



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION

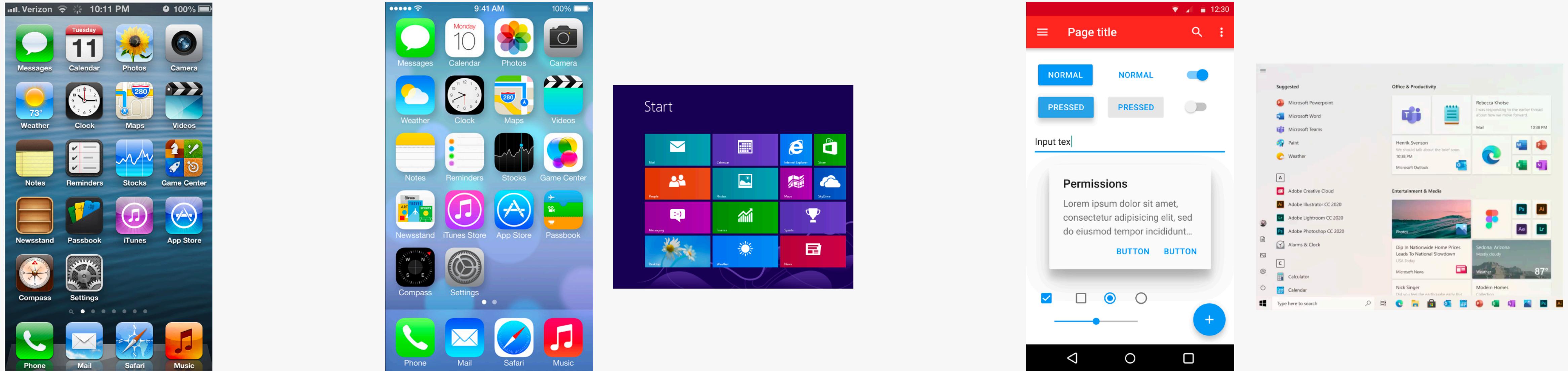
WEB DESIGN RULES AND
FRAMEWORK

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)

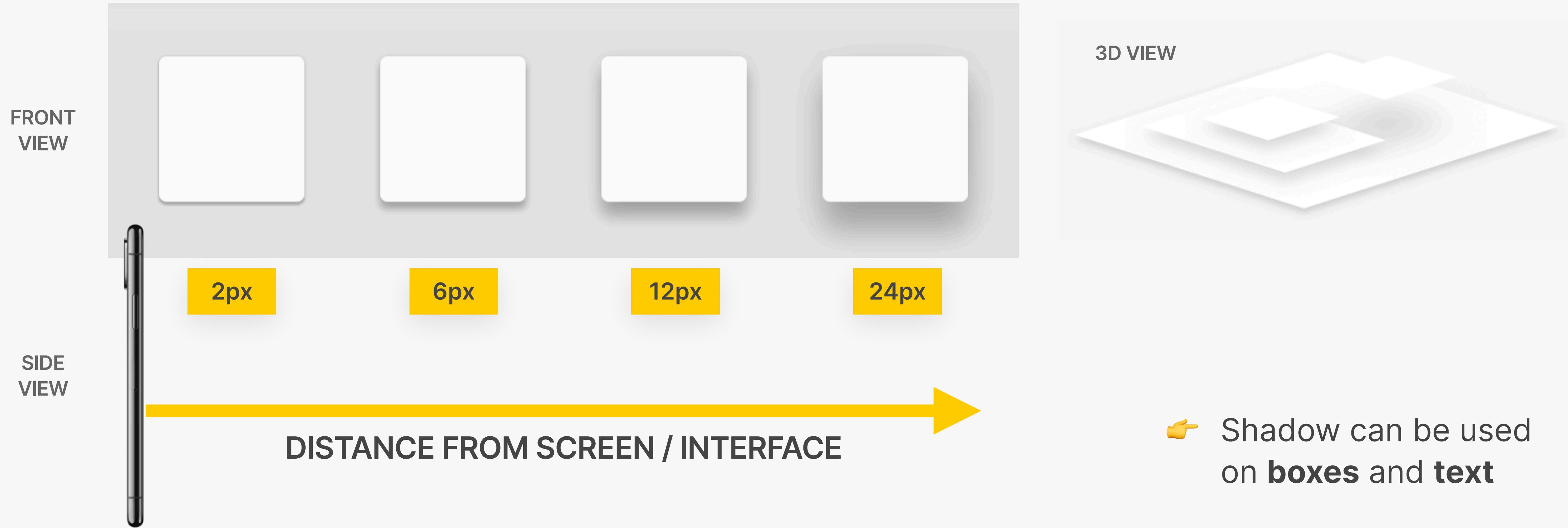


FLAT DESIGN 2.0

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

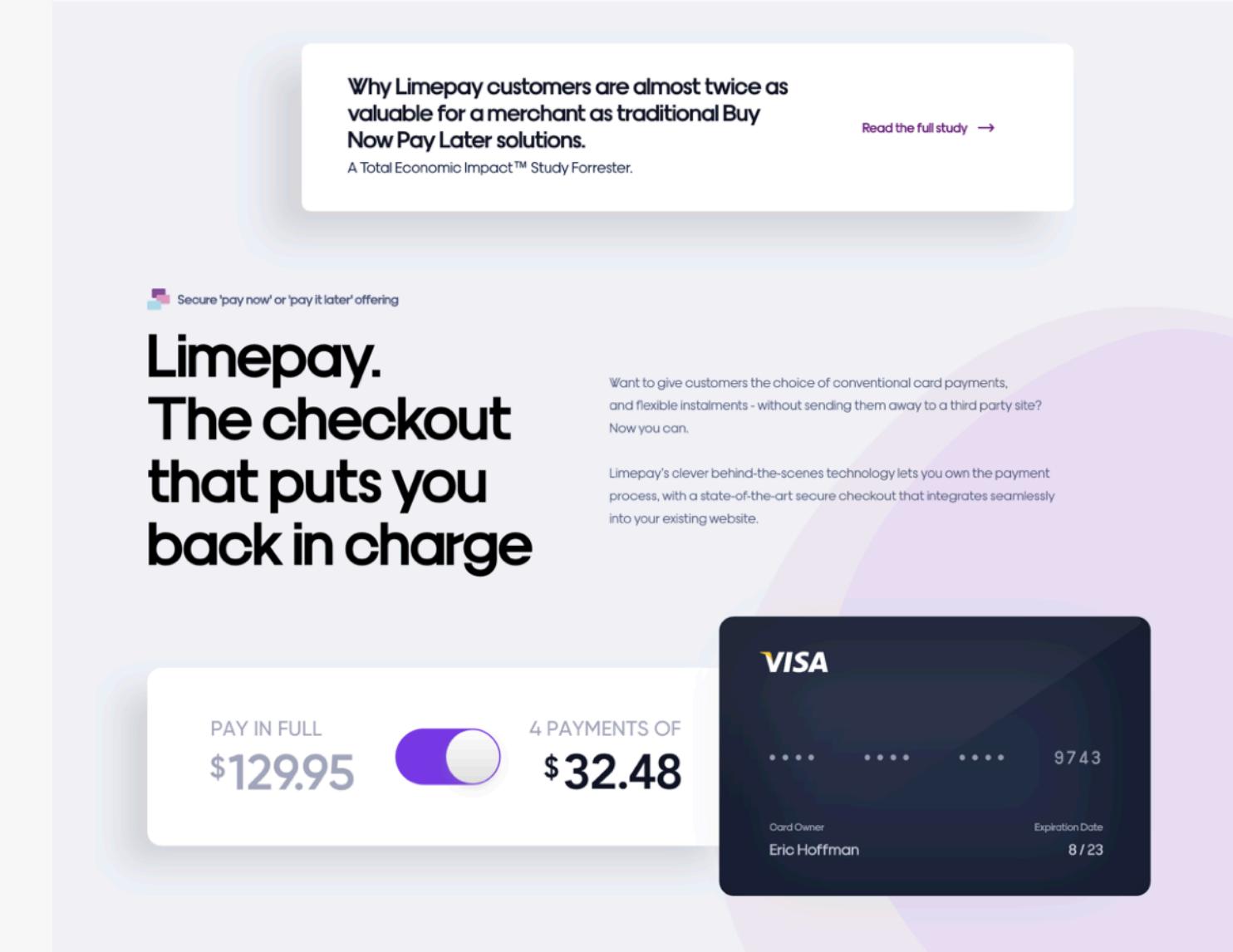
SOME CONCEPTS FIRST...

- 👉 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

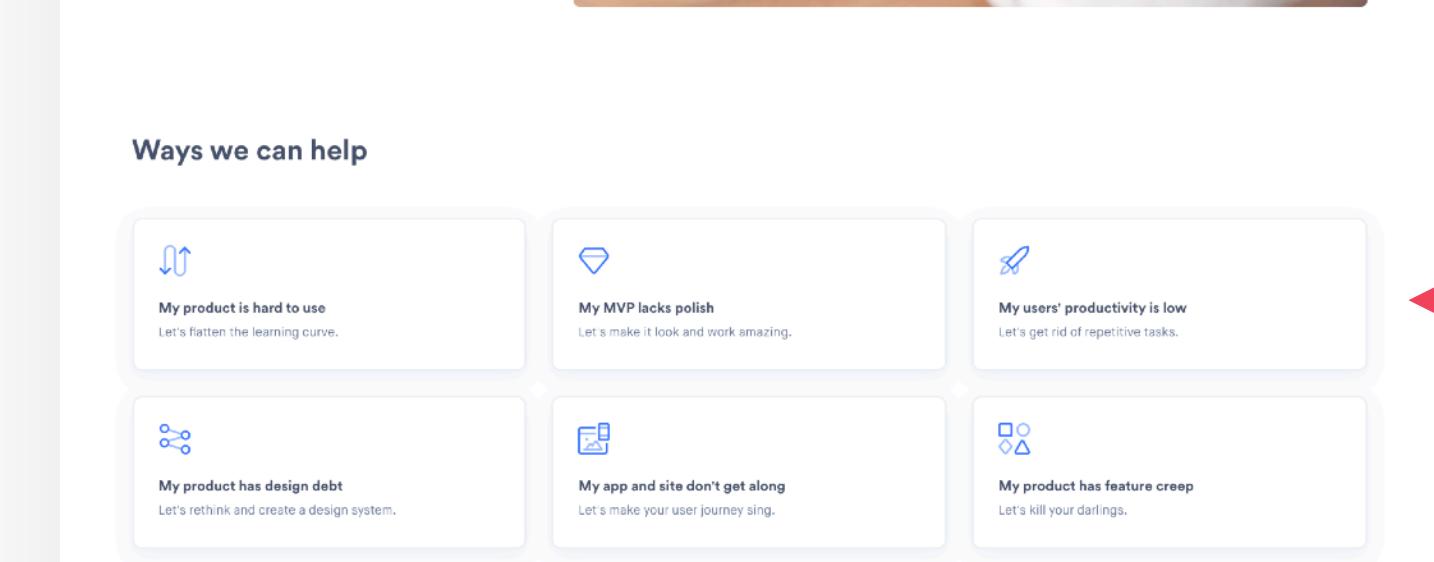
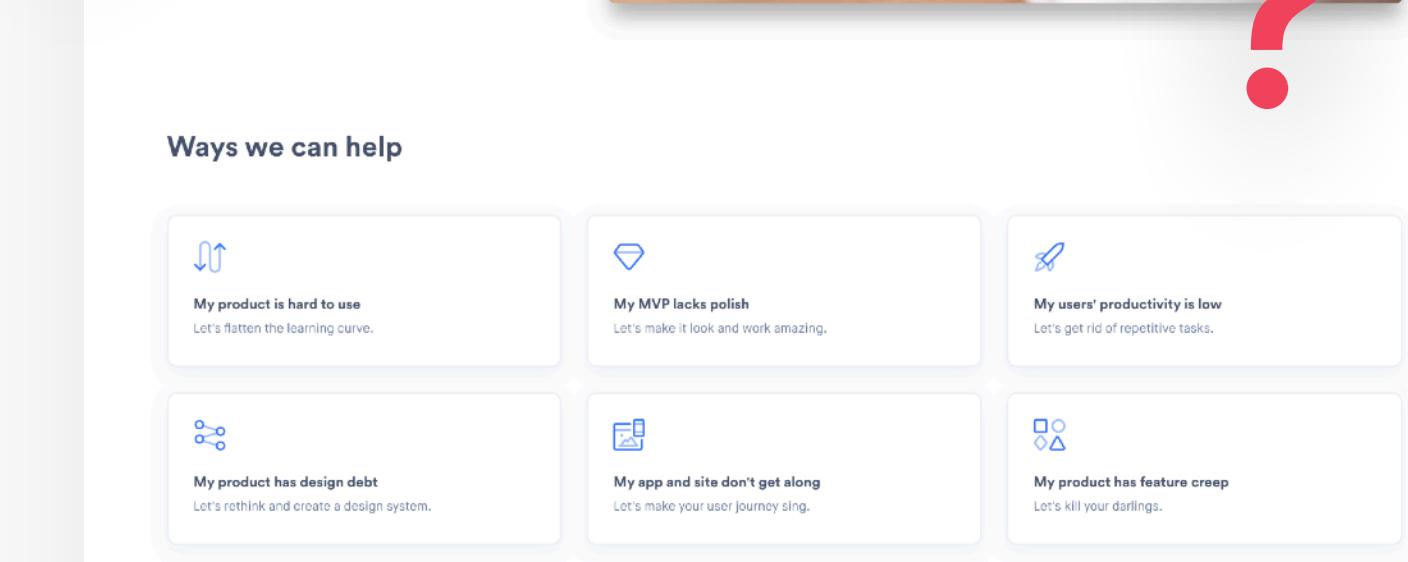
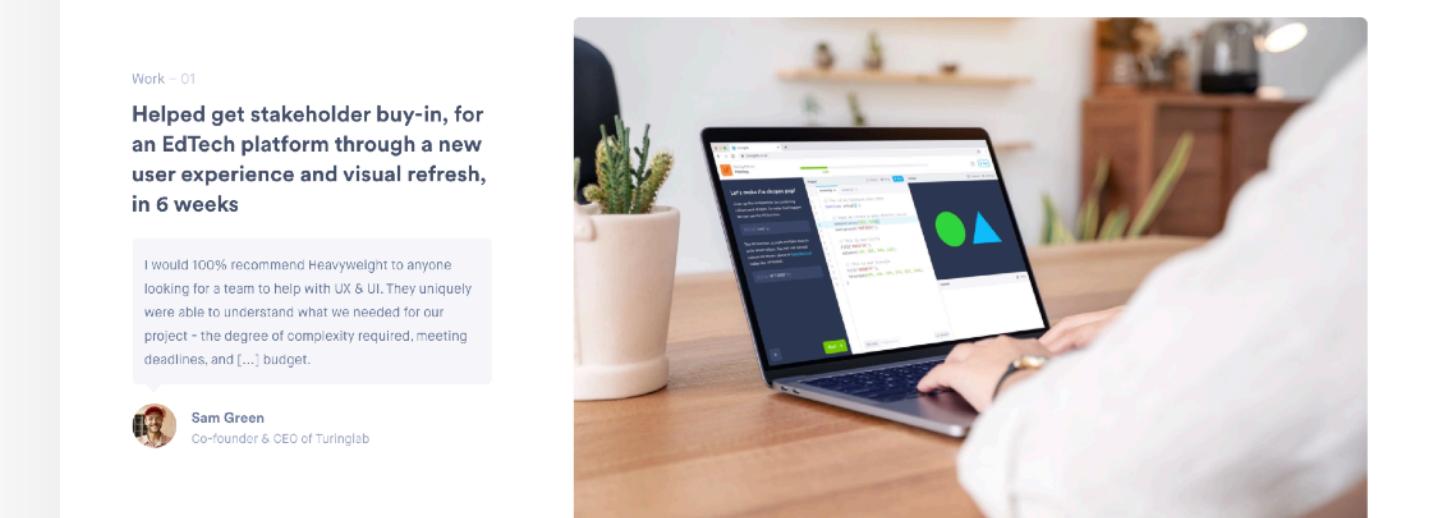
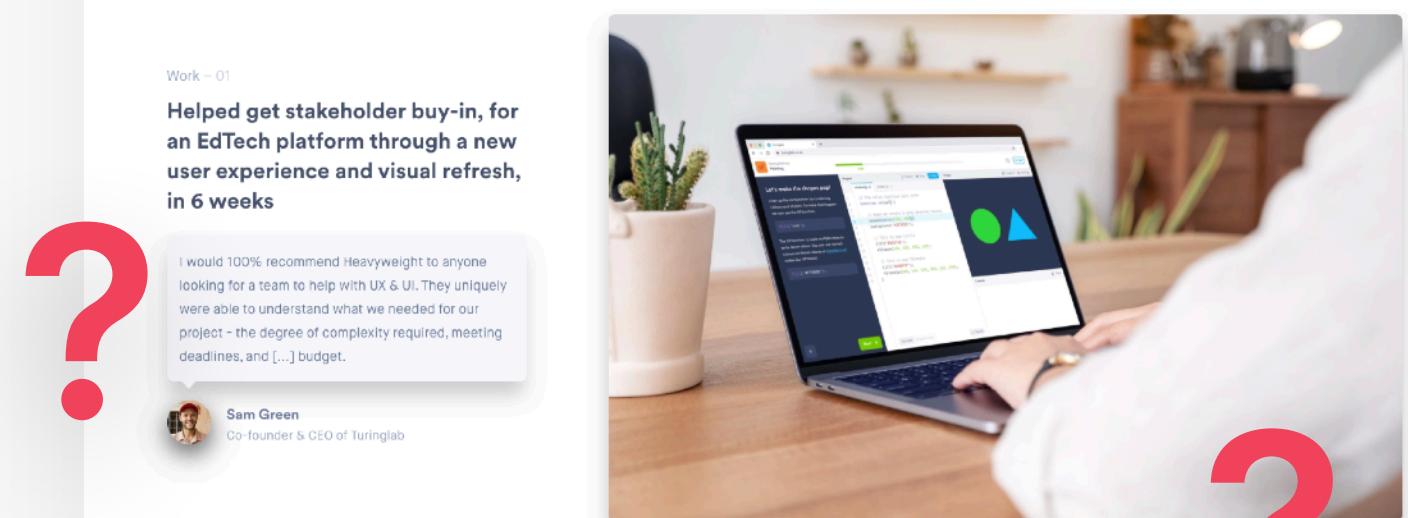
Use shadows in small doses: don't add shadows to every element!



A screenshot of a website page featuring heavy shadows on various elements. A large red question mark is overlaid on the left side of the page, and a smaller one is at the bottom center. The page includes sections for "Let's team up and design something remarkable", "Work - 01", and "Ways we can help".

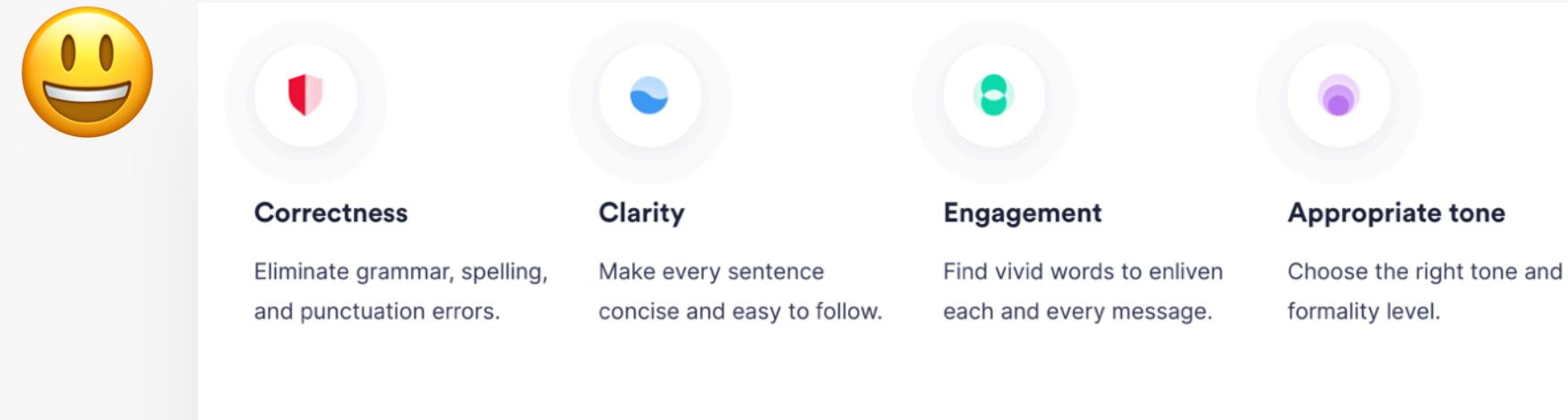


A screenshot of a website page featuring balanced shadows. A large red arrow points from the left side towards the right edge of the page. The layout is similar to the first screenshot but with more balanced shadow usage.



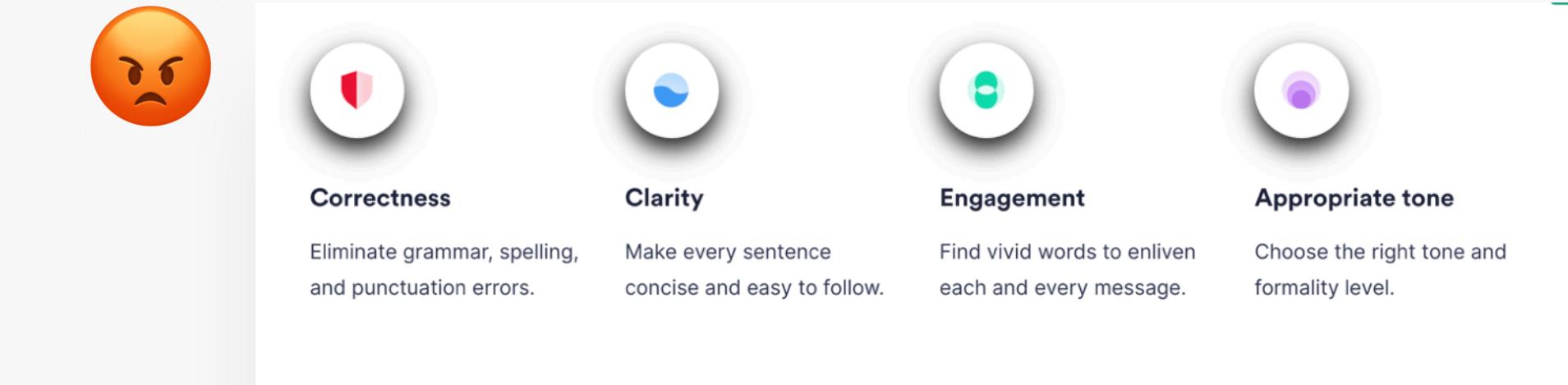
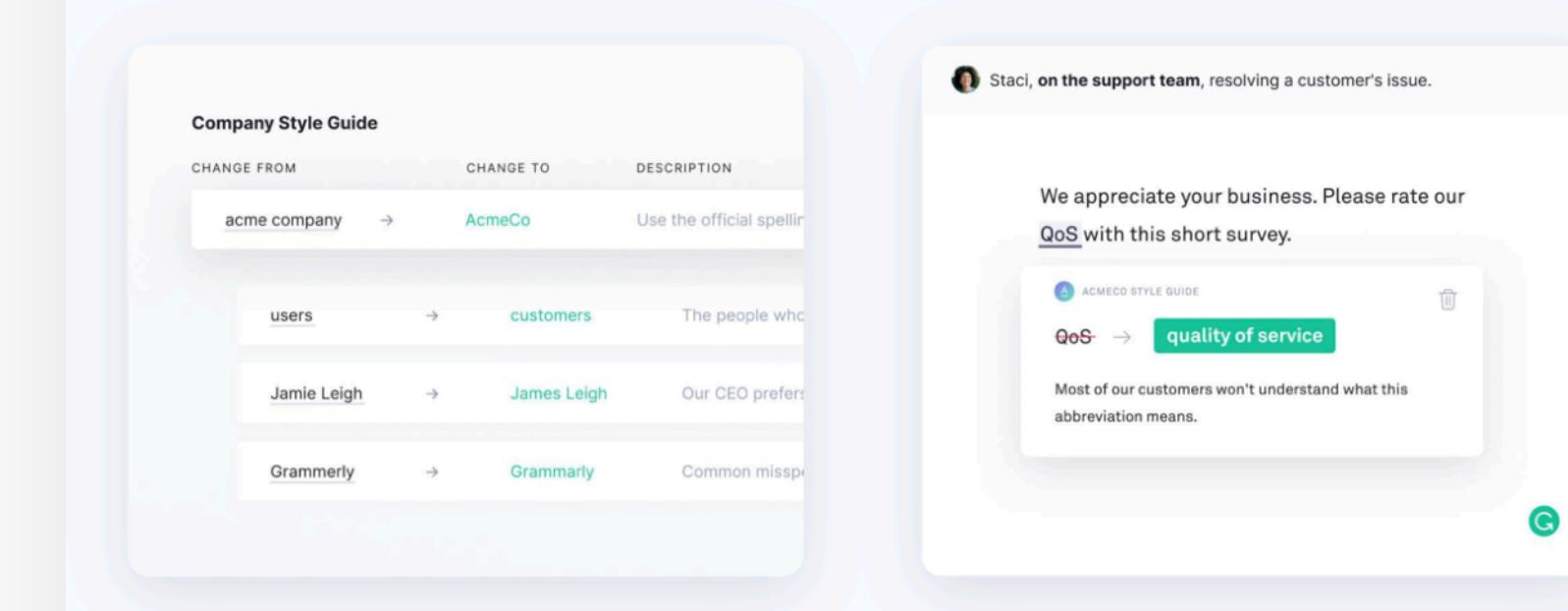
USE SHADOWS WELL

- 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!



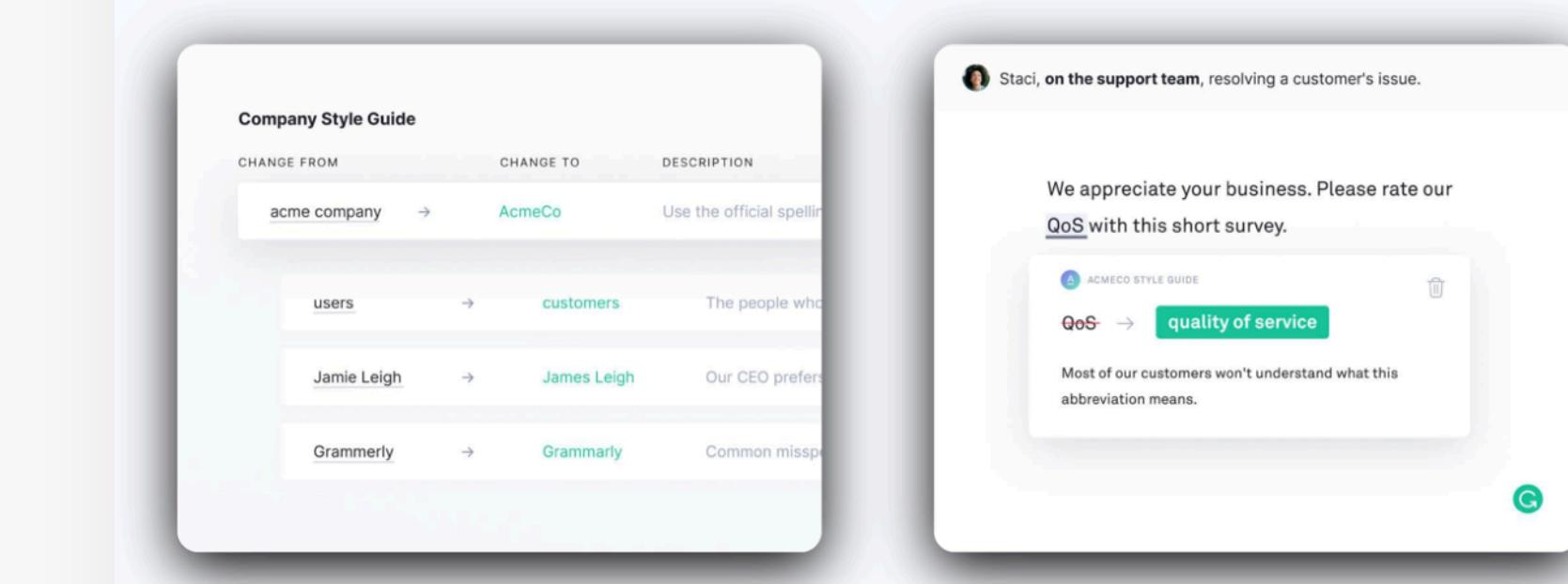
Align Your Team With Your Company's Style

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



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USE SHADOWS IN THE RIGHT SITUATION

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

The collage illustrates various UI design examples where small shadows are used to emphasize specific elements:

- Predictive Insights:** A purple circular icon with a white arrow and a small shadow is used to highlight a feature.
- Natural Language Processing:** A small icon of a pen inside a circle with a shadow highlights the text area.
- Dashboard:** A screenshot of a dashboard interface showing geofences with orange circles and a grid, featuring a subtle shadow effect.
- SDK:** A screenshot of code with a small shadow effect on the text, and a chart below it with a shadowed triangular area.
- Start for Free:** A large yellow button with a shadow effect.
- Retail Banks:** A red bank building icon with a shadow.
- Commercial Banks:** A red bank building icon with a shadow.
- Testimonials:** Two testimonial cards with small shadow effects on the quote text and the names of the speakers.
- Call-to-Action Buttons:** Multiple blue and purple rounded rectangular buttons with shadows.
- Form Fields:** A white input field with a shadow and a purple placeholder text area with a shadow.

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 screenshot shows a website layout with two prominent callout boxes. The first box, on the left, has a small shadow and contains text about powerful fraud protection. The second box, on the right, also has a small shadow and contains text about compliance made easy. Below these boxes is a large orange illustration of a person sitting on a sofa, with the word 'arfa' overlaid.

Powerful fraud protection

Checkout uses machine learning to help you distinguish fraudsters from customers. Apply extra authentication to high-risk payments, or let us take on fraudulent disputes entirely with Chargeback Protection.

Compliance made easy

Qualify for the simplest method of PCI validation with a pre-filled SAQ A, and easily meet new regulatory requirements like Europe's Strong Customer Authentication.

"Throughout my 20 years in e-commerce, checkouts were the last thing you wanted to touch and the first to go down. With Stripe Checkout we don't maintain this ourselves anymore. I can't emphasize enough how big that is."

Bryan Mahoney, Co-Founder & CTO

arfa ghost Glitch NN/g

The screenshot shows a website section titled "CANDIDATES". It features a large callout box with a medium-sized shadow containing text about Navarro reducing time to hire by 50%. Below the callout box is a testimonial from Jason Leshner, VP of Talent Acquisition at Navarro. At the bottom, there is a row of logos for various companies: Forbes, SOHO HOUSE, RYANAIR, moodle, SEPHORA, JOEY RESTAURANTS, and bevi.

CANDIDATES

Navarro reduces time to hire by 50%

"We've been filling positions a lot faster because our managers are now involved in the hiring process. So far we've made 150 hires in 6 months and we've reduced our time to hire from 50 days to 26."

SEE MORE CUSTOMER STORIES >

Forbes **SOHO HOUSE** **RYANAIR** **moodle** **SEPHORA** **JOEY RESTAURANTS** **bevi**

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THE PARK CAMPER

MEDIUM 10-DAY TOUR

Breathing in Nature in America's most spectacular National Parks

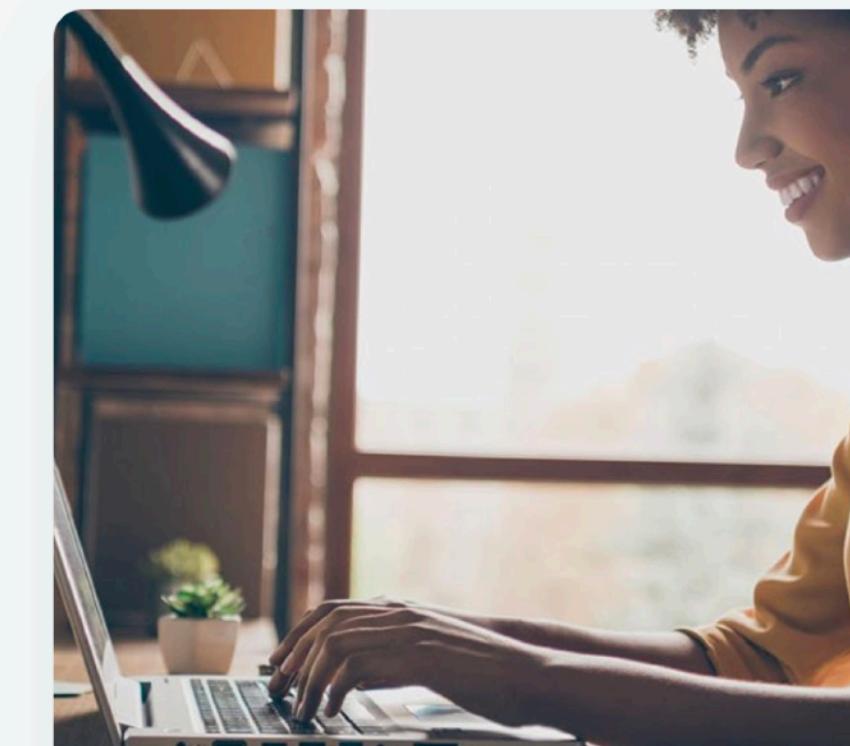
Las Vegas, USA | August 2021

4 stops | 15 people

\$1497 per person

4.6 rating (8)

DETAILS



Why coaching should be available to every employee

Published on January 12th, 2021

Why Workable **Product** **Customers** **Pricing** **Log in** **Get started >**

ACCOR PLUS

EBGAMES

Feeling Sexy

CUSTOMERS

"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

CUSTOMERS

"EB is always looking to innovate. With the demand for BNPL increasing, we want 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

CUSTOMERS

"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%."

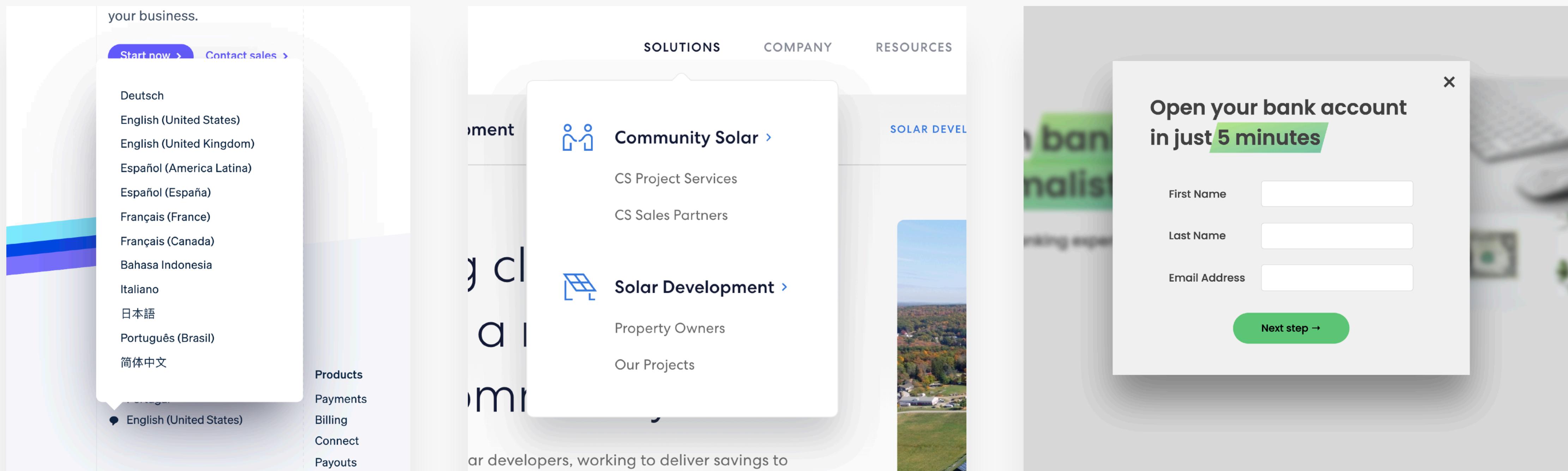
Mia Hudson
Director, Feeling Sexy

[Read the story →](#)

[Read the case study →](#)

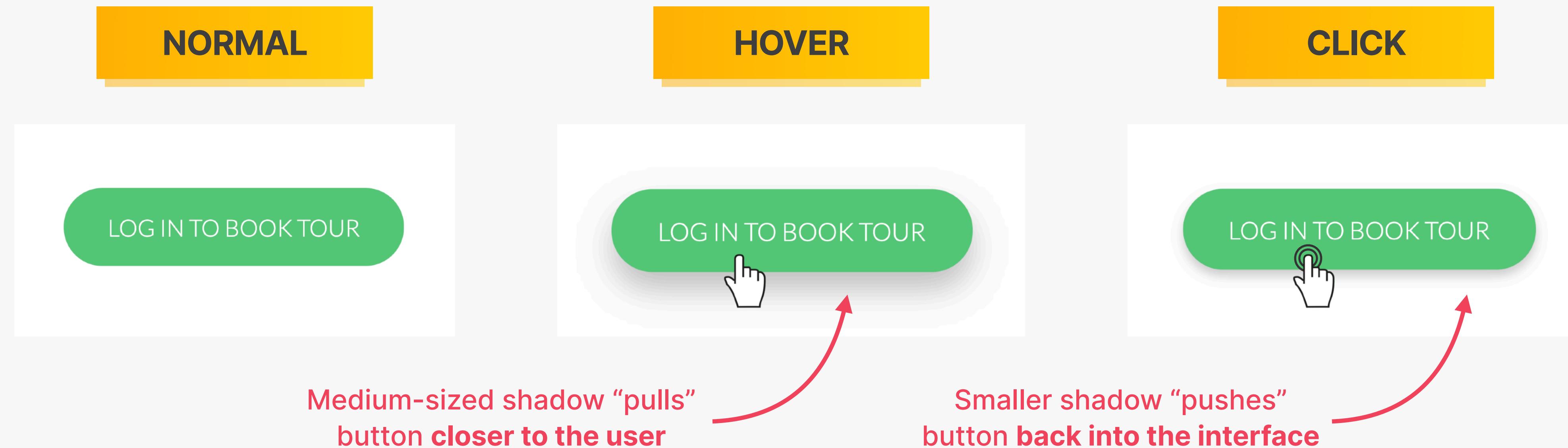
USE SHADOWS IN THE RIGHT SITUATION

- 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

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- 6 Use **large shadows** for elements that should really **float above** the interface
- 7 Experiment with **changing shadows** on mouse interaction (click and hover)



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- 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)

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