



# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

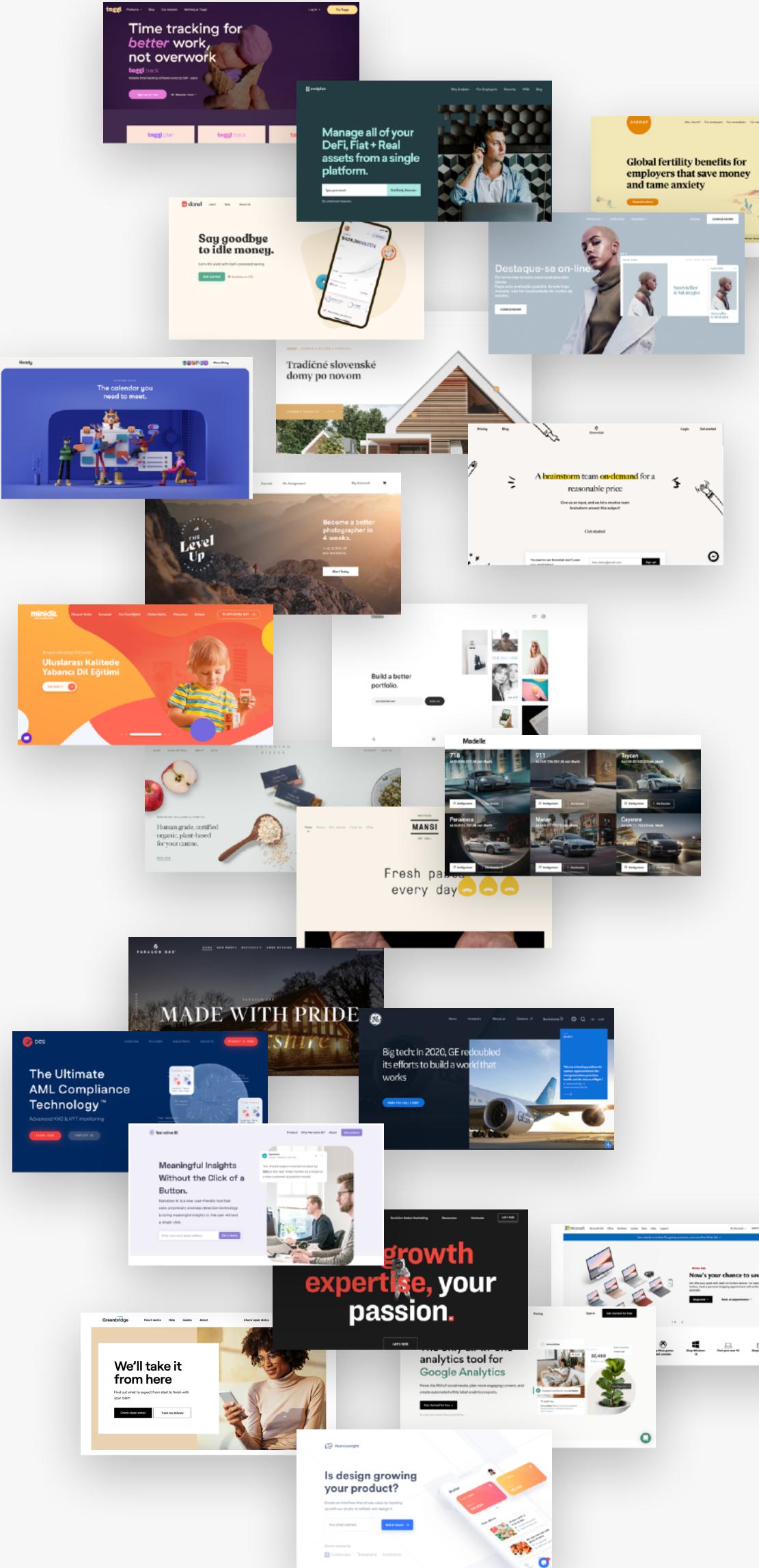
## SECTION

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

RINO & PELLE

Home Collection Lookbook About Contact



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

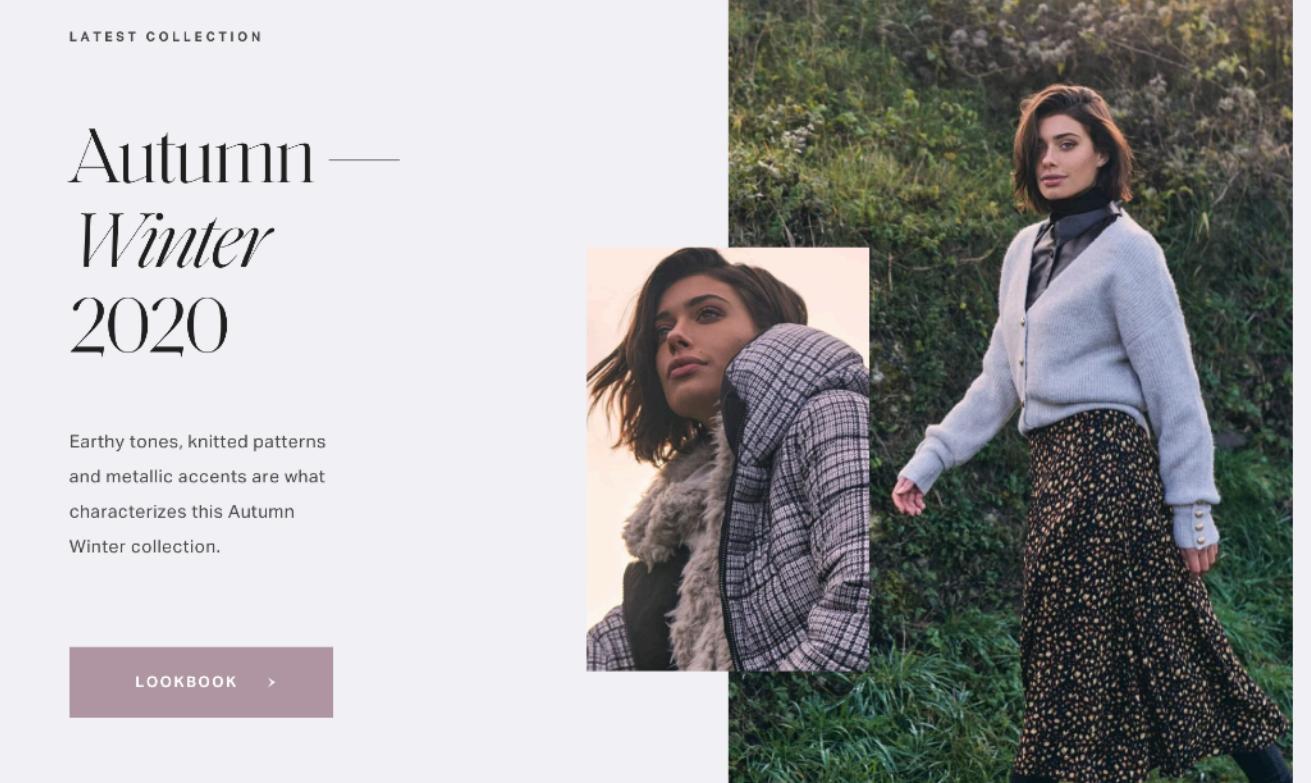
Usually no shadows

## BORDER-RADIUS

Usually no border-radius

## LAYOUT

A creative and experimental layout is quite common



**SLOVENSKÝ DOM**

XOXO BÝVANIE V SÚLADU S PRÍRODOU

## Tradičné slovenské domy po novom

ZOBRAZIŤ PROJEKTY →

Pravý sedlový dom

Dokonalosť slovenského dizajnu

Modernizácia typických tvarov

XOXO ČO SLOVENSKÝ DOM ZNAMENÁ?

### Tradičná ľudová architektúra so sedlovou strechou v modernom prevedení

**Tradícné a zároveň moderné**

V duchu tradície s pridanou hodnotou moderných prvkov - ohľaduplnosť k prírode, okolitej zástavbe a ľudom

**Cistý a prírodný interiér**

Útulný a praktický ako stvorený pre rodinu - zdravé vnútorné prostredie plné slnka, radosti a pozitívnej energie

**Industriál i retro v jednom**

Správne použitie prvkov, materiálov a farebností, ktoré vytvárajú harmonické a moderné riešenie

**Moderné slovenské domy s odkazom minulosti**

Z úcty k predkom, ich intuitívnemu a múdremu prístupu výstavby, ale i spôsobe života, hodnôt a ľasky

TICKETING Shop Donate You are EN

CHÂTEAU DE VERSAILLES

## WELCOME TO VERSAILLES

Opening hours Choose a ticket

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  
Attendance: low

**THE ROYAL TENNIS COURT**

**LIFE ON THE ESTATE**

**LIFE ON THE ESTATE**

**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.

**GAMES AND SPORT AT VERSAILLES**  
A "green lung" just 16 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 TREATS & SAVE \$5 | DISCOUNT IN CART

FETCHING FIELDS

SHOP SAMPLES TRIAL ABOUT HELP

ACCOUNT CART (0)

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 \$10.50

On Vacay - Canine Treats \$10.50

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

## New way of living.

Change the way you live life, closer to nature.

## IMAGES

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

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

## ICONS

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

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.

## SHADOWS

Usually no shadows

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.

## BORDER-RADIUS

Usually no border-radius

## LAYOUT

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

CHOOSE YOUR PURPOSE

Ark-Shelter to live in closer to nature