



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION

WEB DESIGN RULES AND
FRAMEWORK

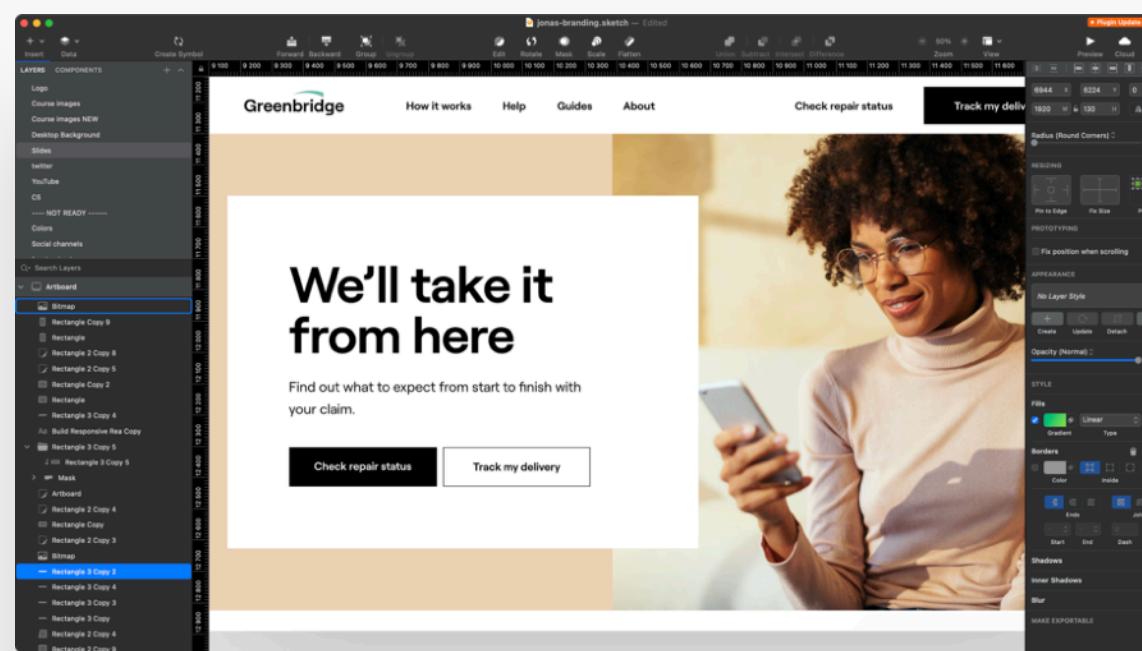
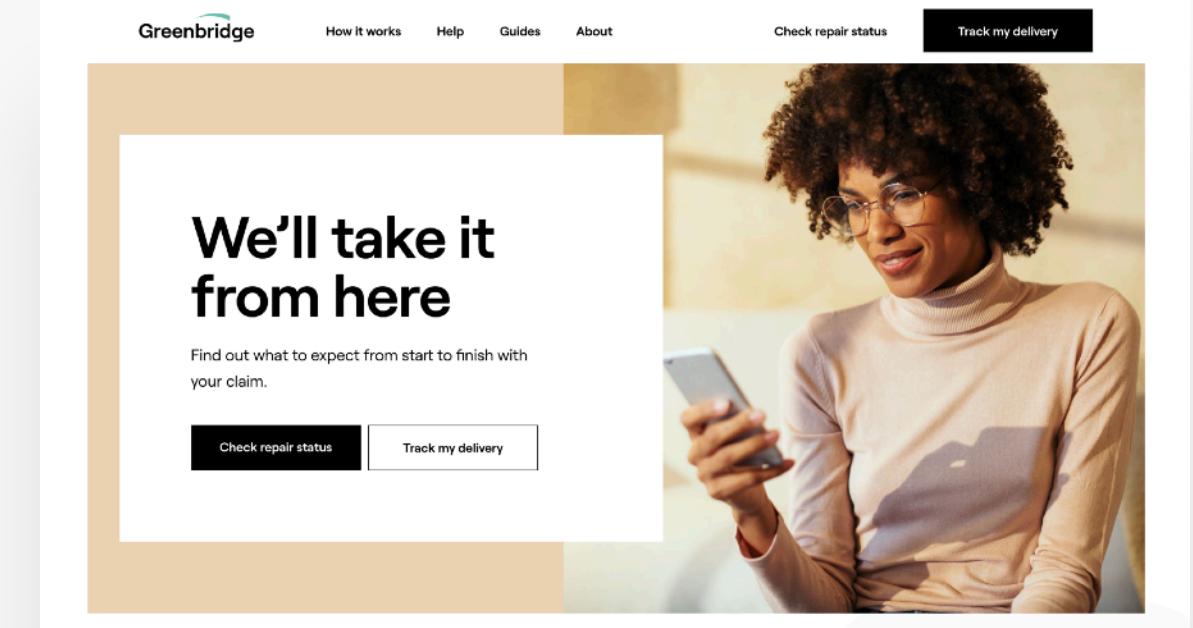
LECTURE

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**

A screenshot of a code editor (VS Code) showing the source code for a web application. The code includes HTML for a poll form, CSS for styling, and JavaScript for interactivity. A specific line of code is highlighted: `<input type="radio" name="radio" id="option-0" class="poll_answer-radio"/>`.

DESIGNER



DEVELOPER

DESIGNER + DEVELOPER



USER

WHY TAKE DESIGN SERIOUSLY?

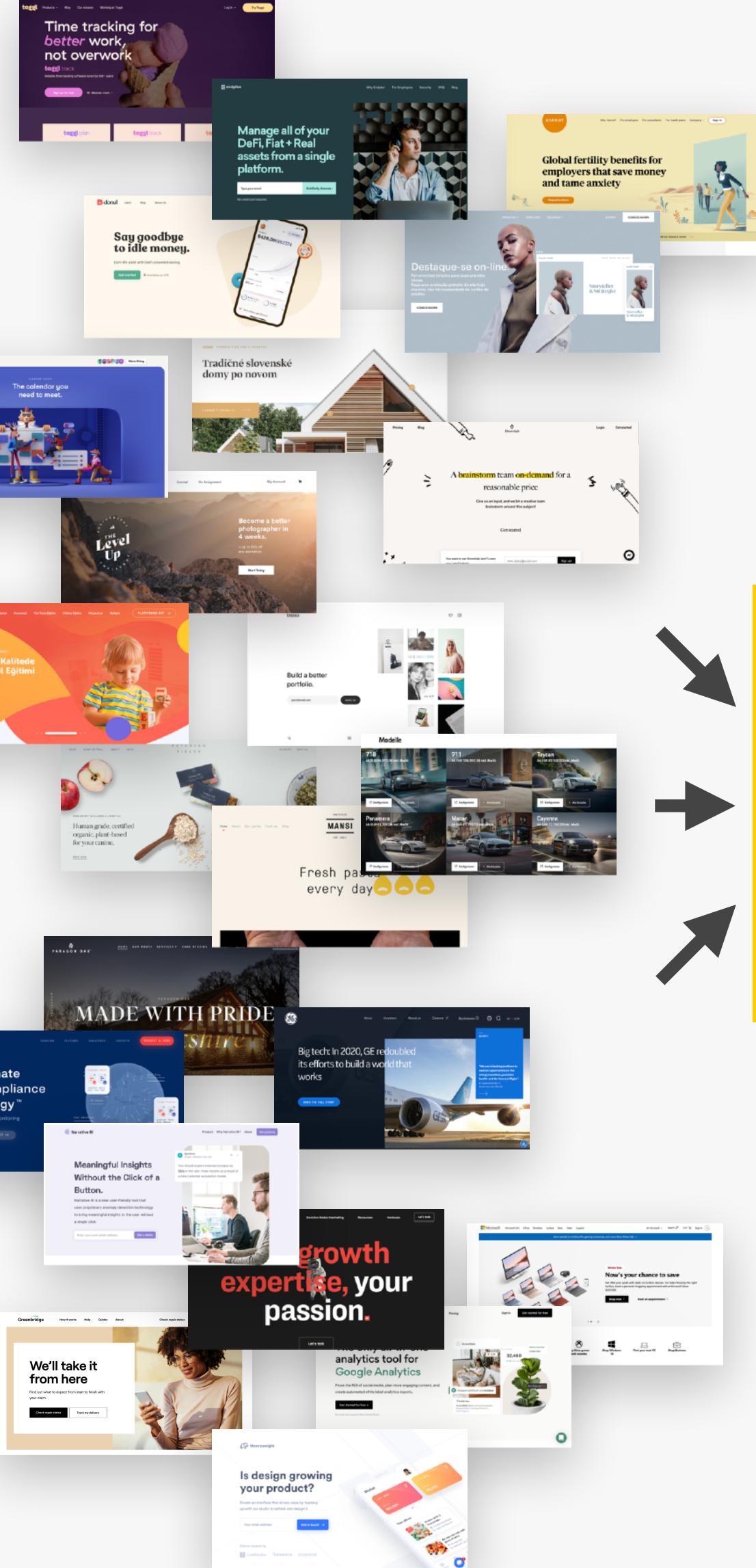
GOOD DESIGN

- ✓ 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**

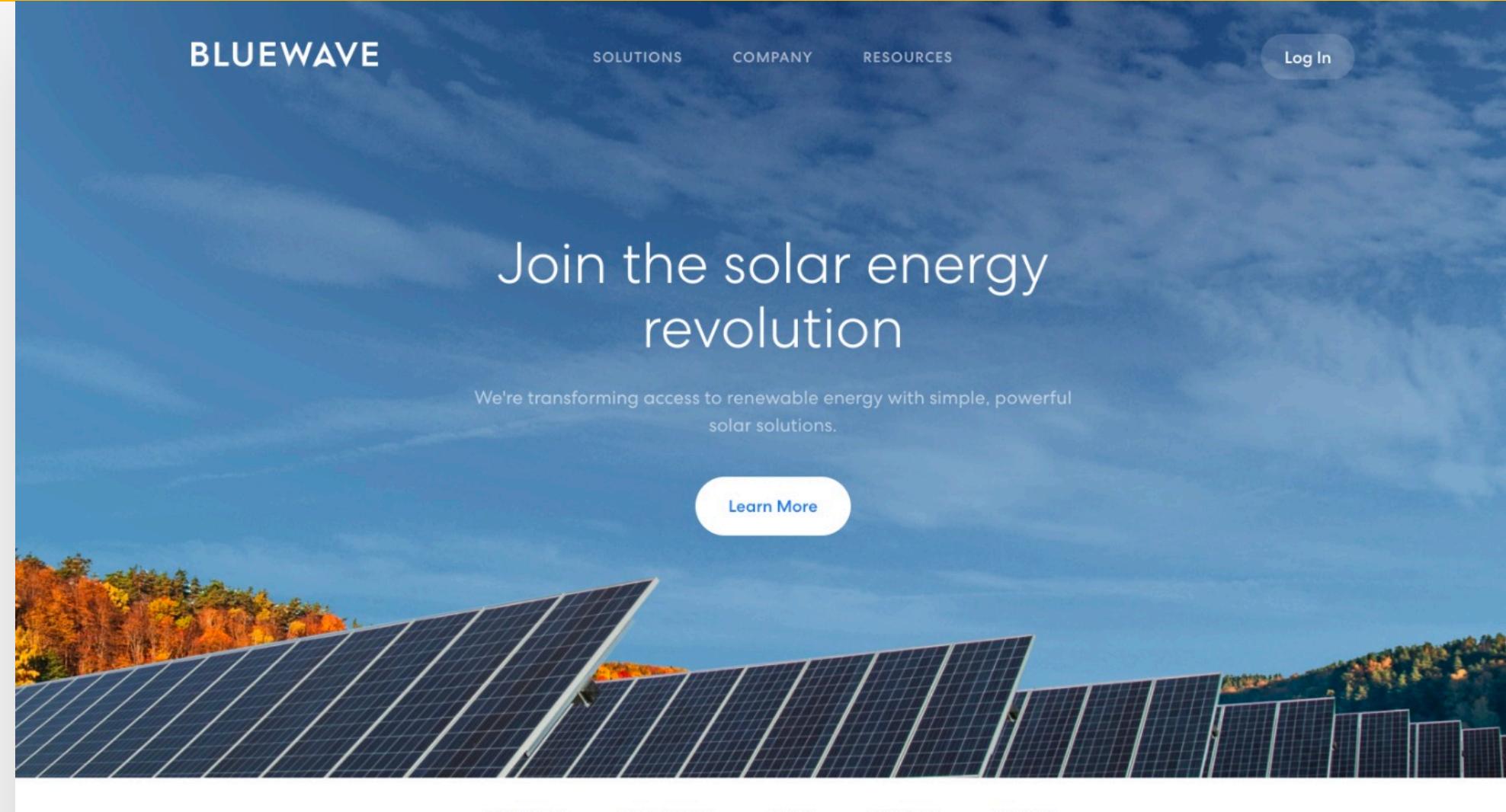
Distilled into easy-to-learn and easy-to-apply rules

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

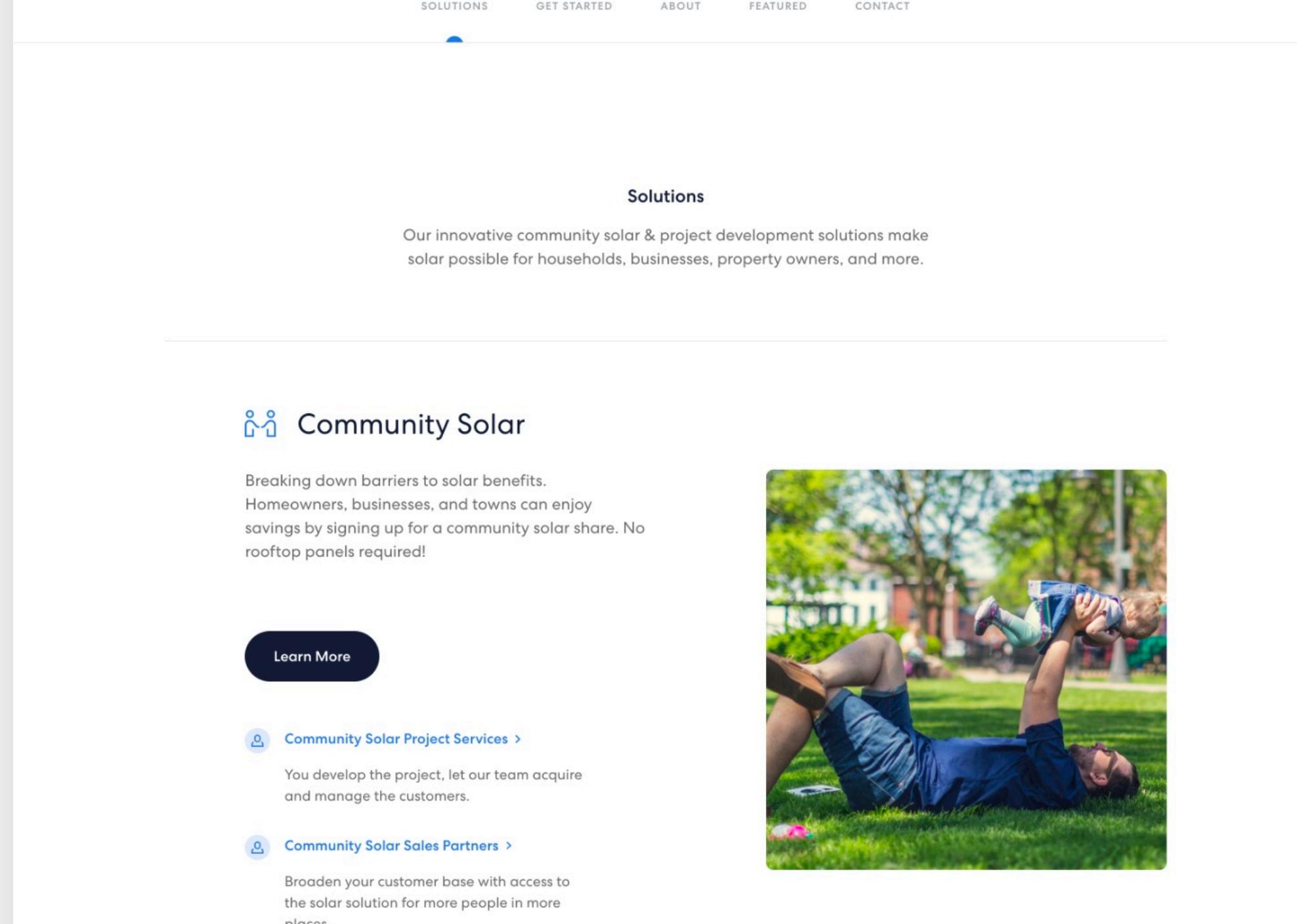


2 Colors

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

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.



01 Grey Business

APARTMENT

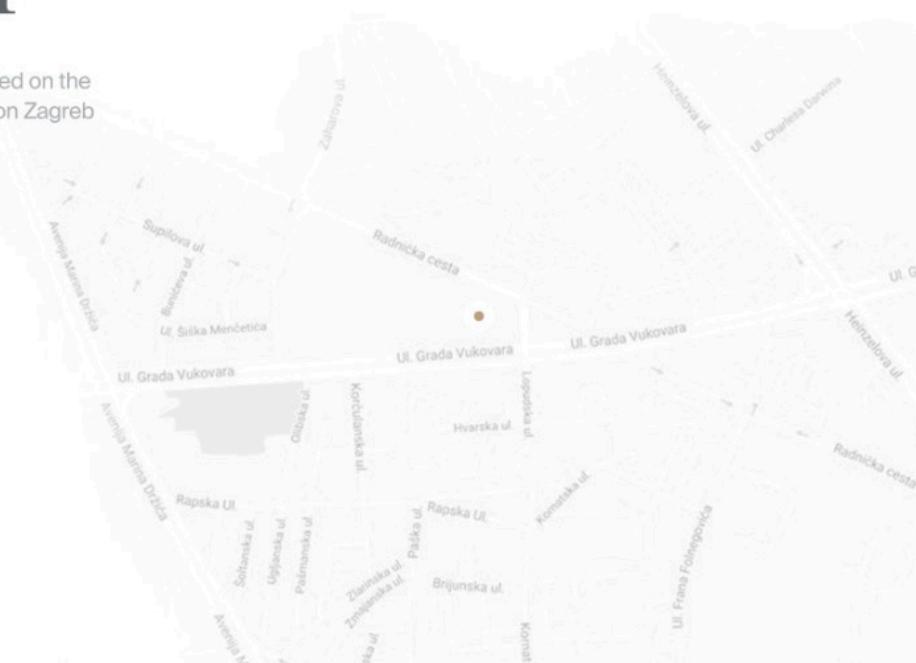
APARTMENT 01

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

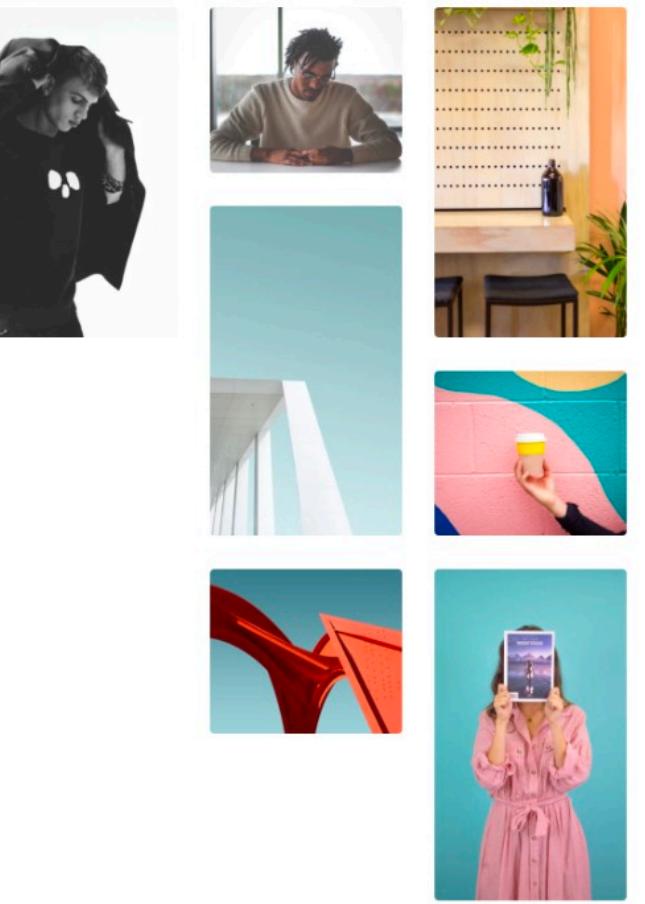
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Onplace



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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.



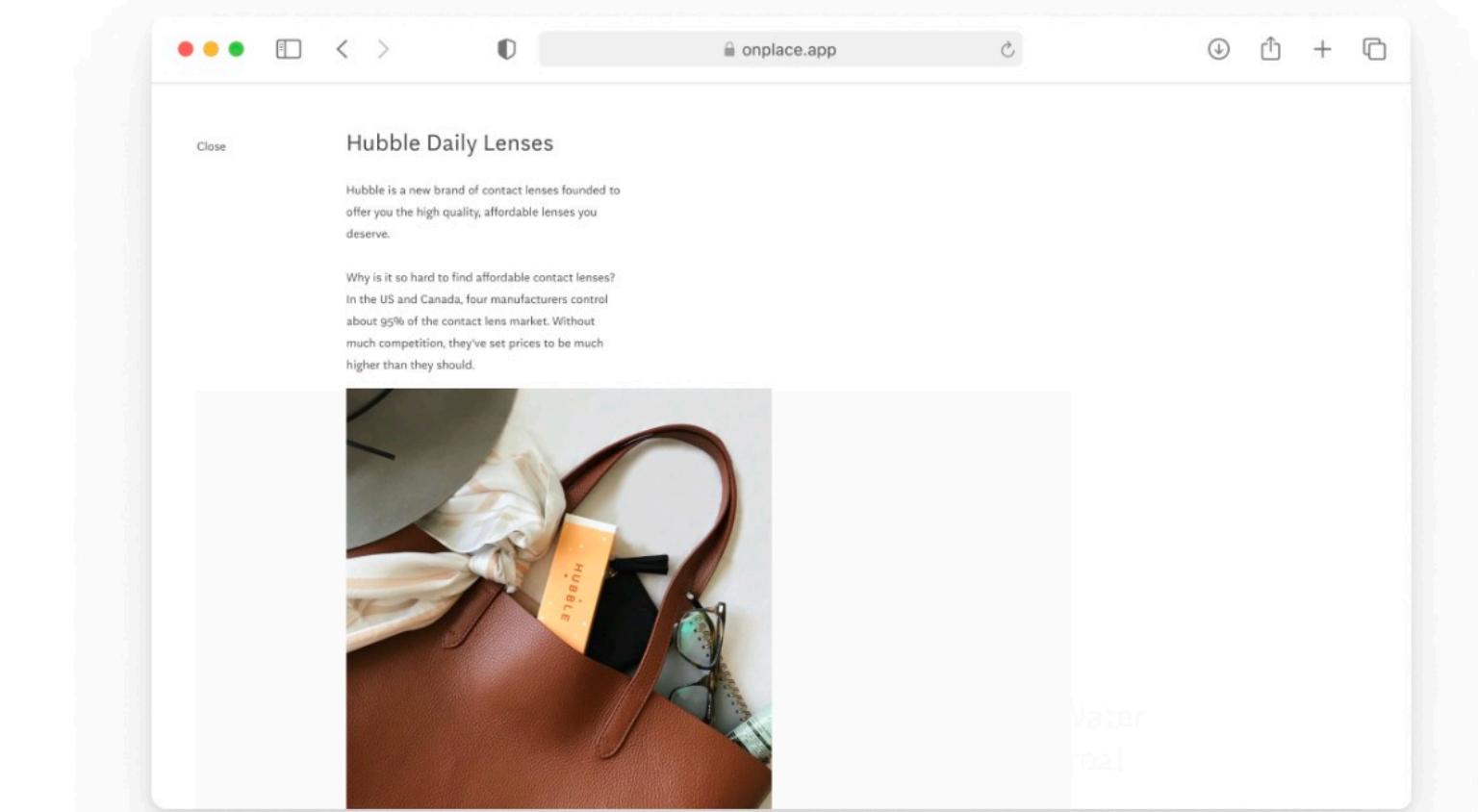
Mobile out of the box

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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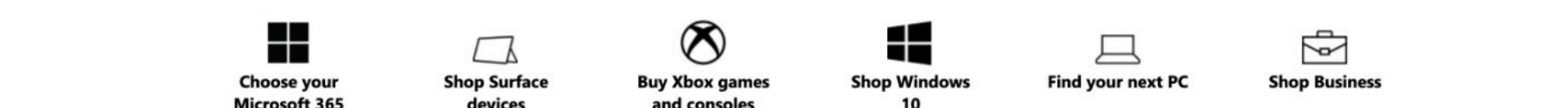
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[Join now >](#) [Compare all plans >](#)

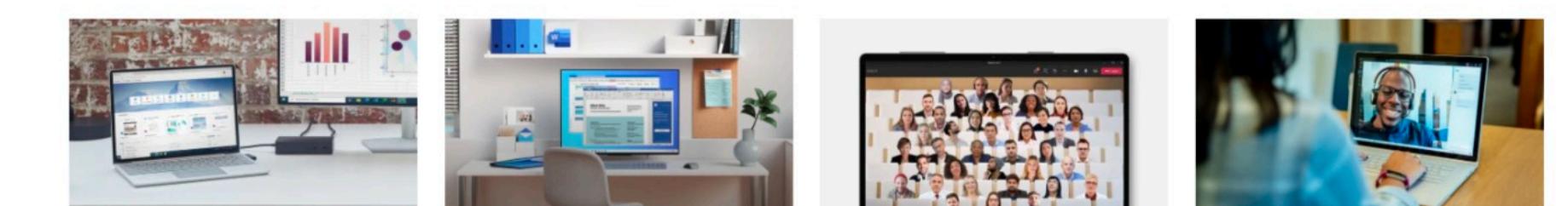
Microsoft 365
Premium Office apps, extra cloud storage, advanced security, and more—all in one convenient subscription.
[For up to 6 people >](#) [For 1 person >](#)

Black History Month

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

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For business



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No matter what you do, there's a Surface to help you do it.
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Our product experts are available to assess your needs and make recommendations for your business.
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Bold/Confident: Makes an impact, by featuring big and bold typography, paired with confident use of big and bright colored blocks

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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



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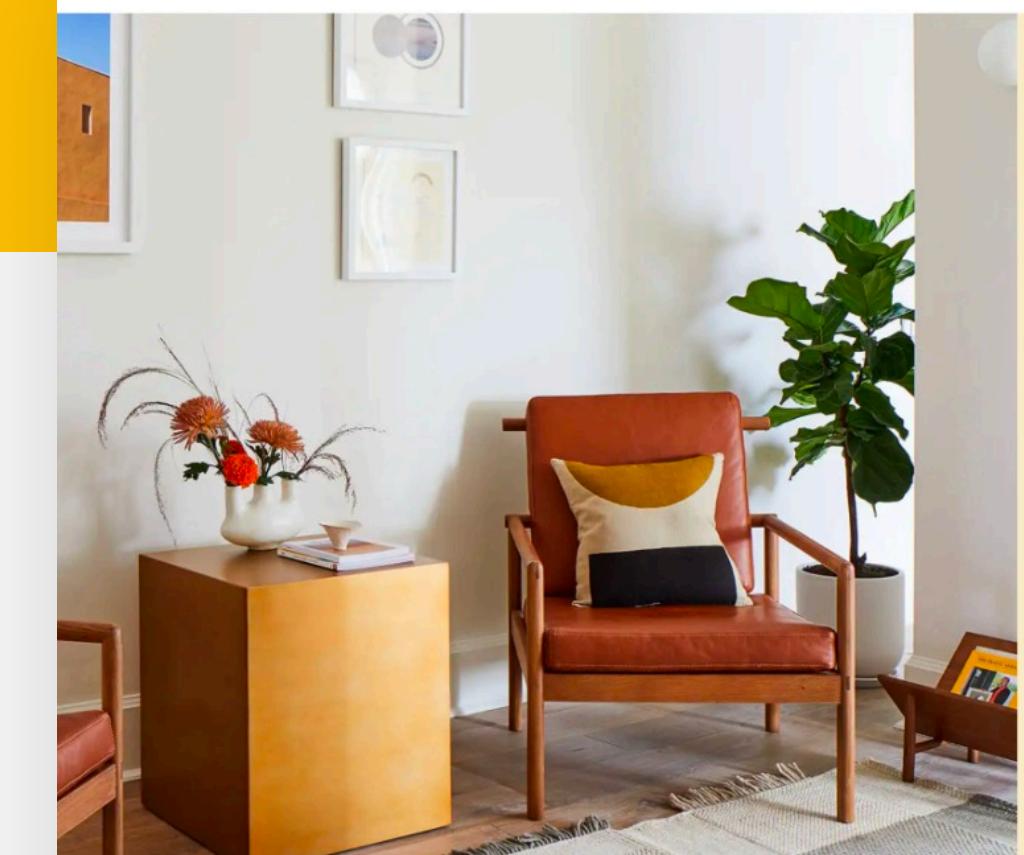
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Calm/Peaceful: For products and services that care, transmitted by calming pastel colors, soft serif headings, and matching images/illustrations



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

We match you with the right provider and service to meet your needs, your schedule, and your price point.



Quality & Results Focused

We hire outstanding therapists & coaches who are compassionate, honest, and focused on measurable change.



Supportive Community

We believe that everyone needs a connected place where they can improve their emotional well-being and create lasting change.

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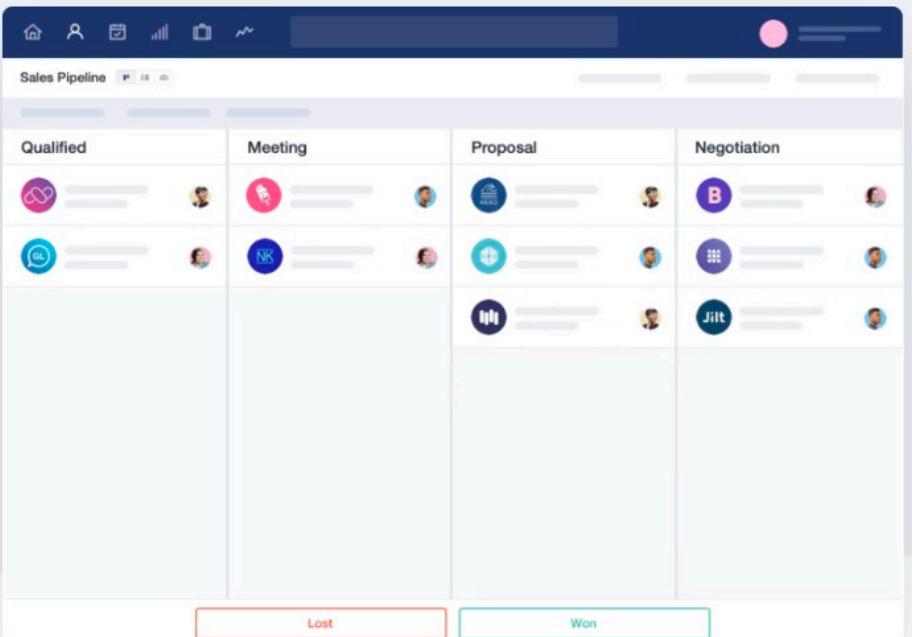
6

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

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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 →



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.

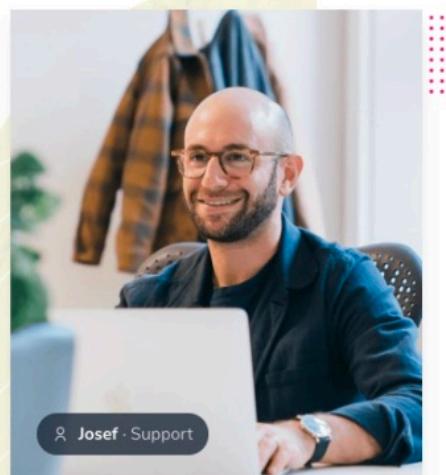
Advanced Reporting →



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 →



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

Sian Carter
Director of Operations at Ordoor

Connect Capsule to your favorite applications

Capsule works seamlessly with popular applications such as G Suite, Mailchimp, Xero and many more.



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