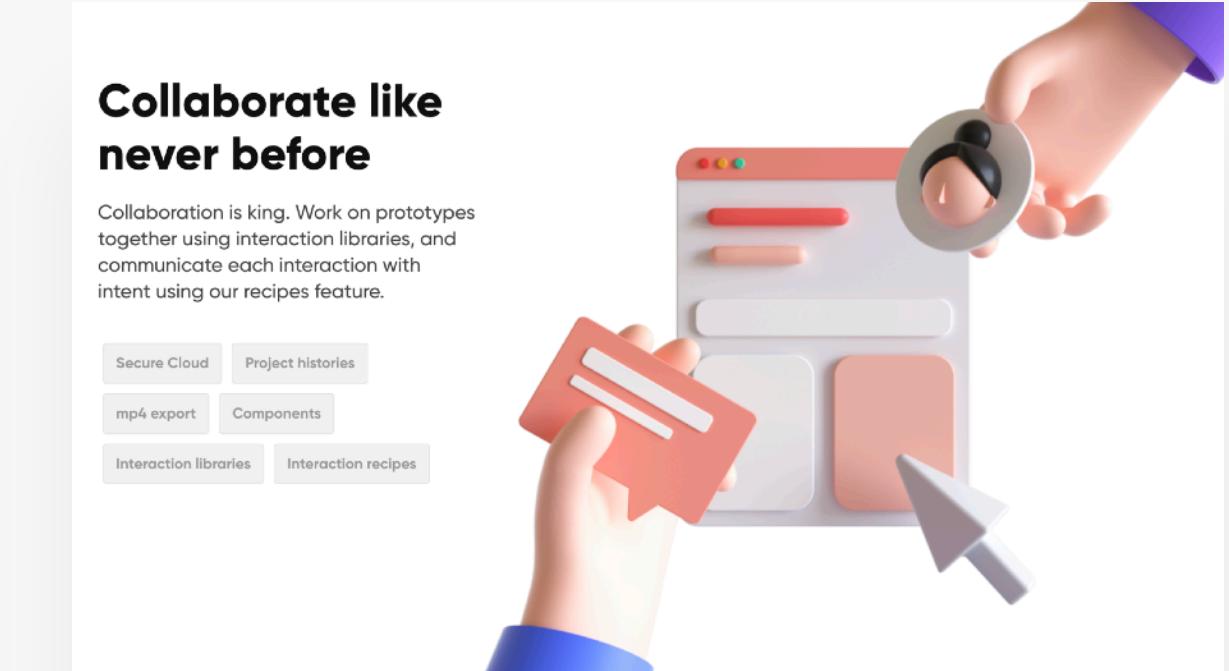
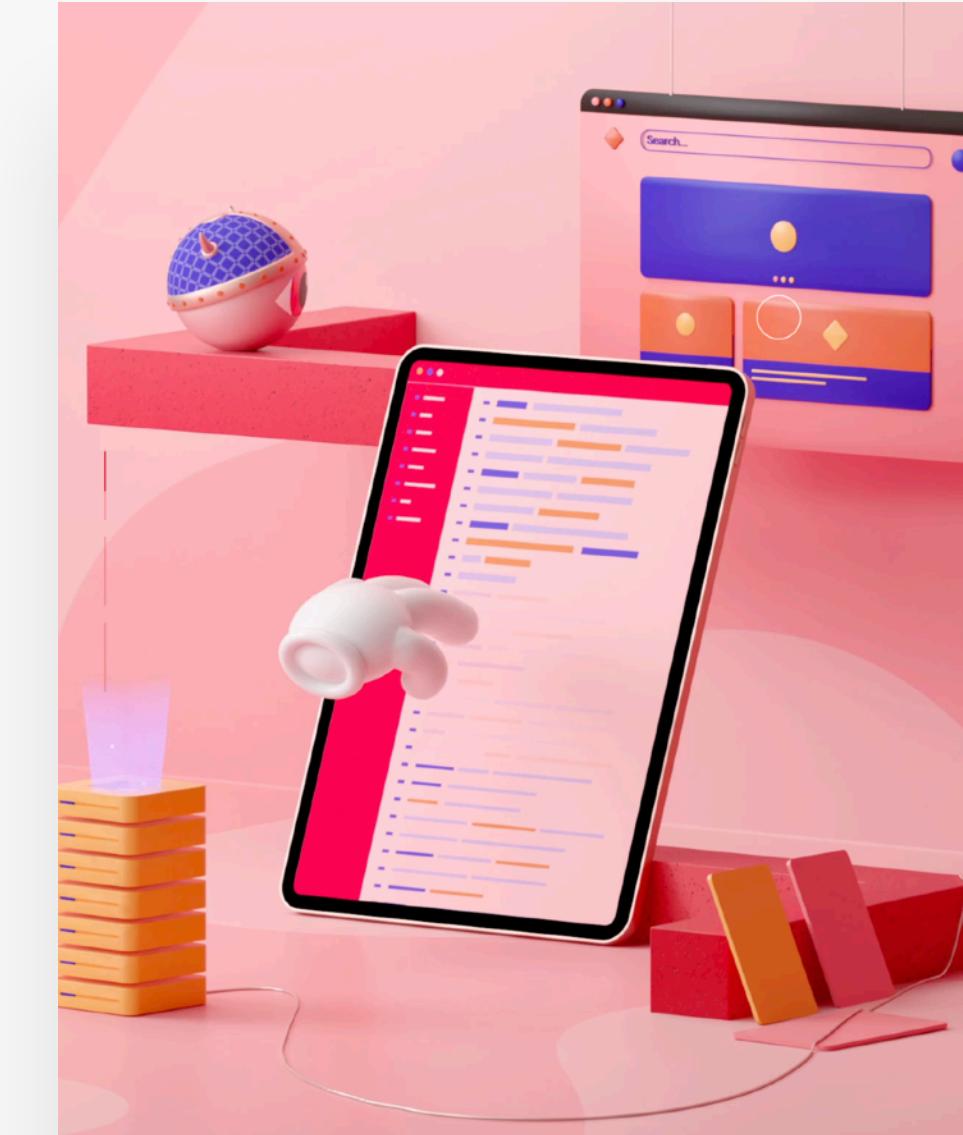
What our clients say about us

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

Tech Entrepreneur
ATLANTA, GEORGIA

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