



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION

WEB DESIGN RULES AND
FRAMEWORK

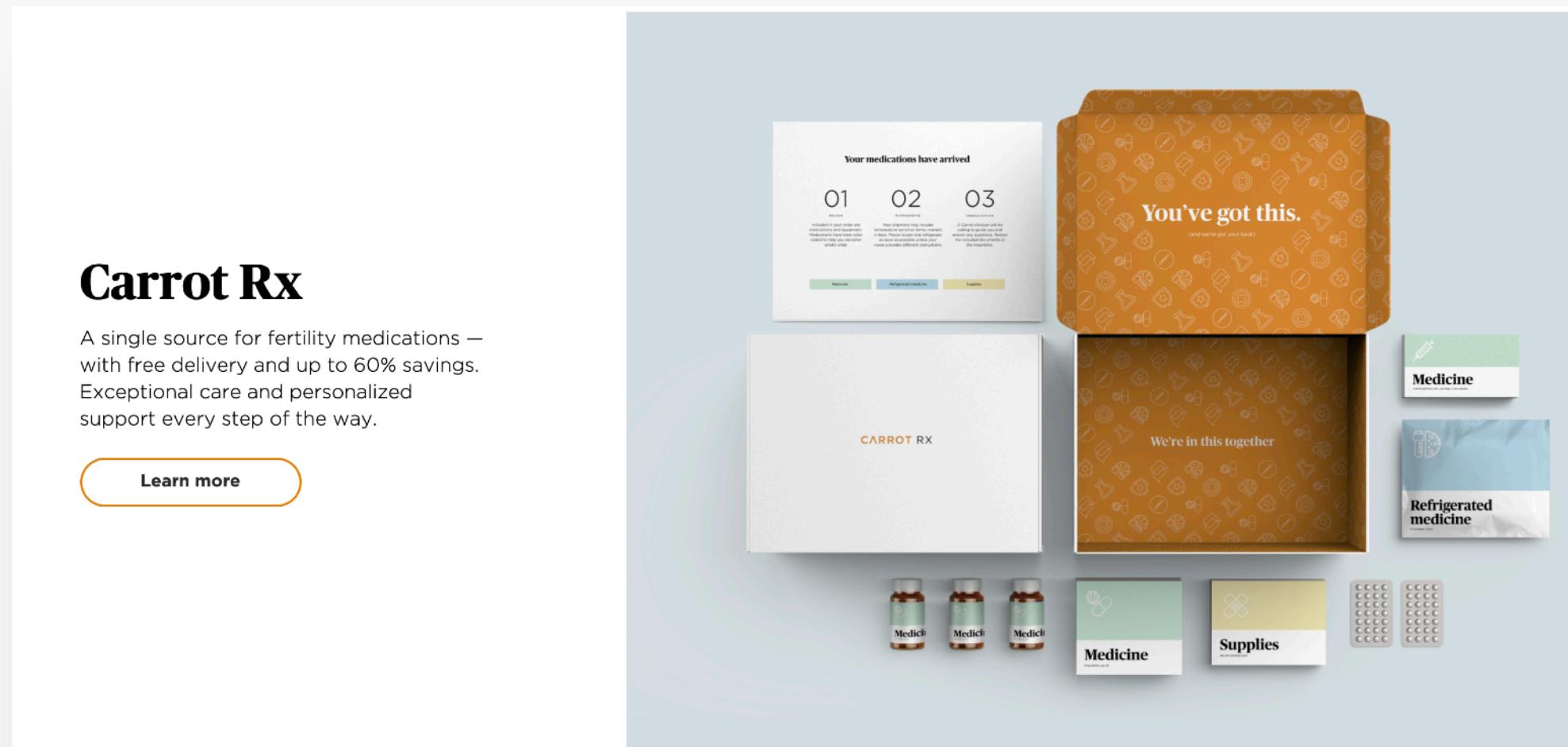
LECTURE

WEB DESIGN RULES #3: IMAGES
AND ILLUSTRATIONS

USE GOOD IMAGES

1

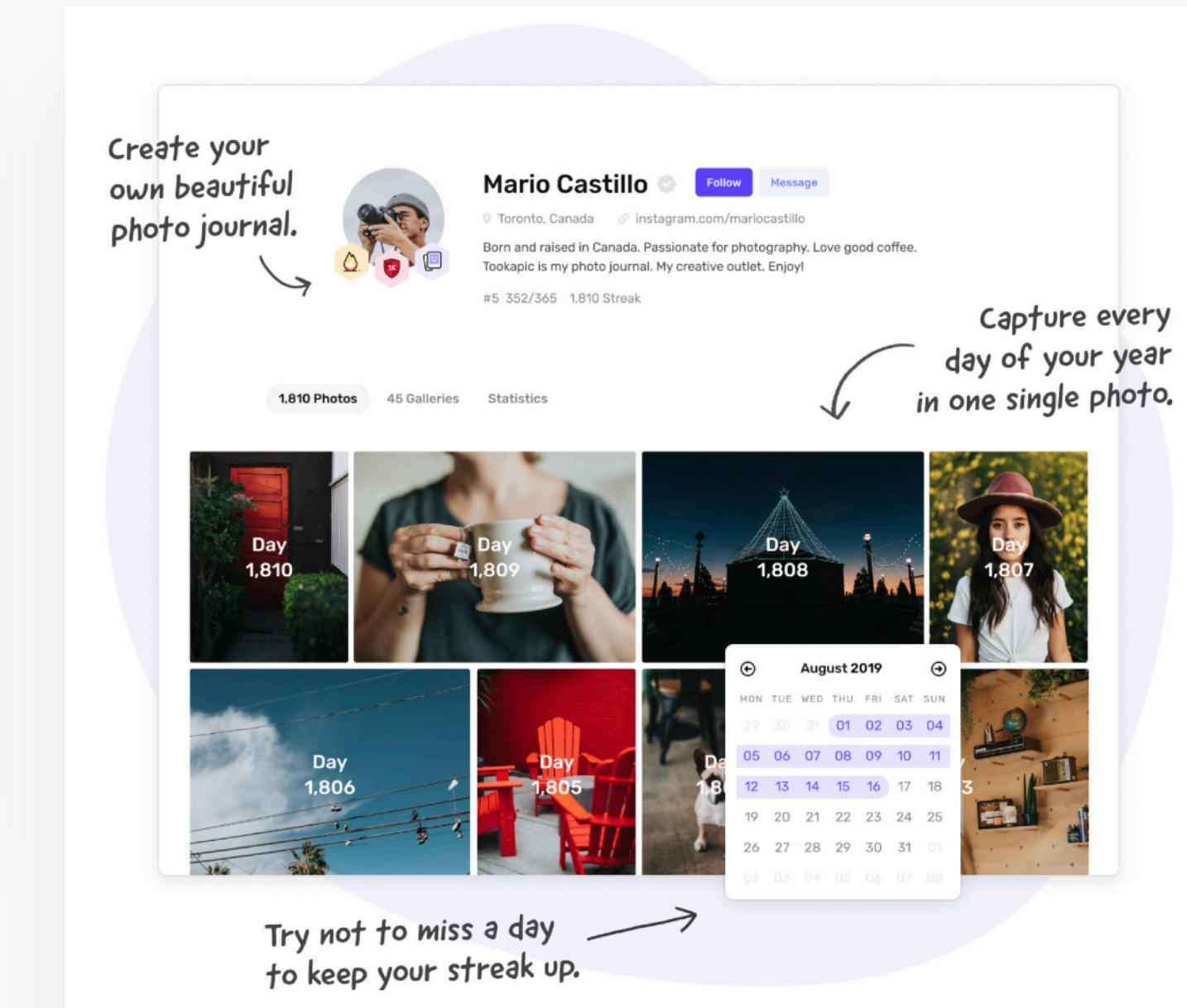
Different types of images: **product photos, storytelling photos, illustrations, patterns**



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](#)

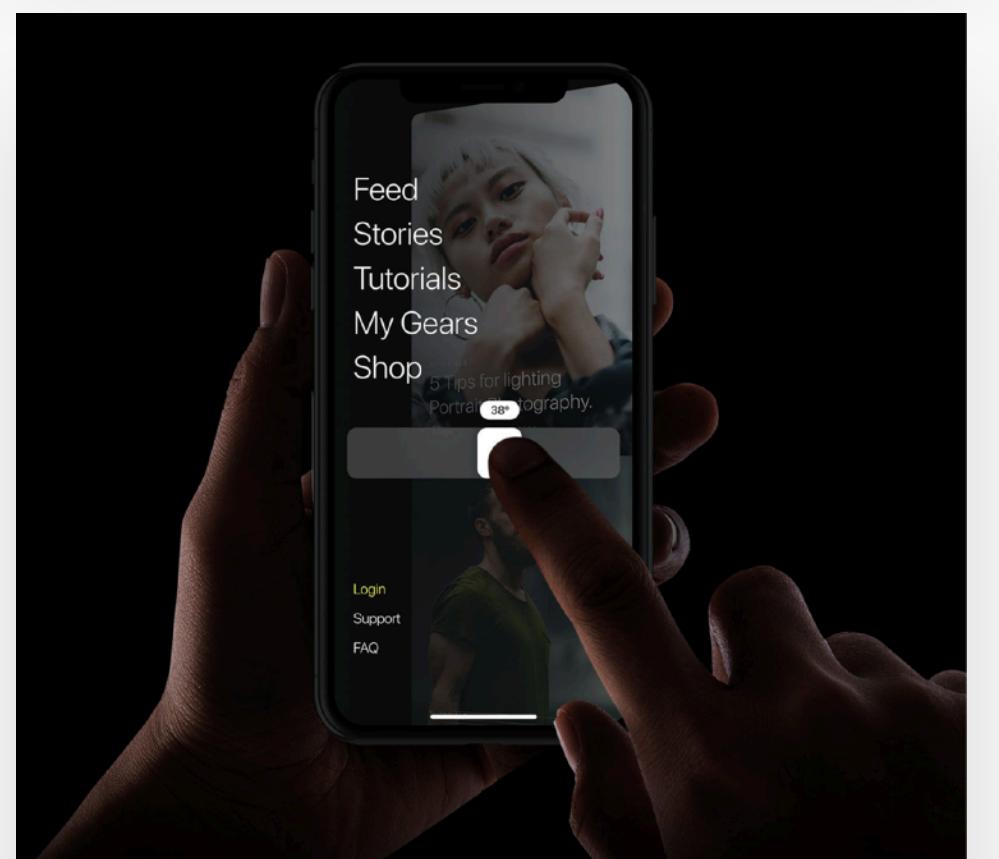


The Linear.app interface is a project management tool. On the left, there's a sidebar with navigation for teams, issues, and projects. The main area shows a list of issues under "Active Cycle 1" and a board view for "Dev / ECM-17". The board view shows columns for "In Progress" and "In Review" with several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

Interface, streamlined.

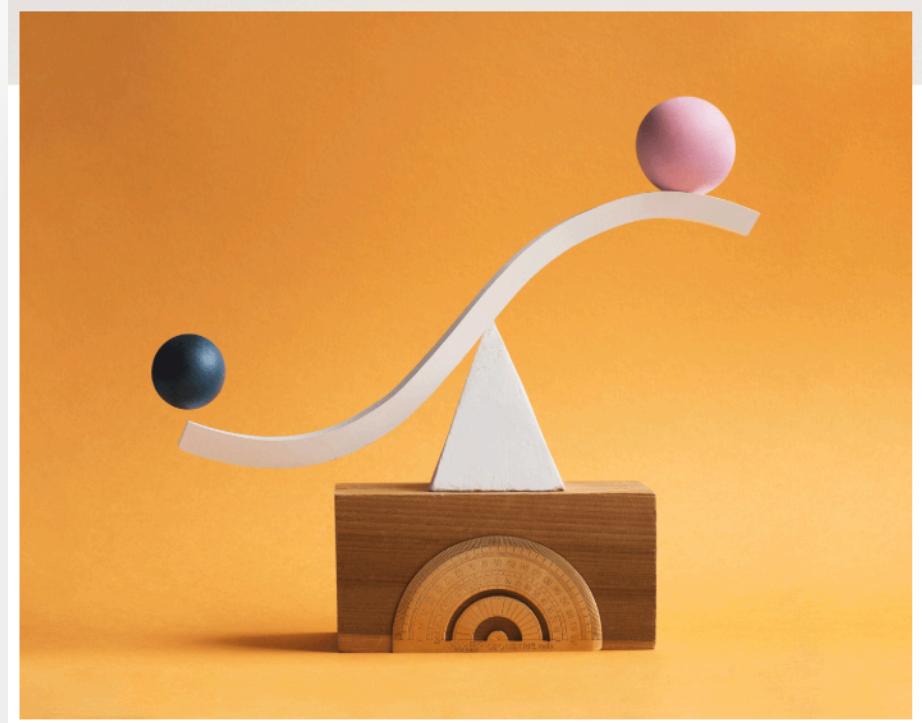
Robust. Fast to navigate. Create issues in seconds. Add priorities, labels and estimates.

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



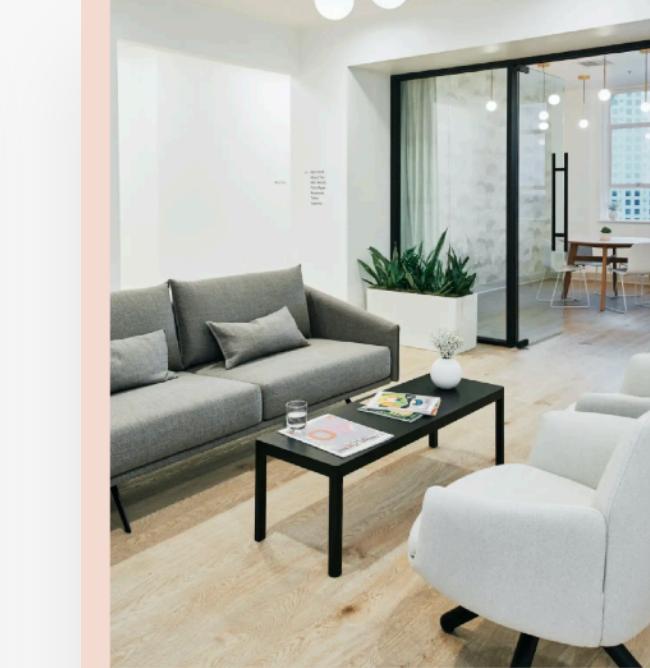
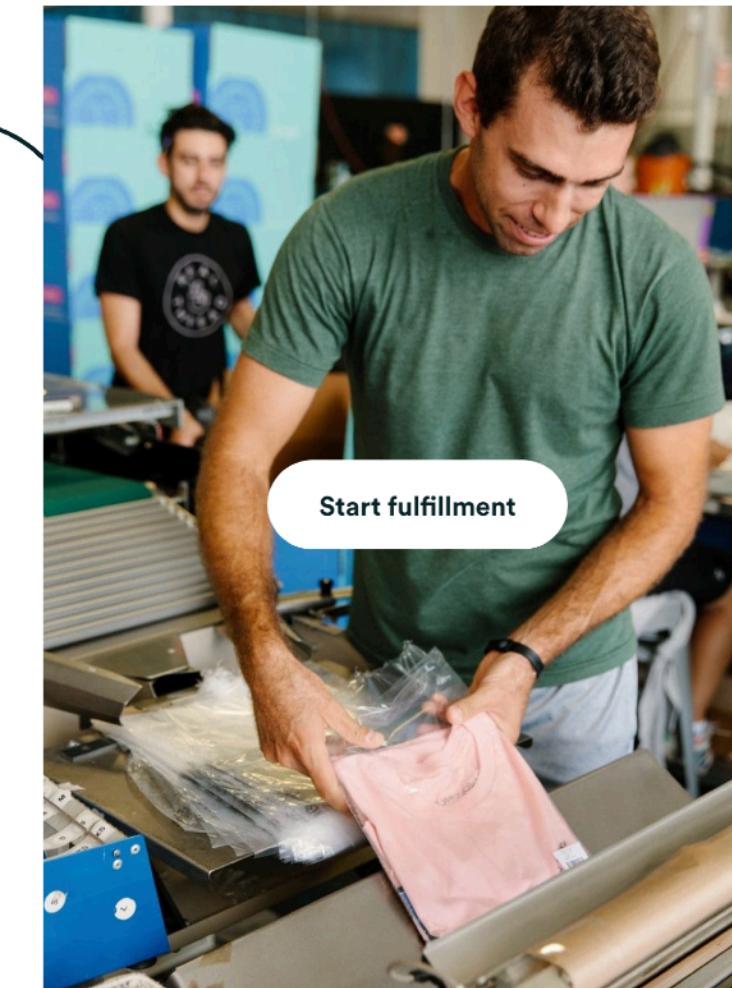
Get ahead of the curve

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.

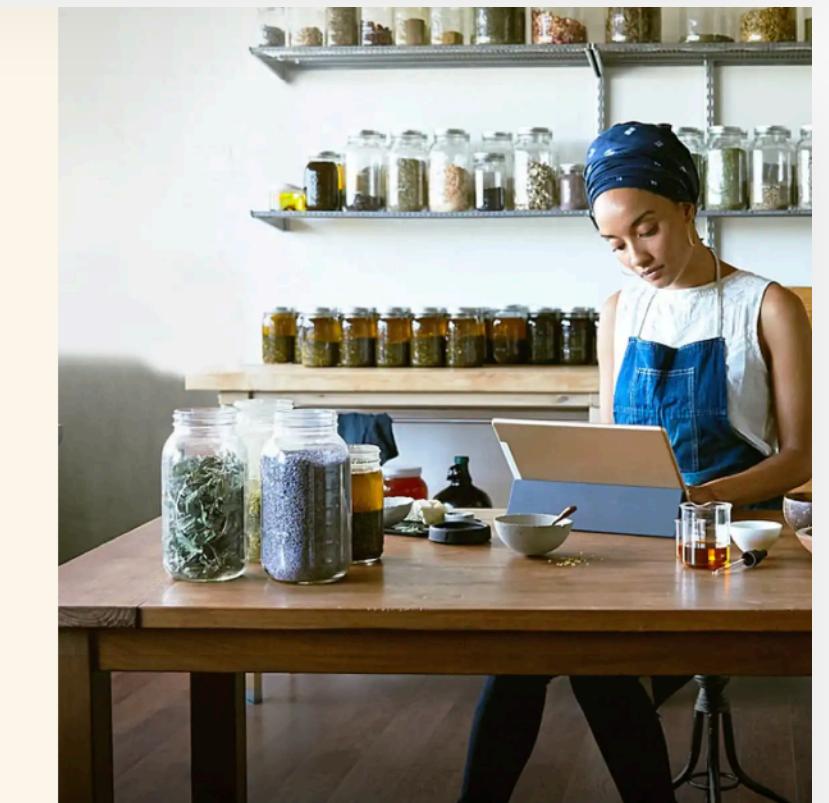


Anyone, anywhere, can start a business

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

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

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](#)

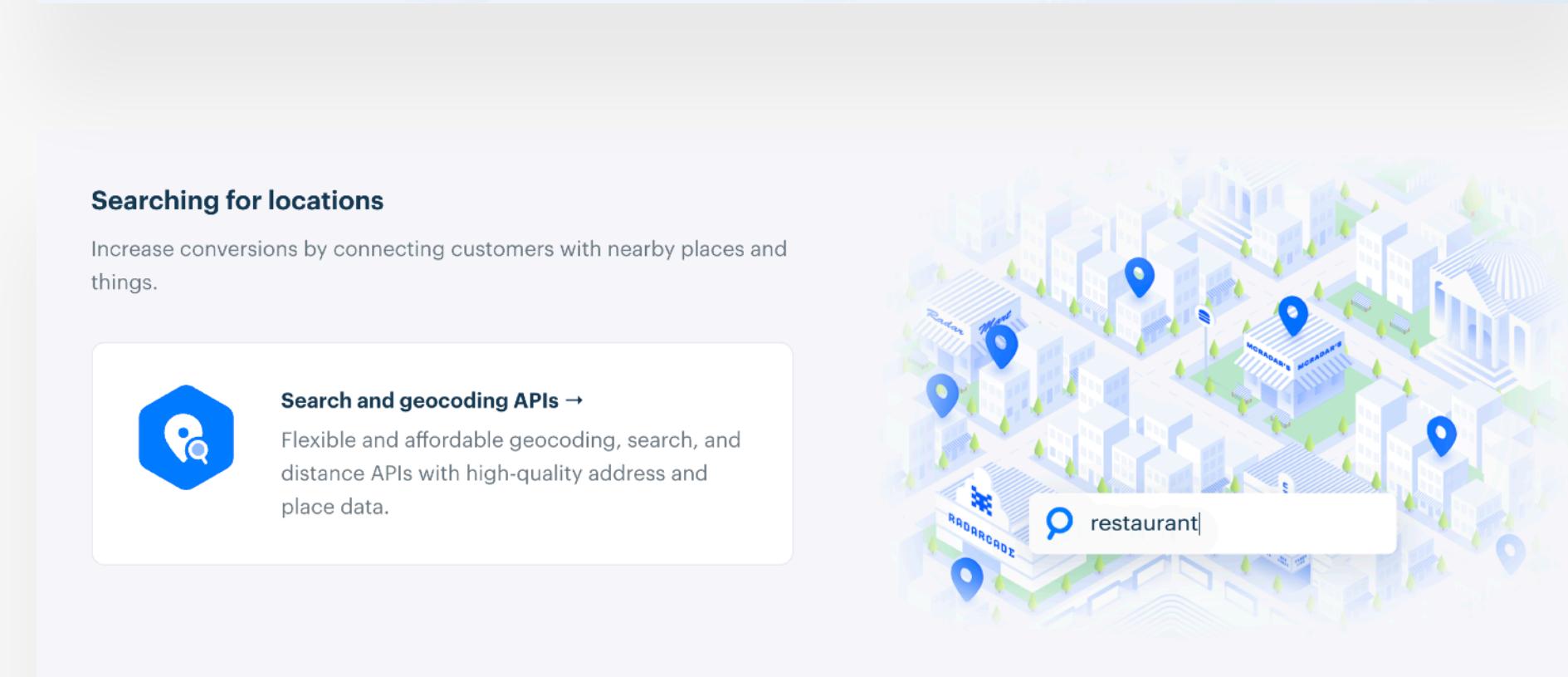
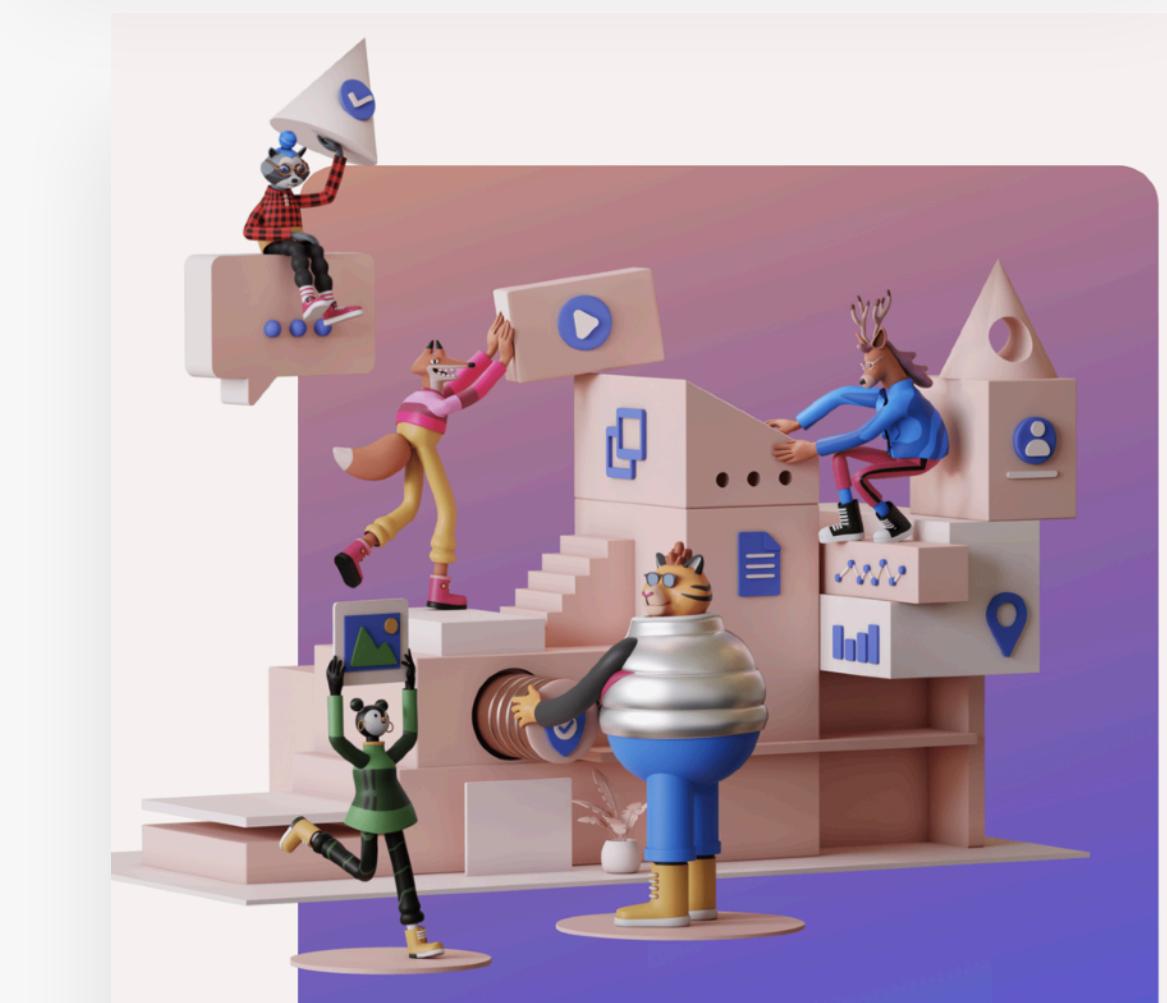
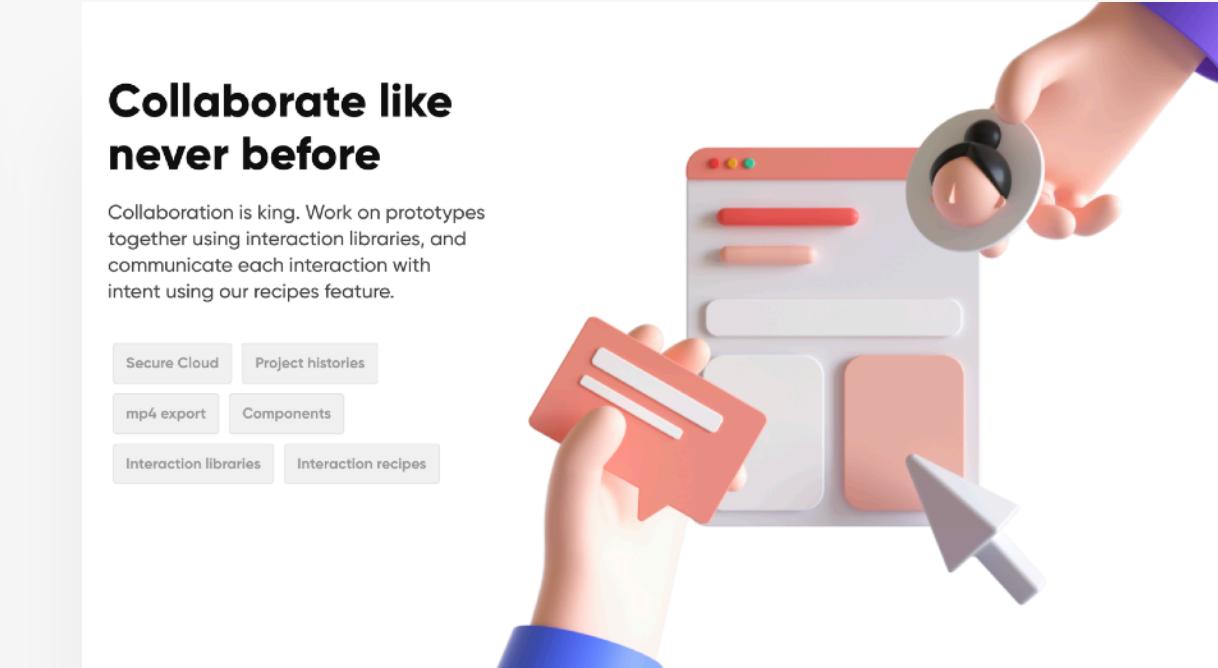
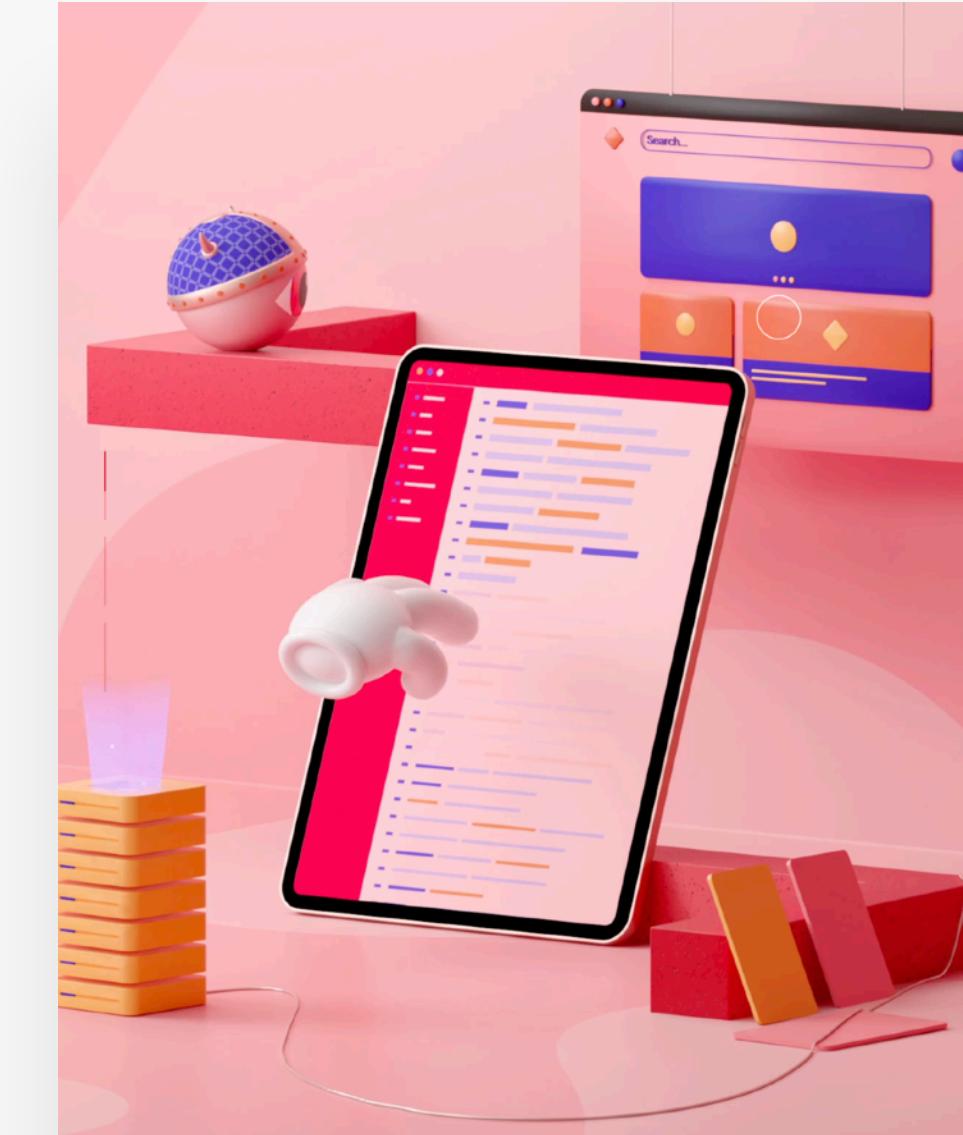
What our clients say about us

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

Tech Entrepreneur
ATLANTA, GEORGIA

USE GOOD IMAGES

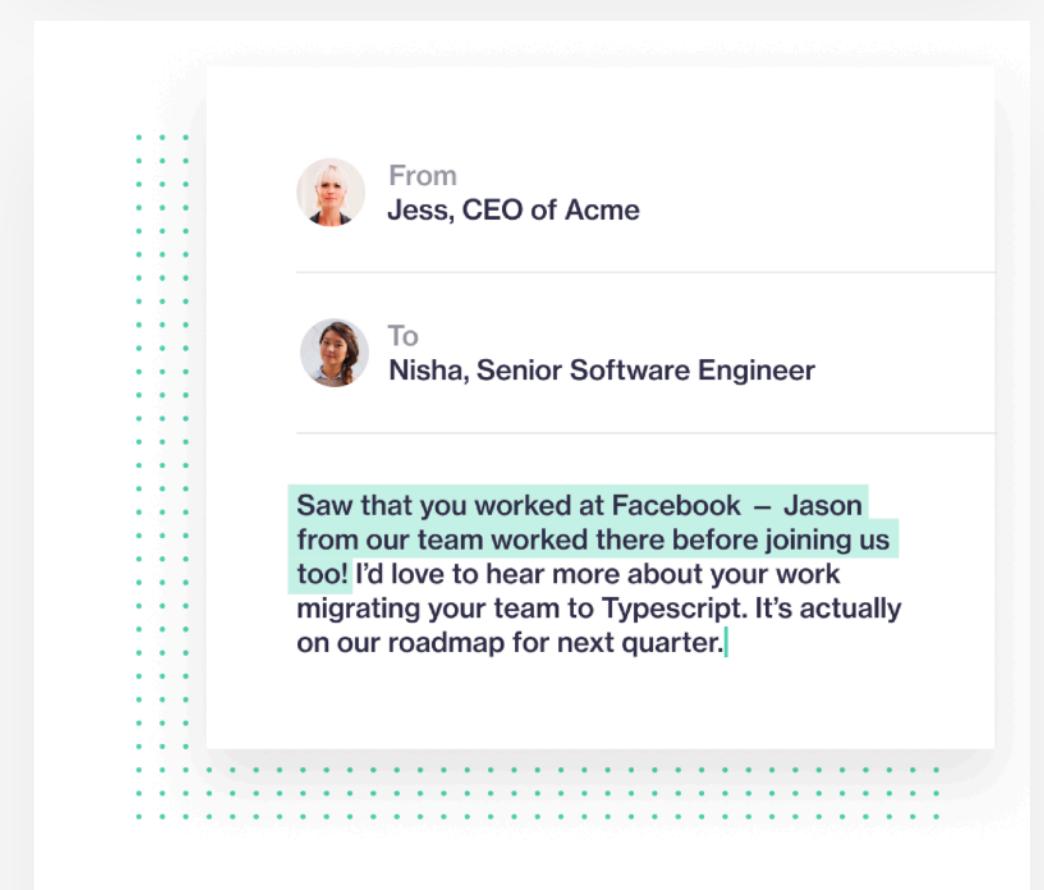
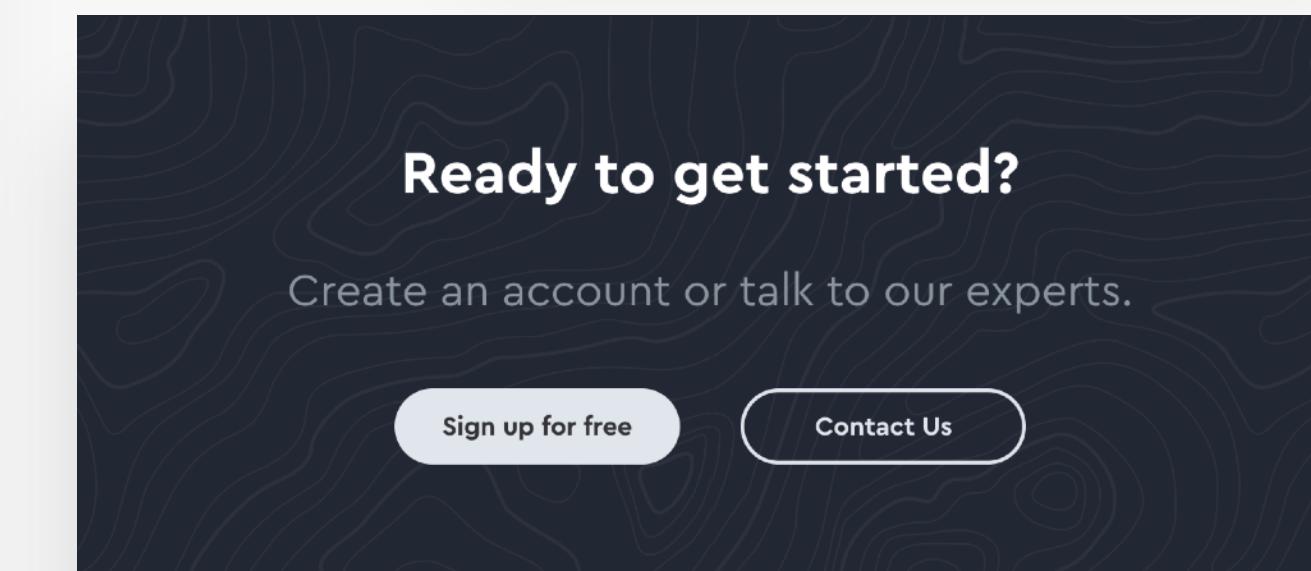
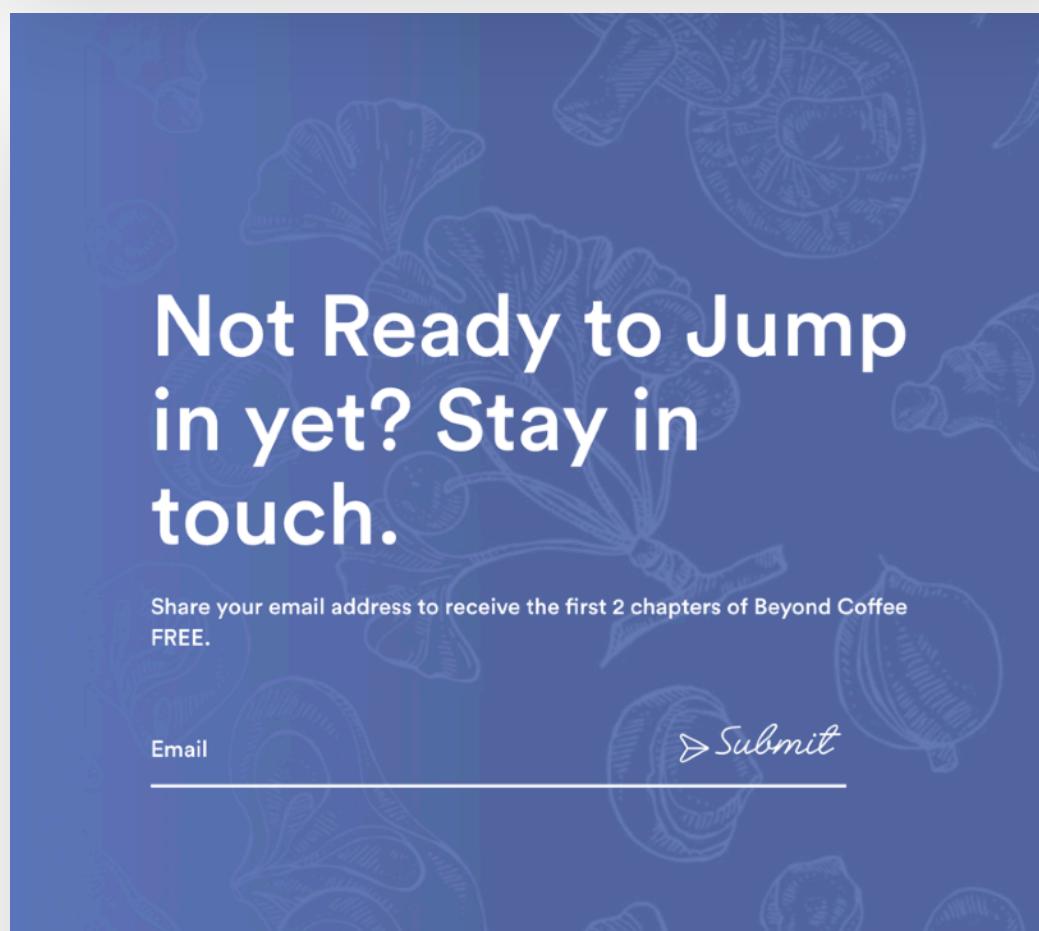
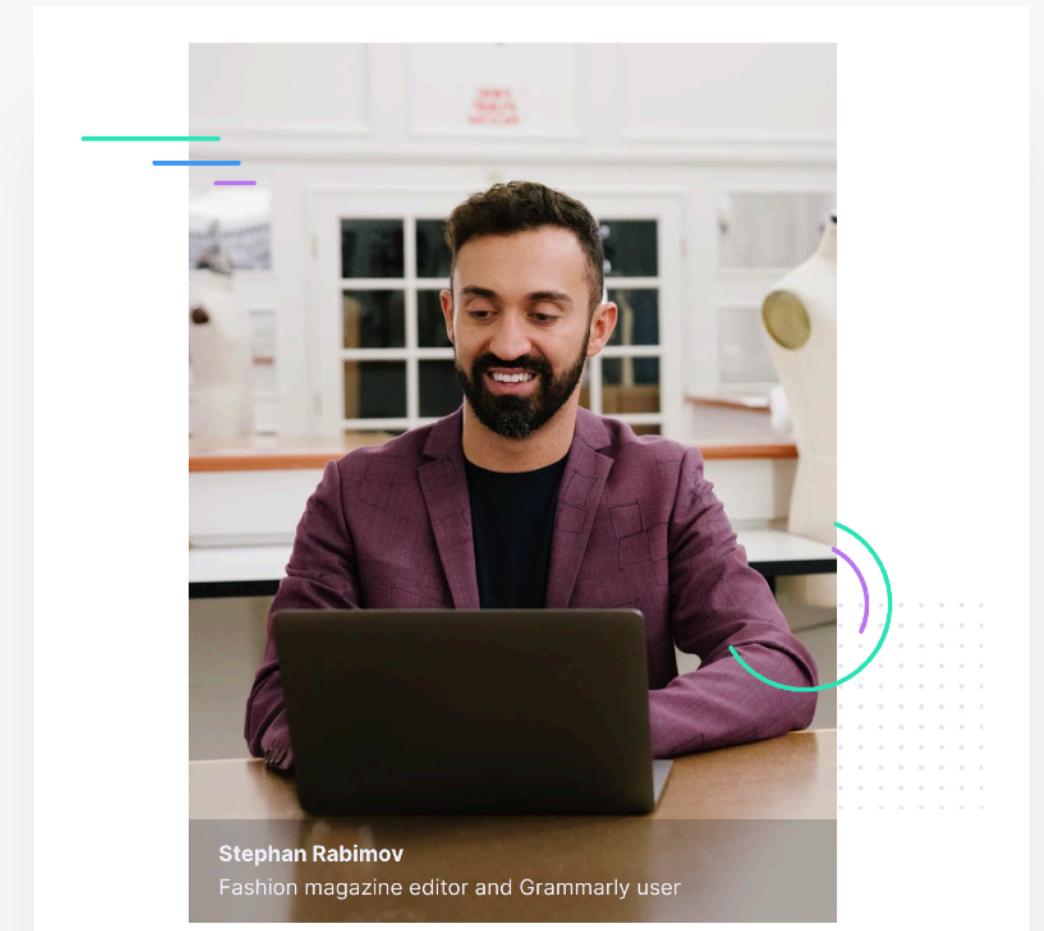
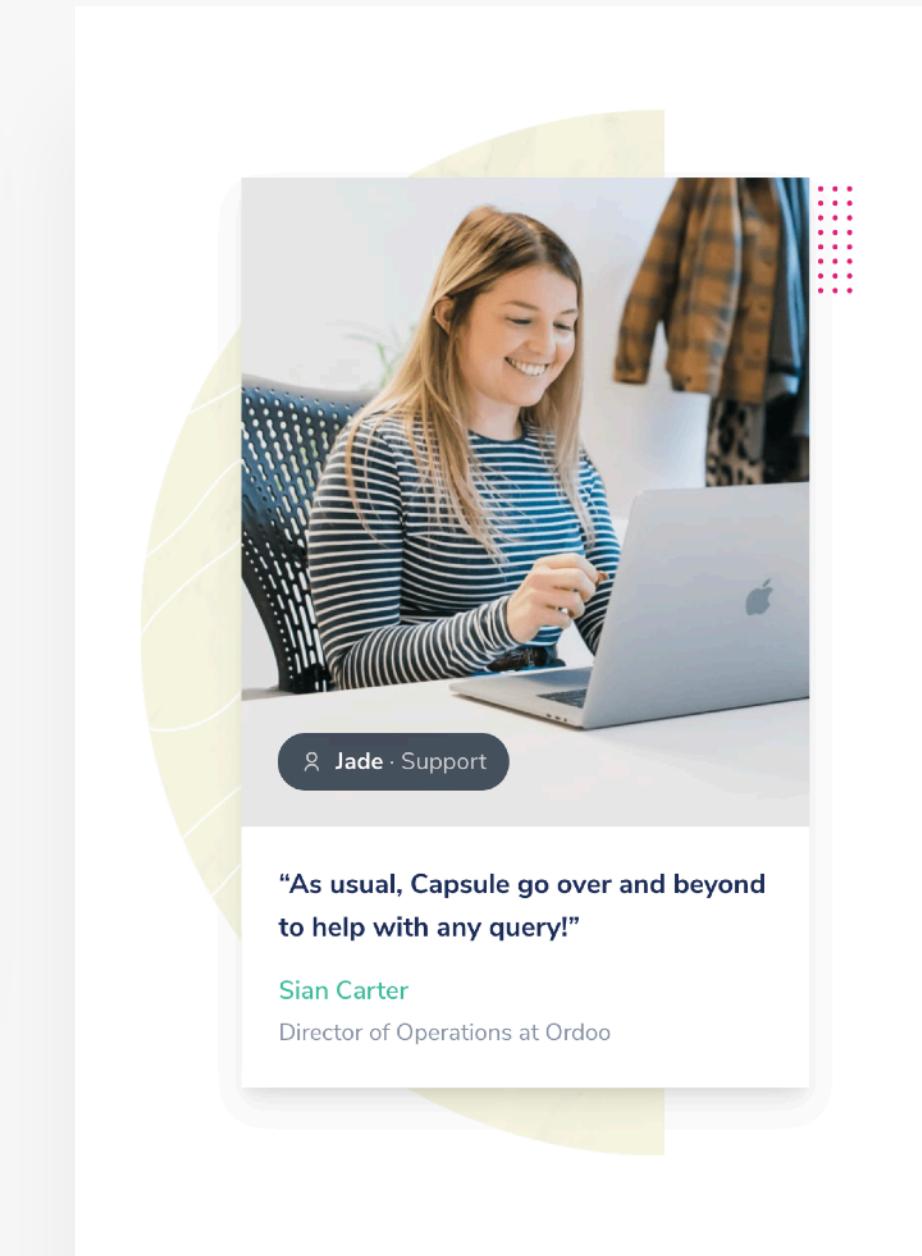
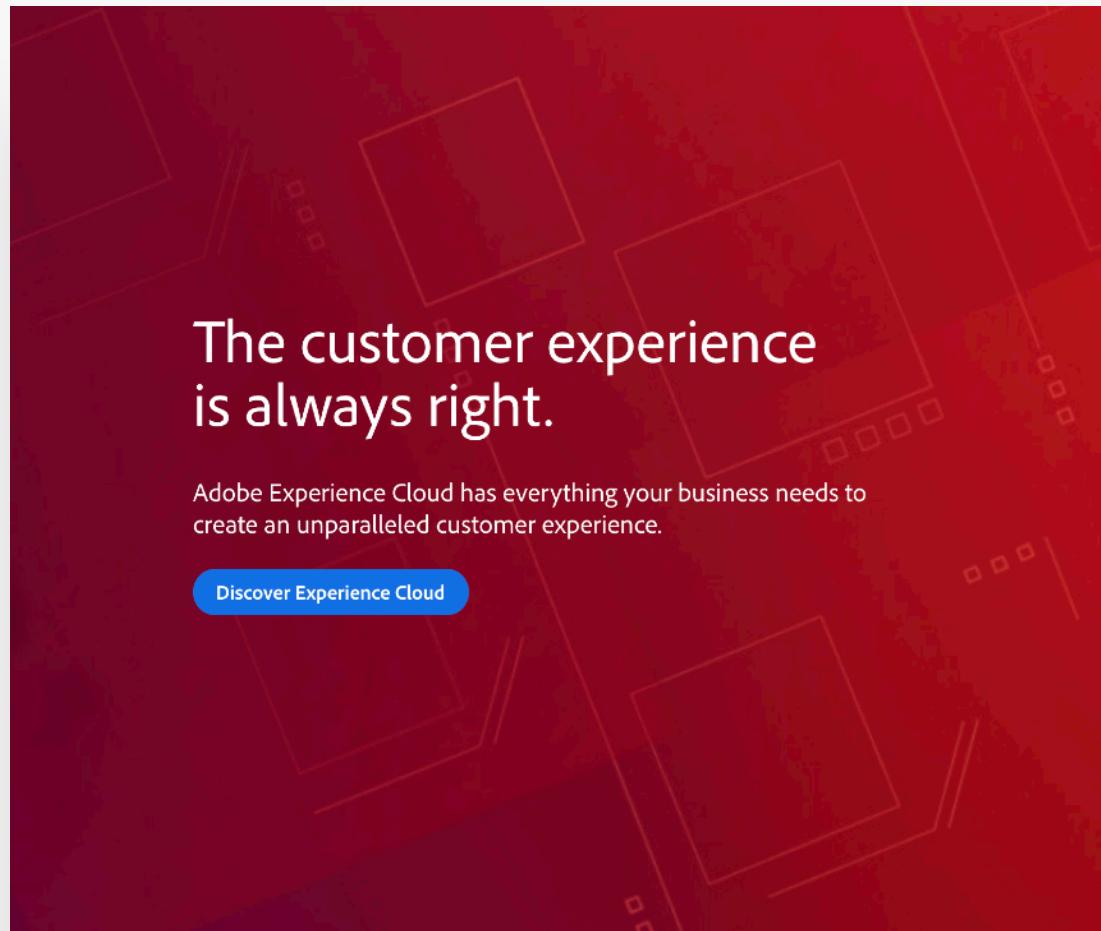
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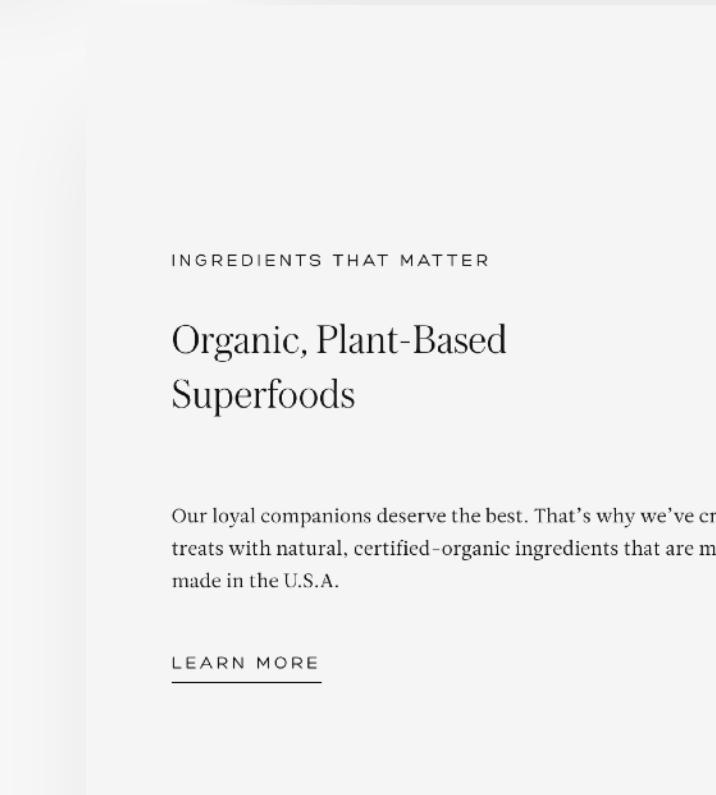
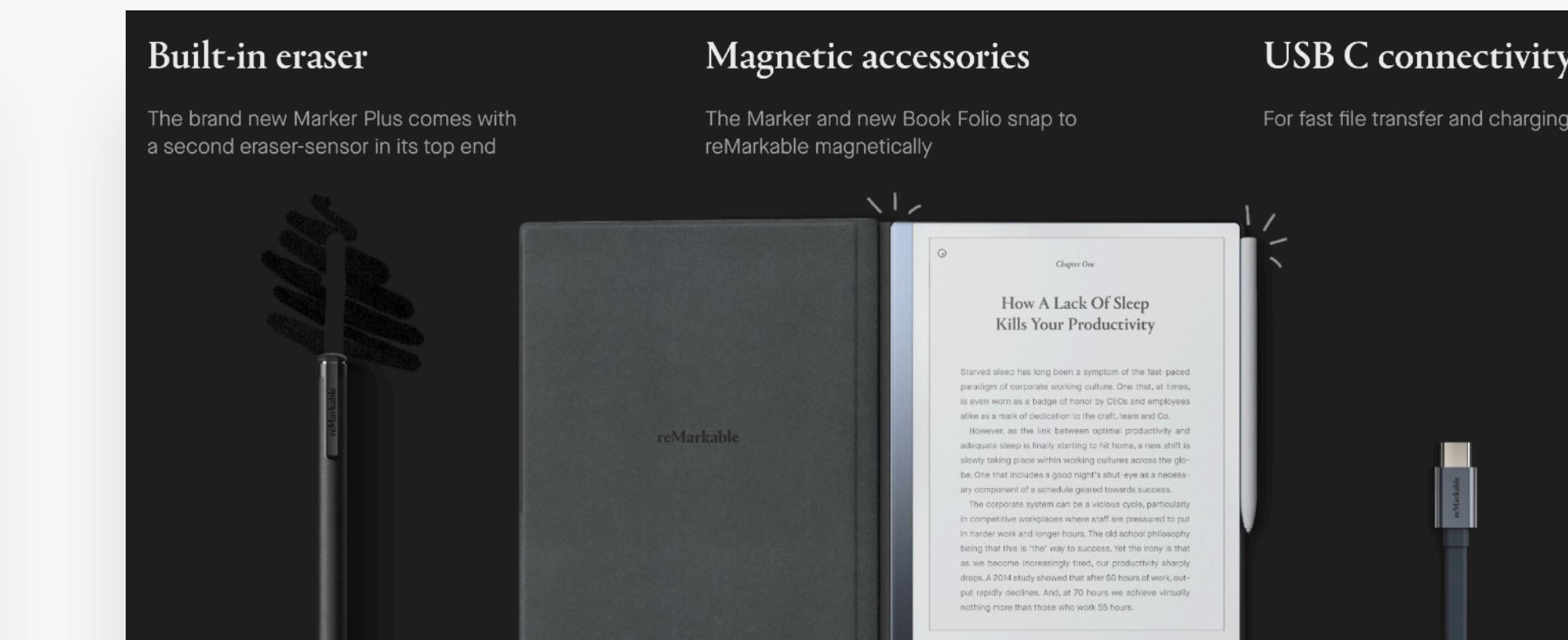
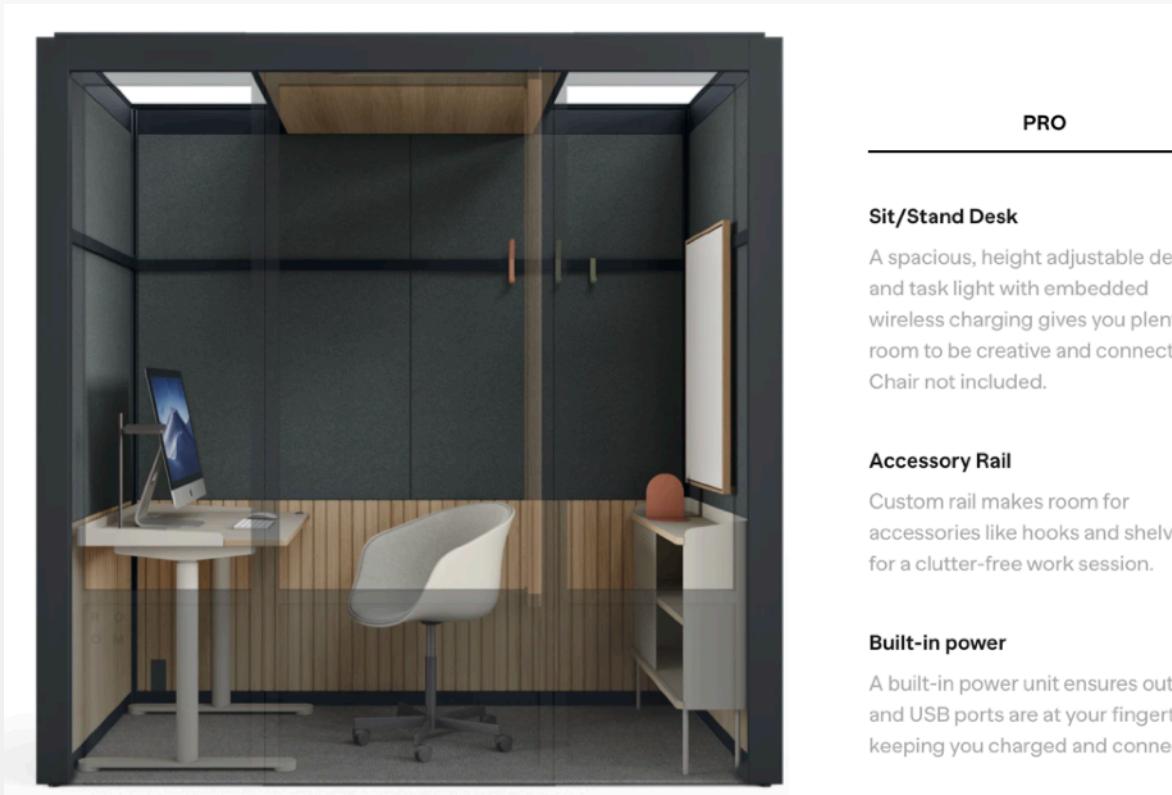
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- 2 Use images to support your website's **message and story**. So only use **relevant images!**



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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](#)



"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

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.



Defi, documents & real assets in one place

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

[Why Endplan?](#)



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- 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

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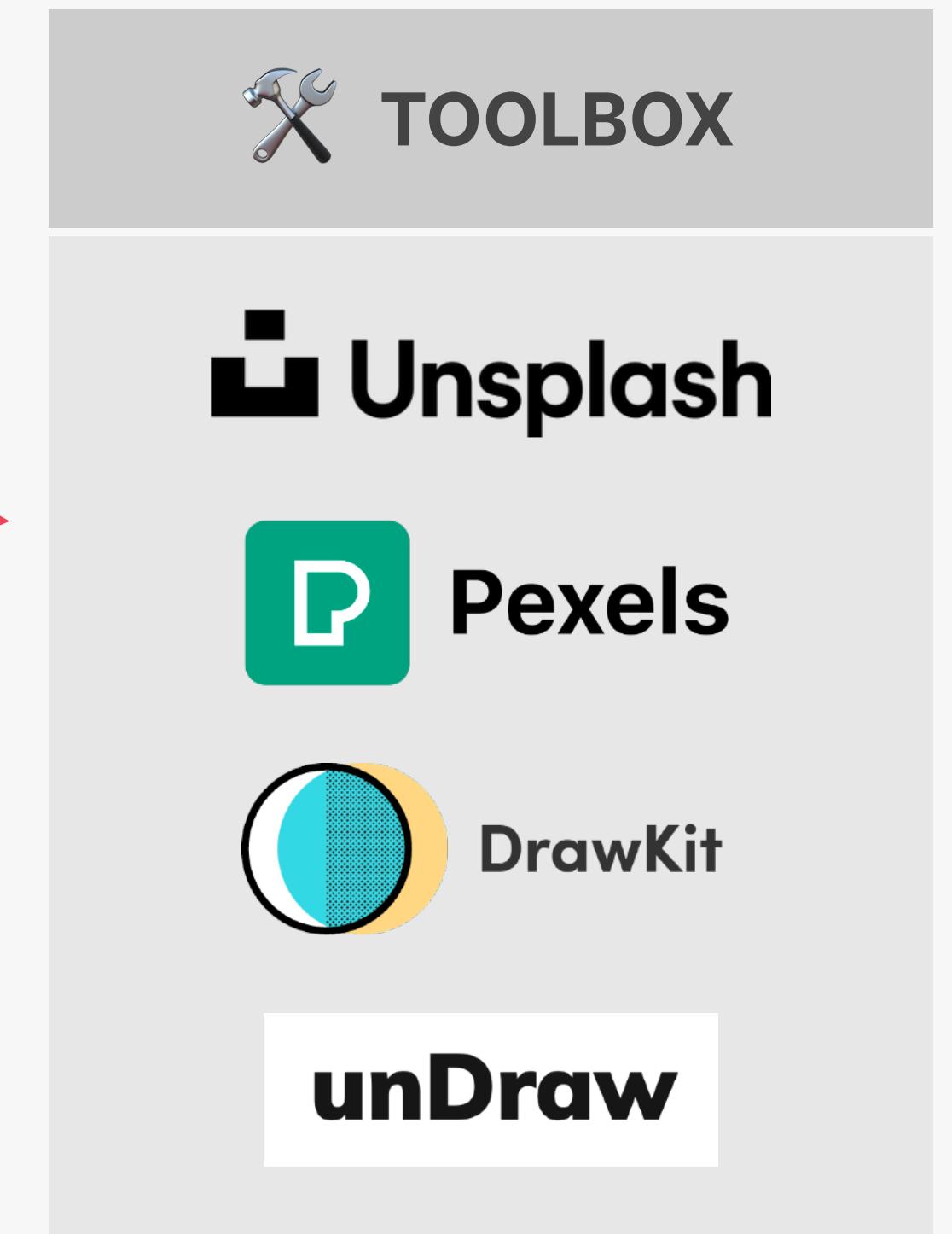
GENERIC-LOOKING STOCK PHOTO

USE GOOD IMAGES

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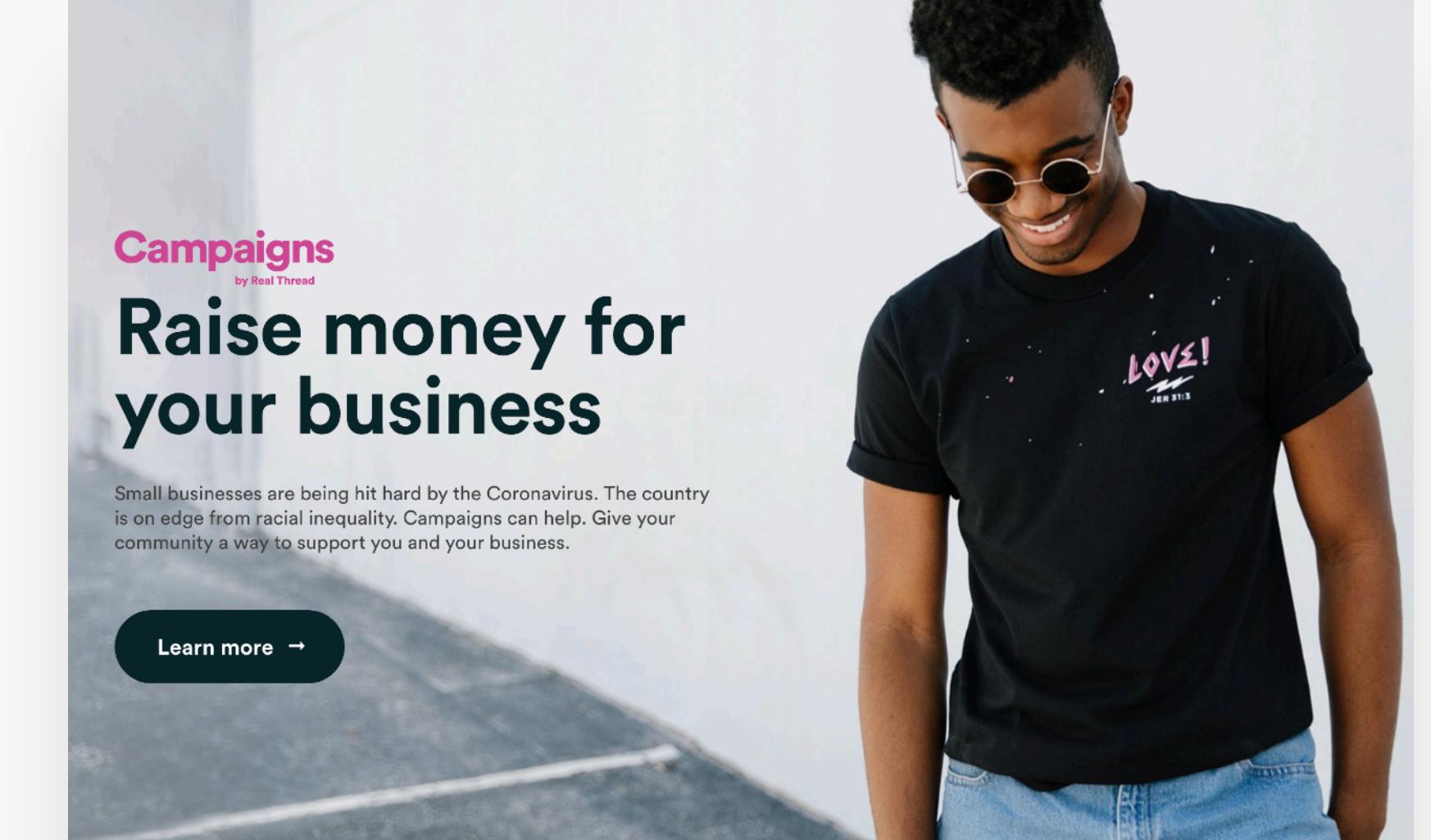
Use images from here instead (for free 😊)



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



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[Learn More](#)

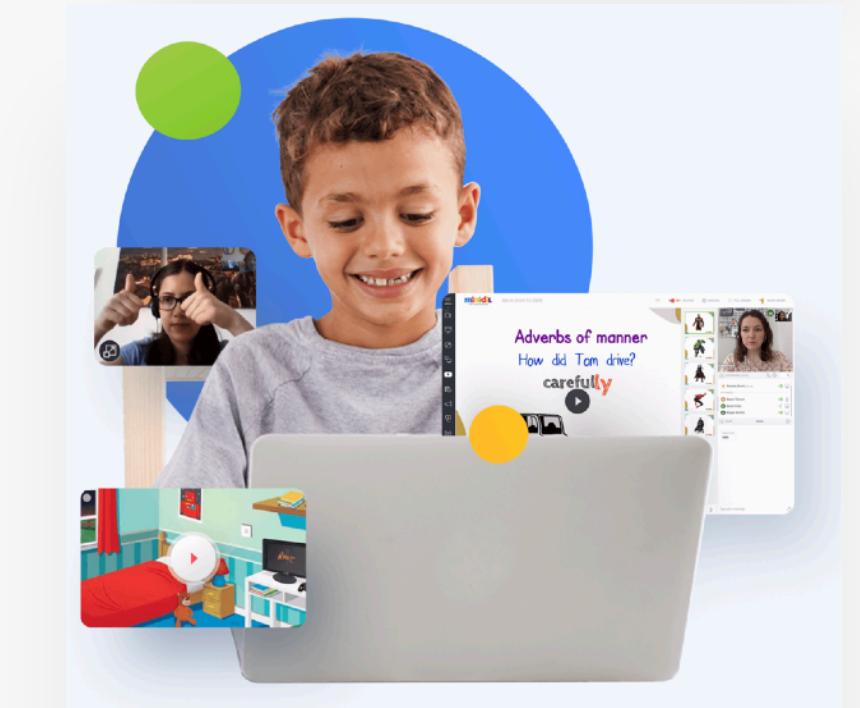
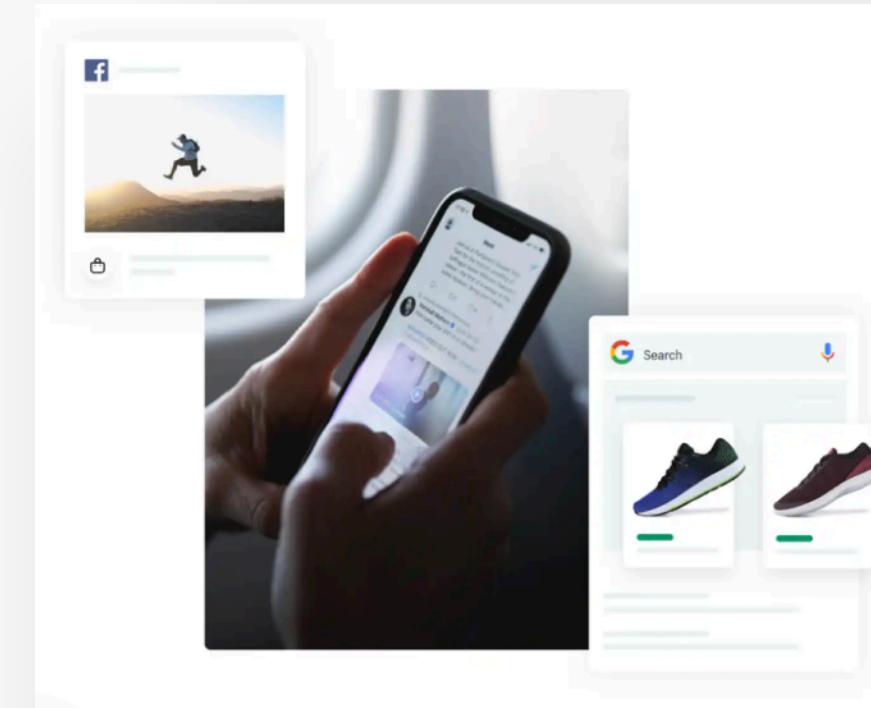
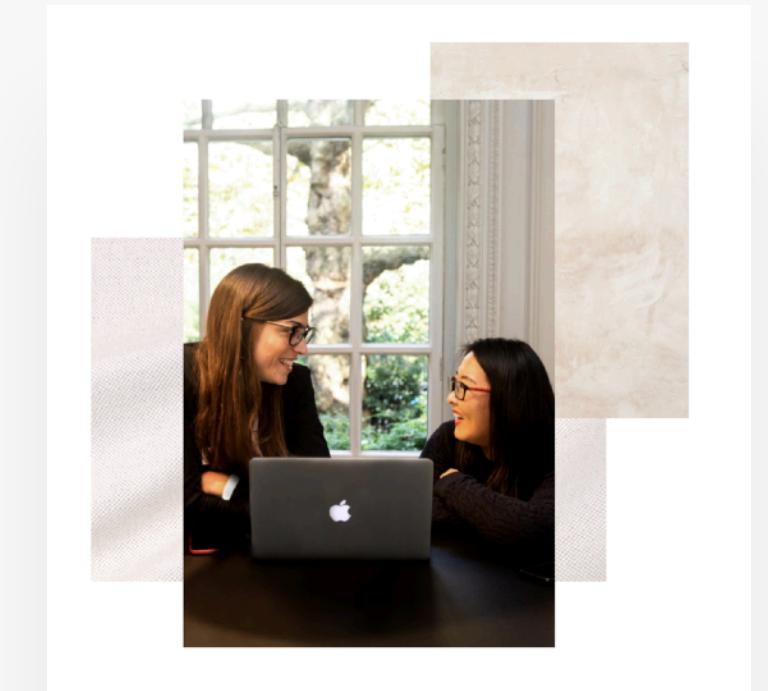
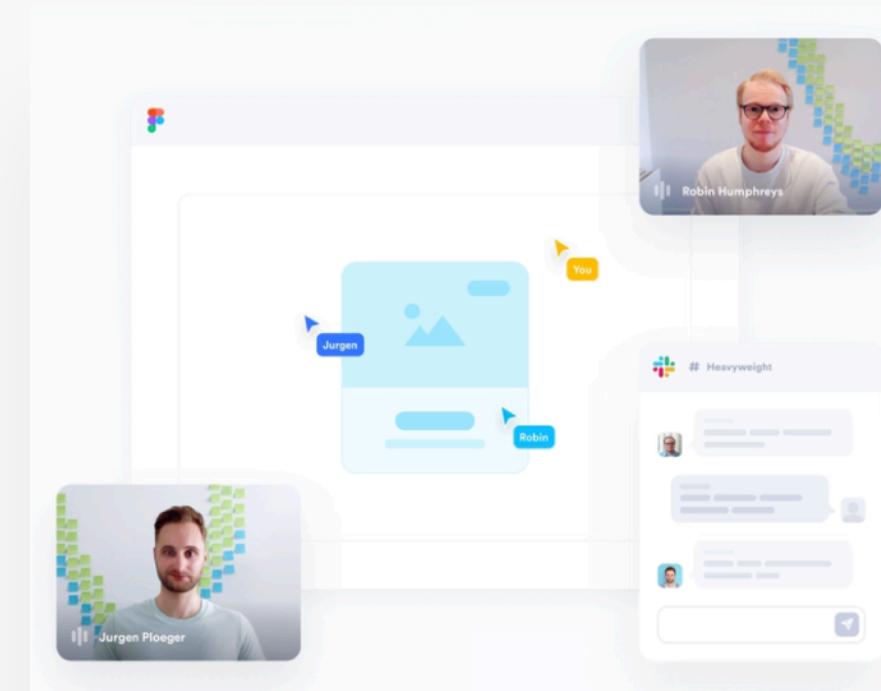
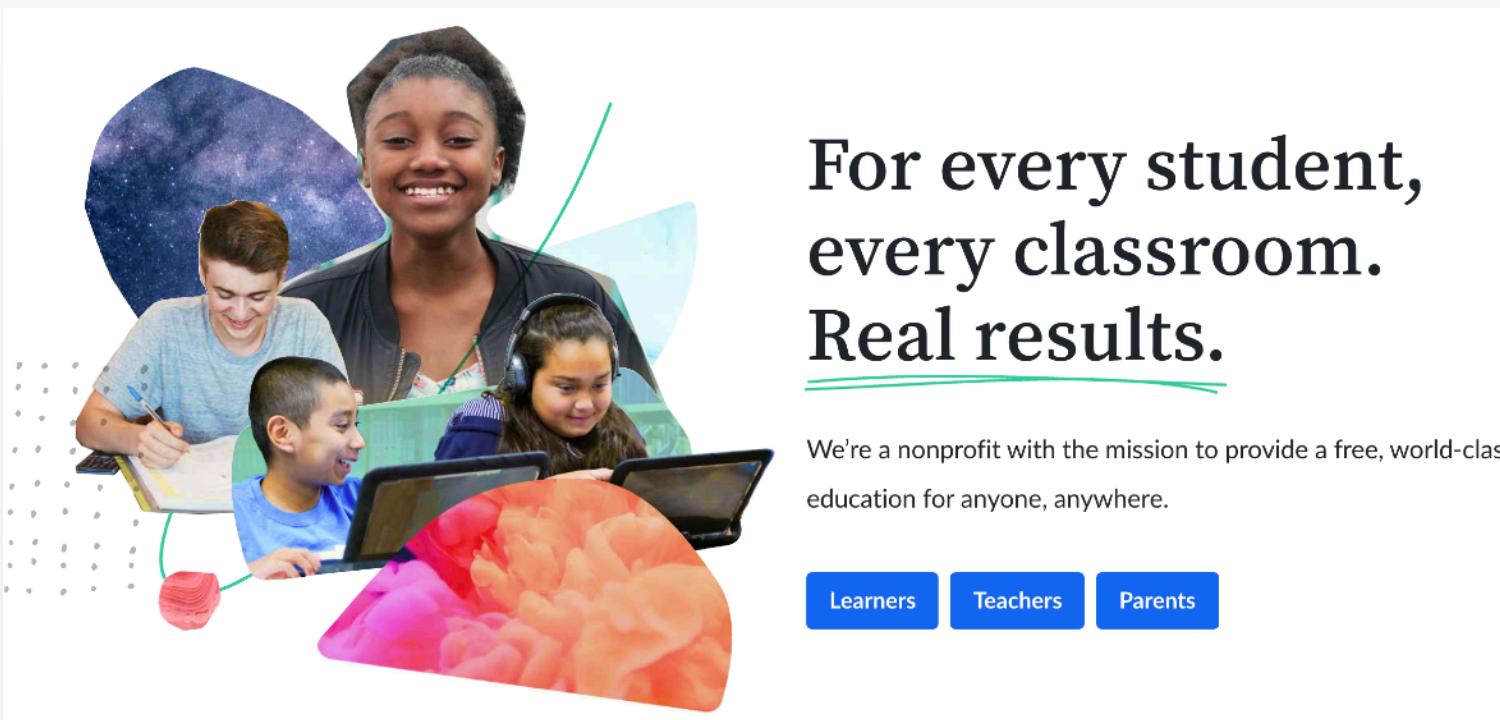


Developers and Property Owners >

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

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**



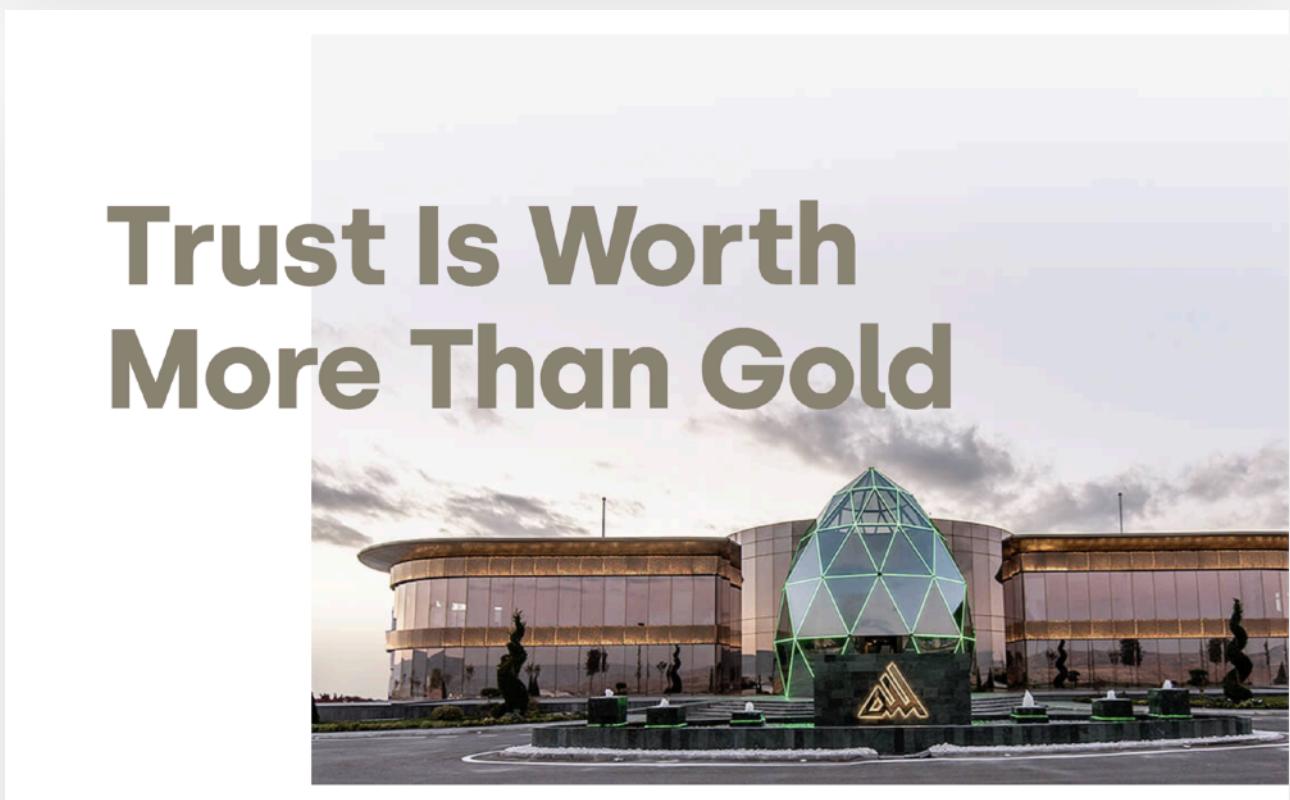
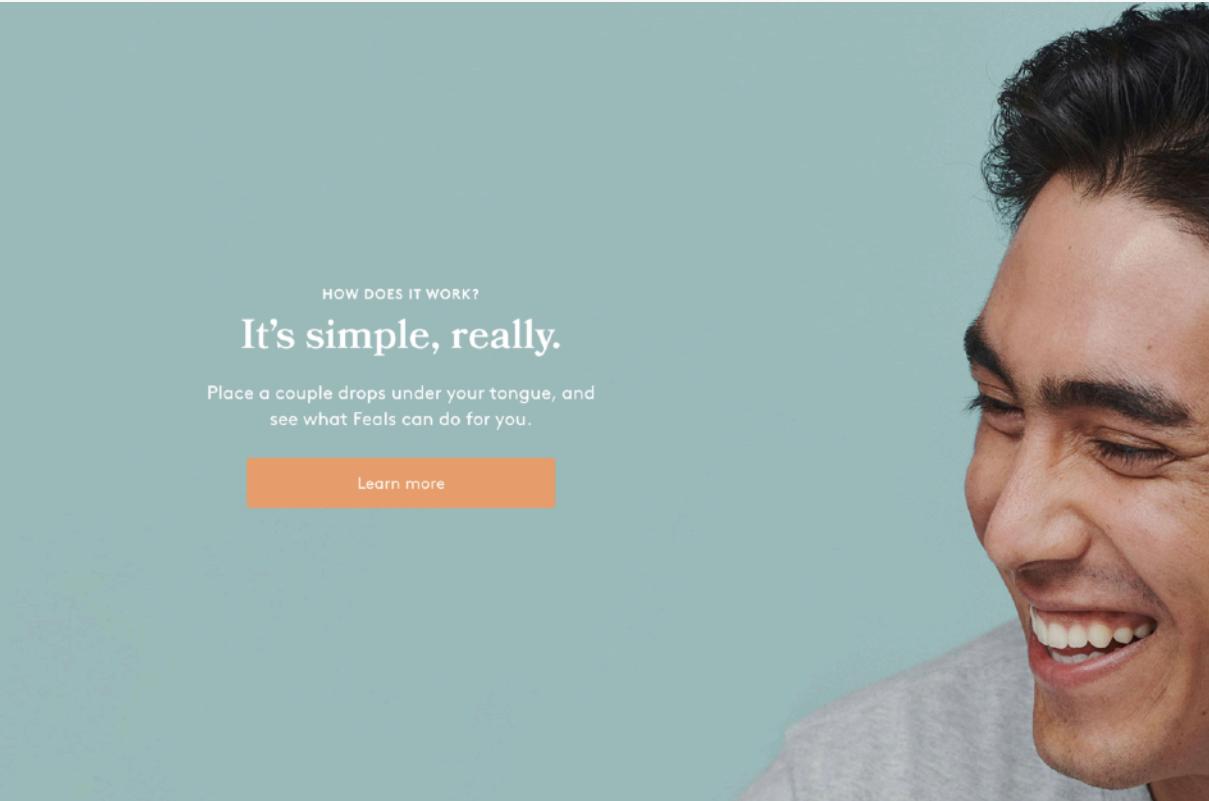
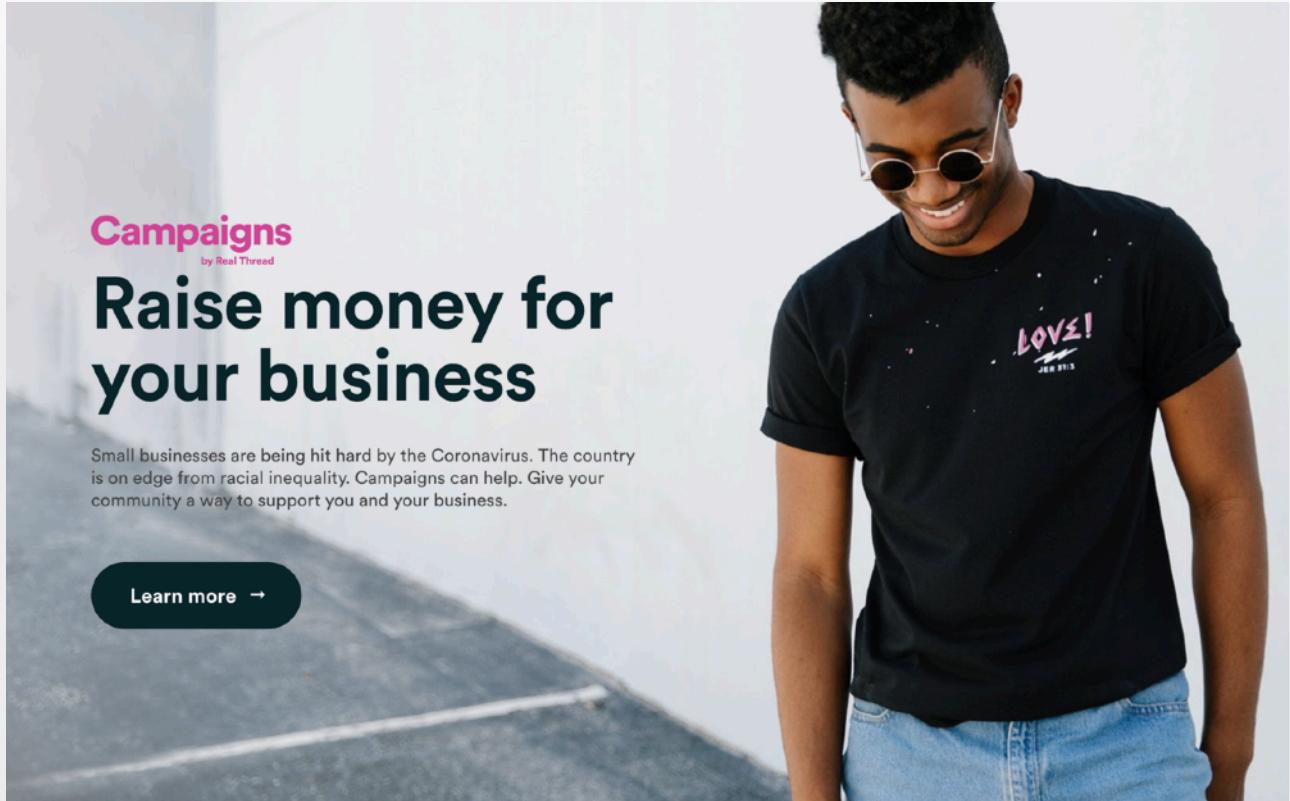
HANDLING TEXT ON IMAGES

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



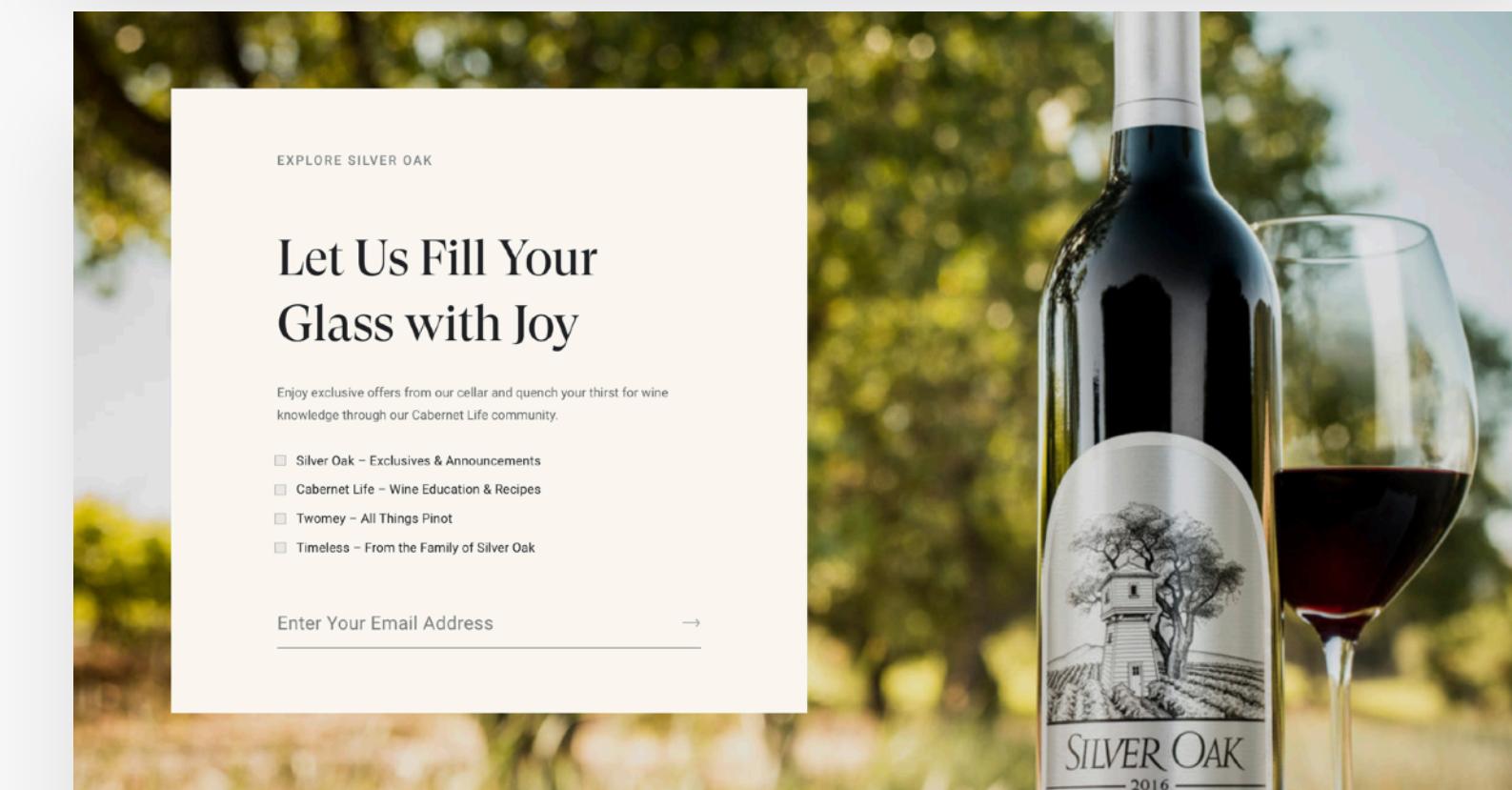
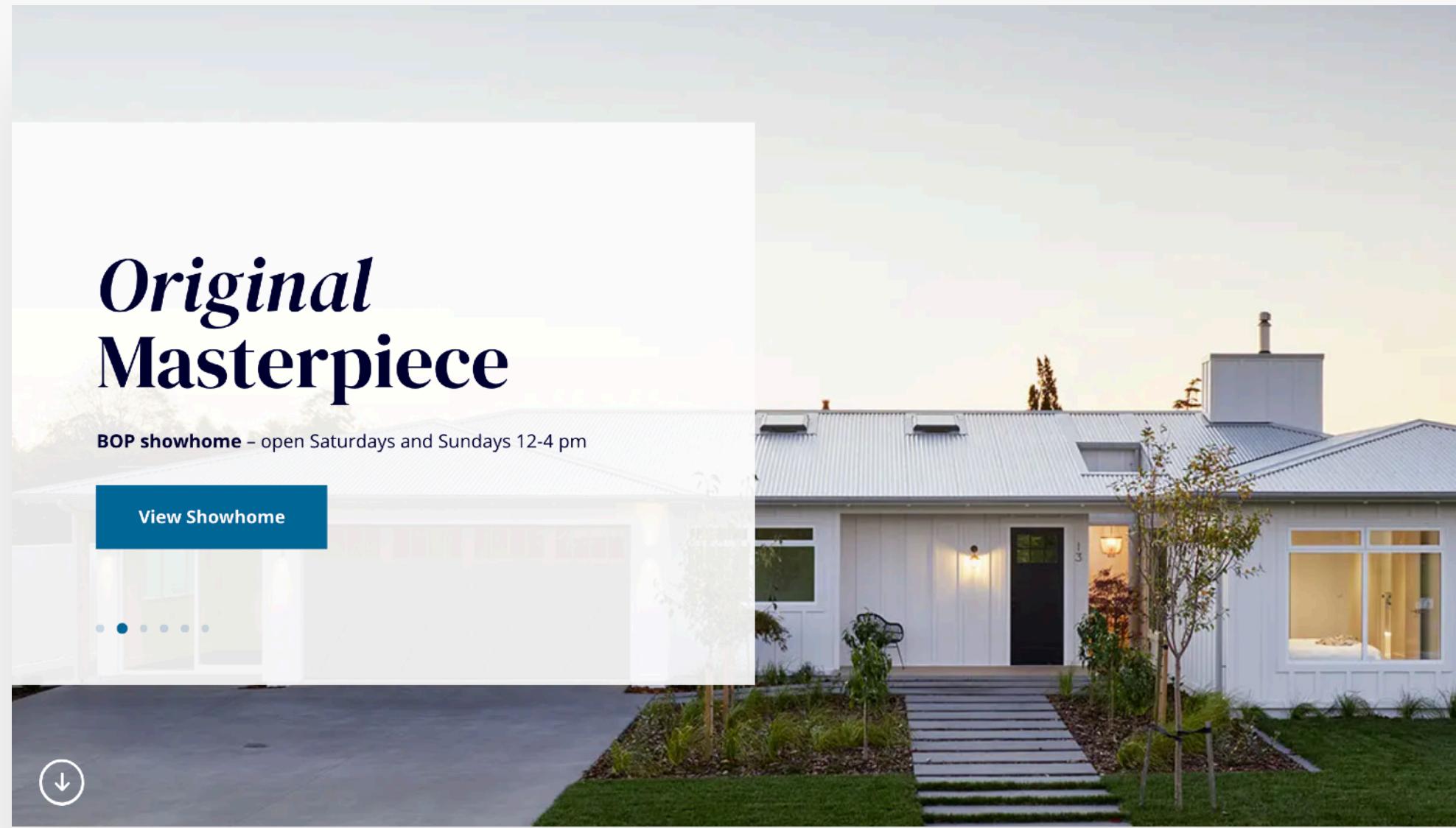
HANDLING TEXT ON IMAGES

- 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

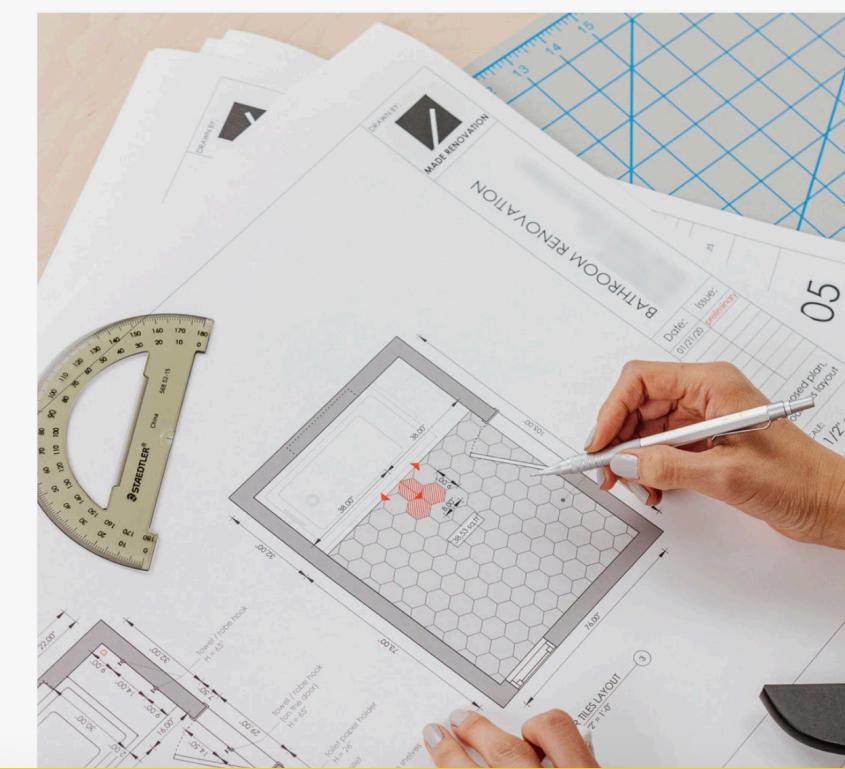
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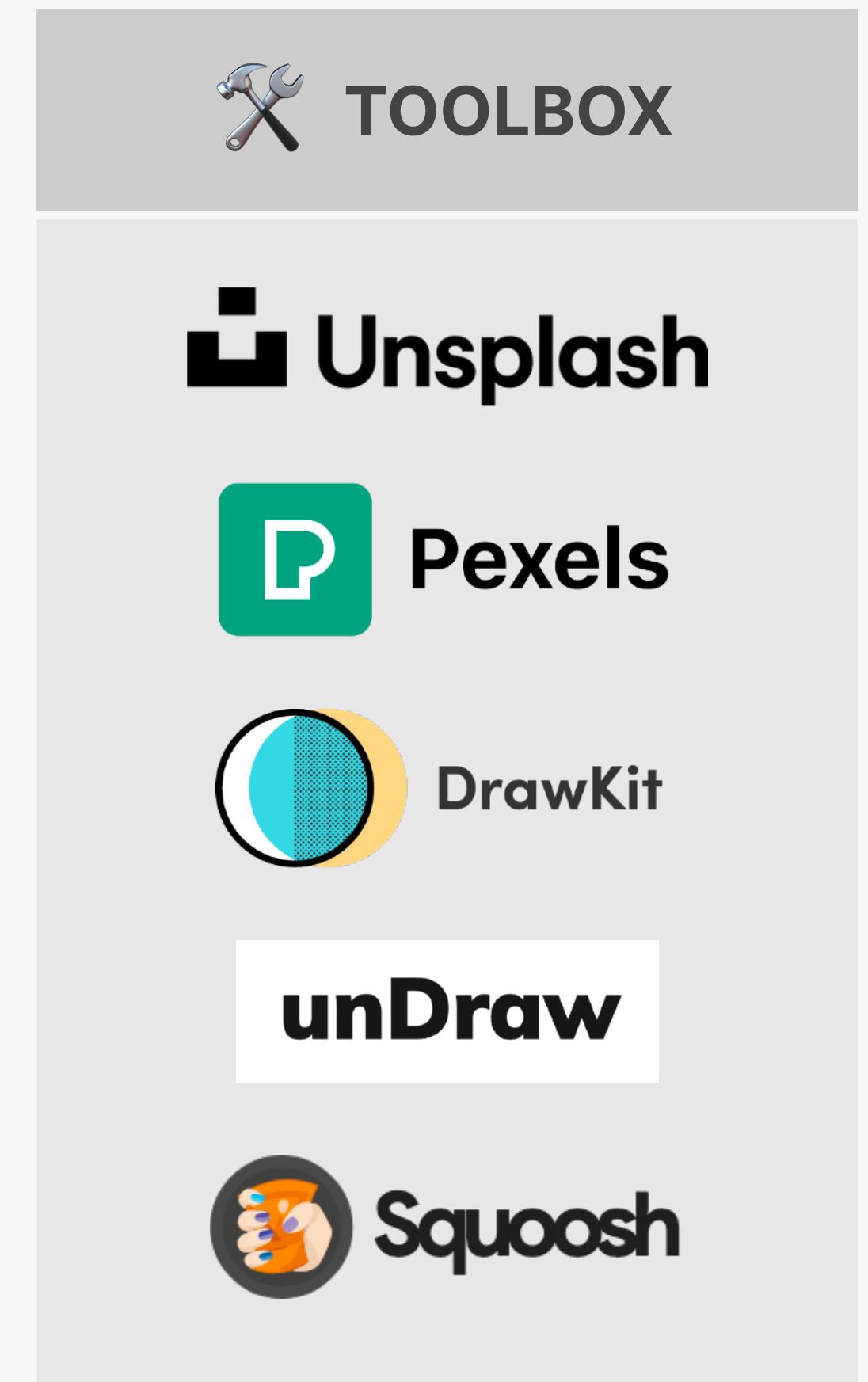
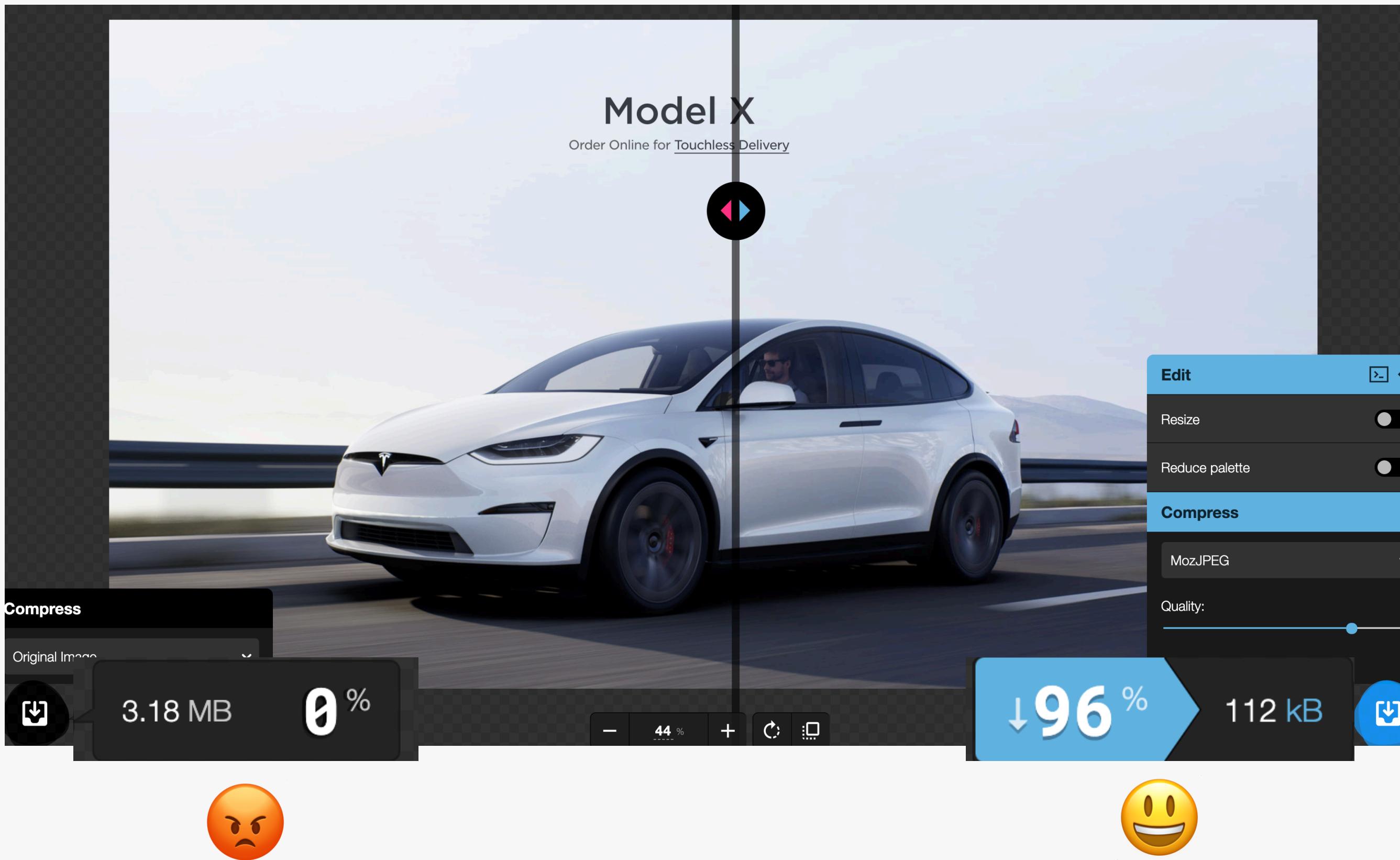
Blurry image on high-res screen
@1x

Looks okay on low-res screen



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



Cloud without compromise, for businesses of all sizes

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

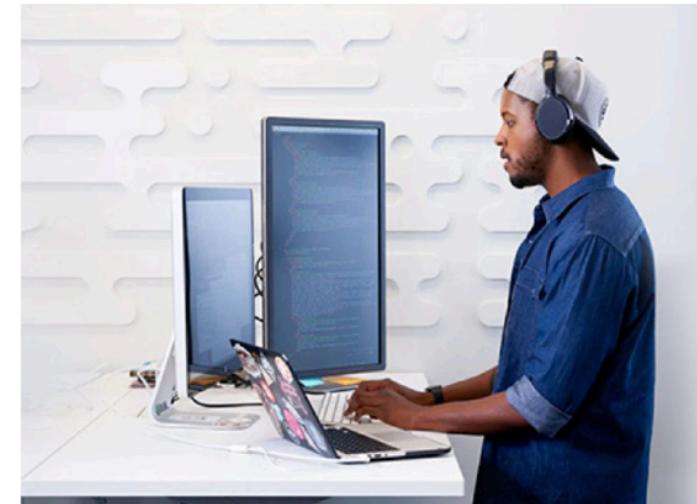
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Rapidly deploy access to critical applications for remote workforces

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

The hybrid cloud advantage



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

[Find your hybrid solution → →](#)



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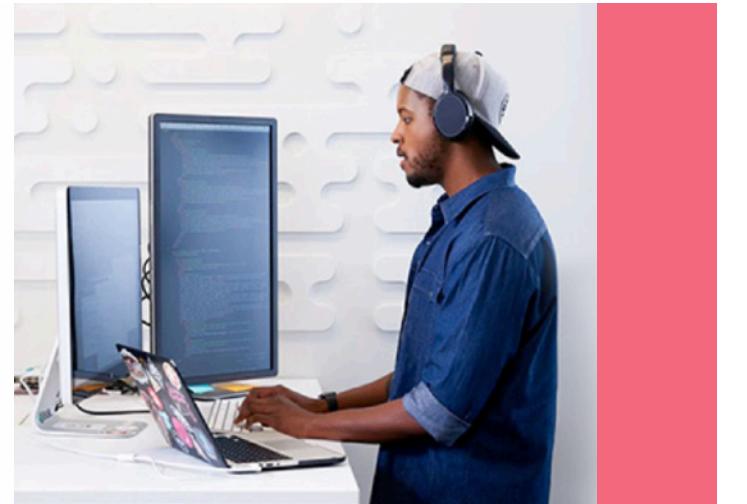
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