



# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

## SECTION

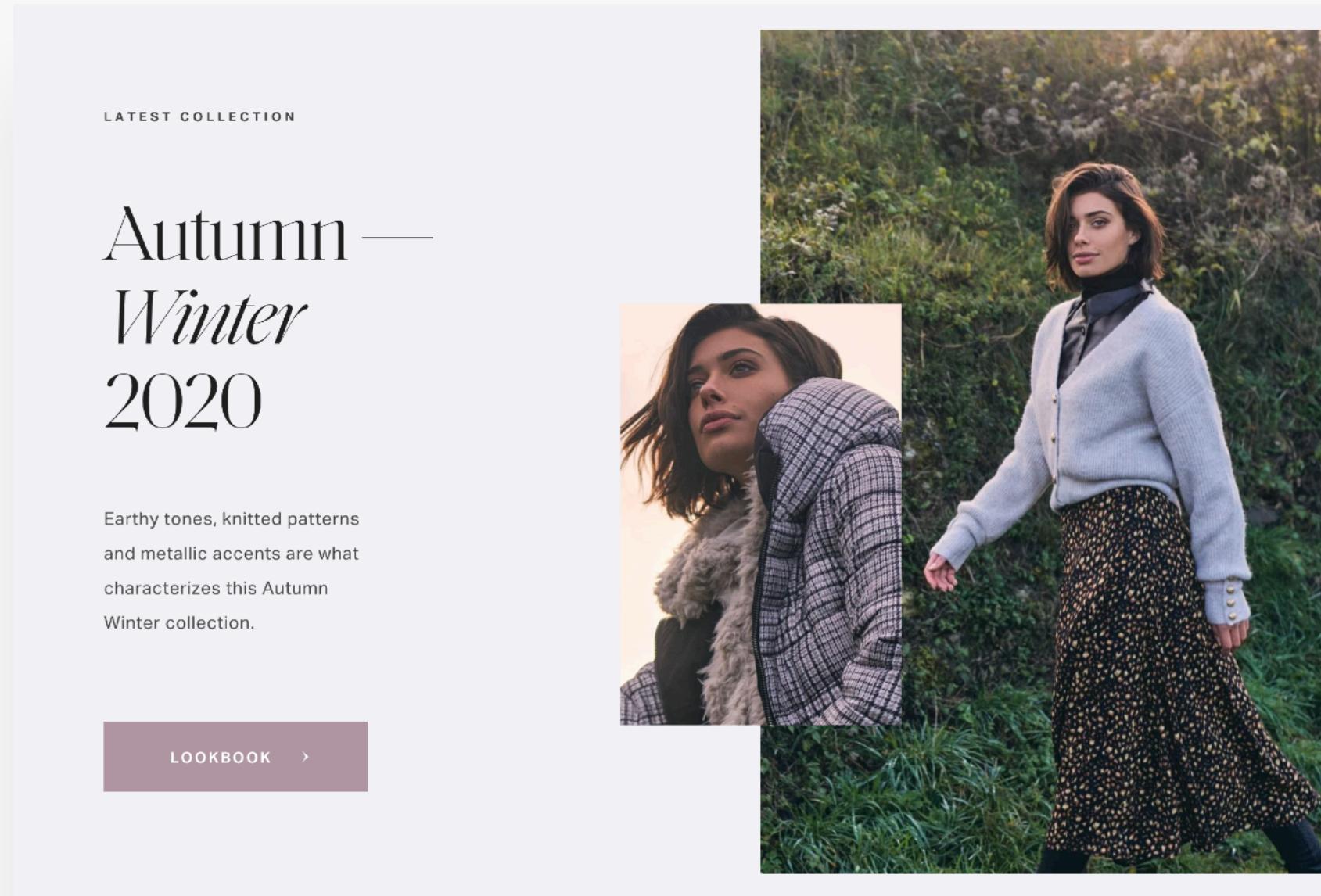
WEB DESIGN RULES AND  
FRAMEWORK

## LECTURE

WEB DESIGN RULES #6:  
BORDER-RADIUS

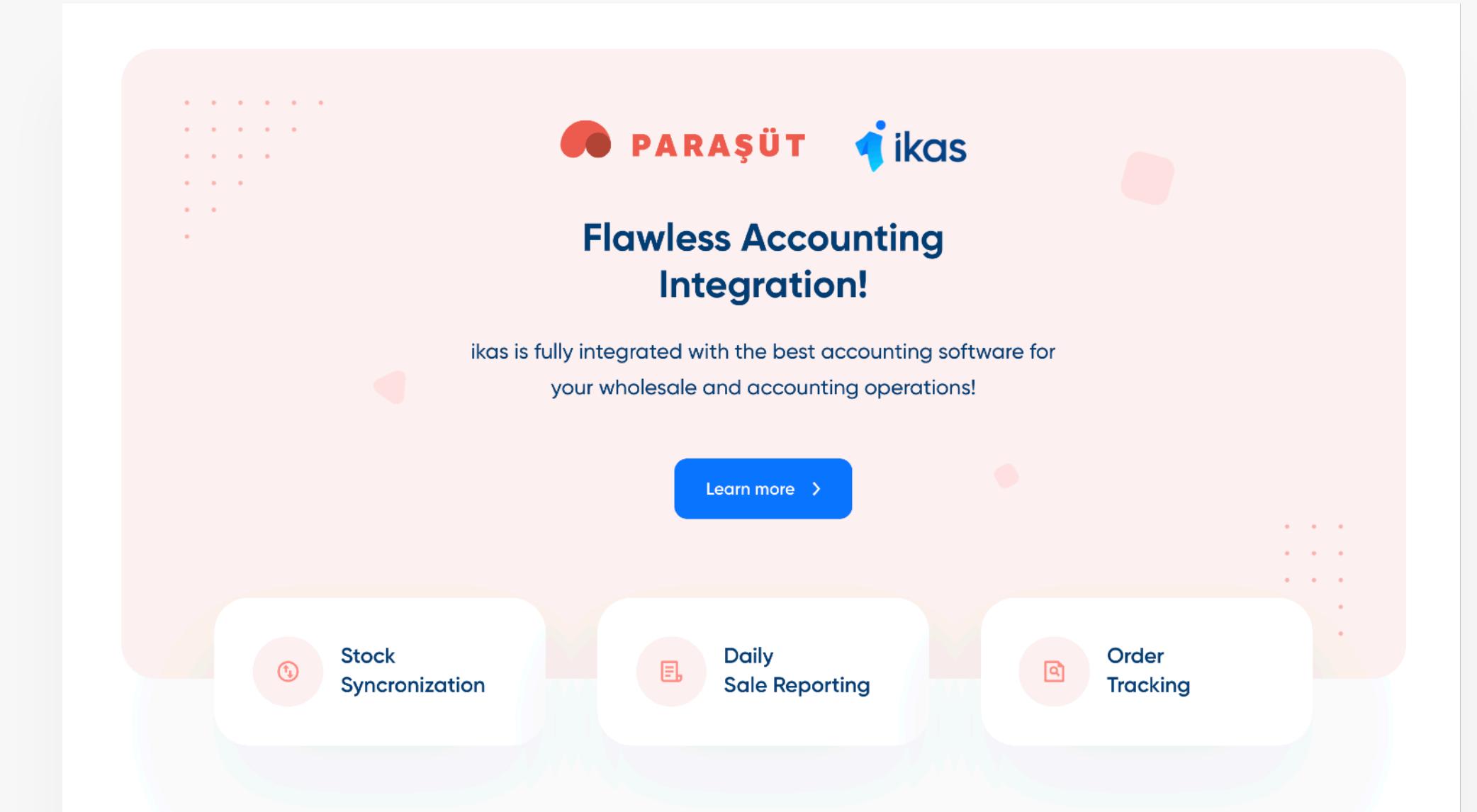
# USE BORDER-RADIUS WELL

1 Use border-radius to increase the playfulness and fun of the design, to make it less serious



Less border-radius

SERIOUS / ELEGANT

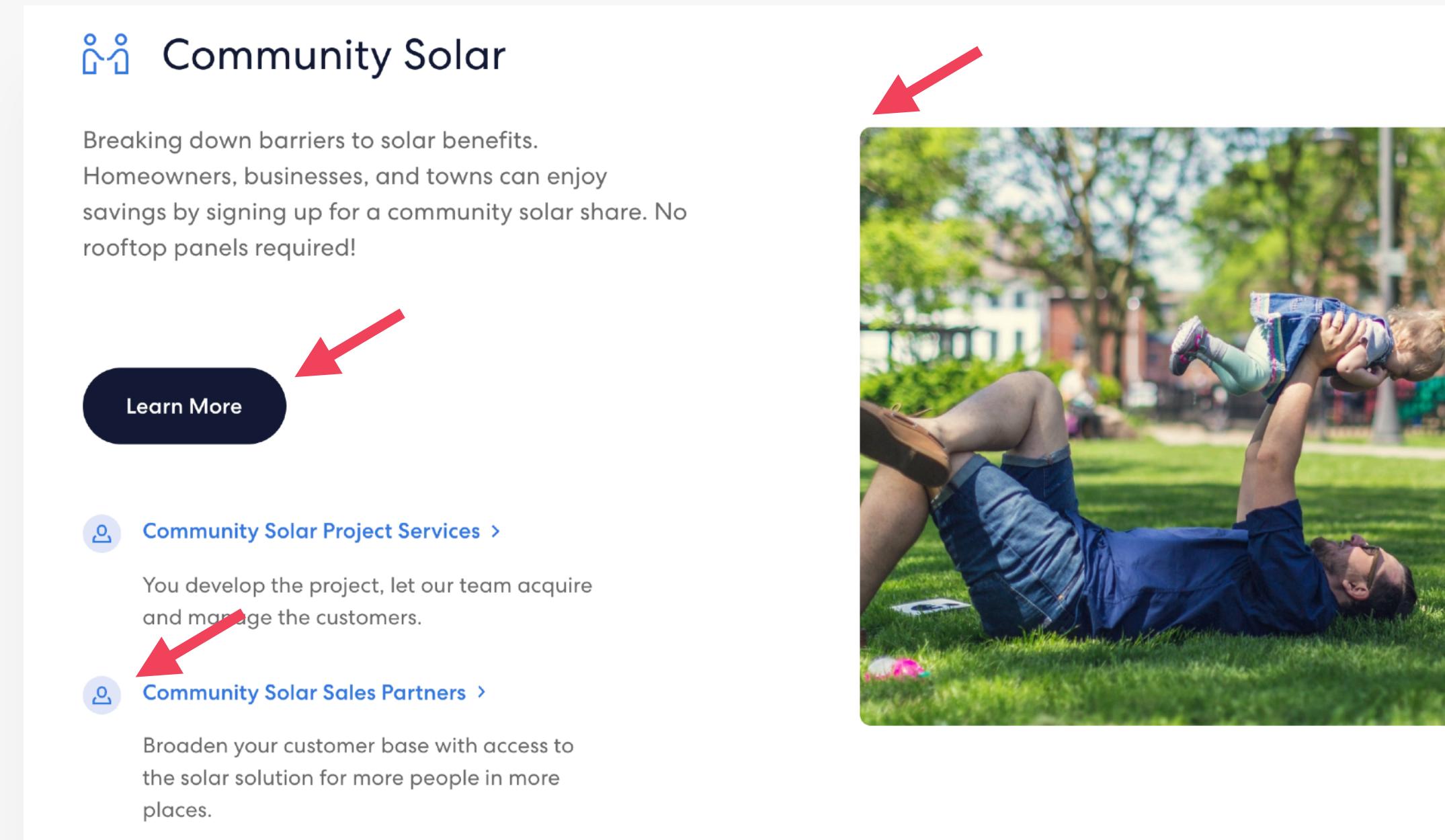


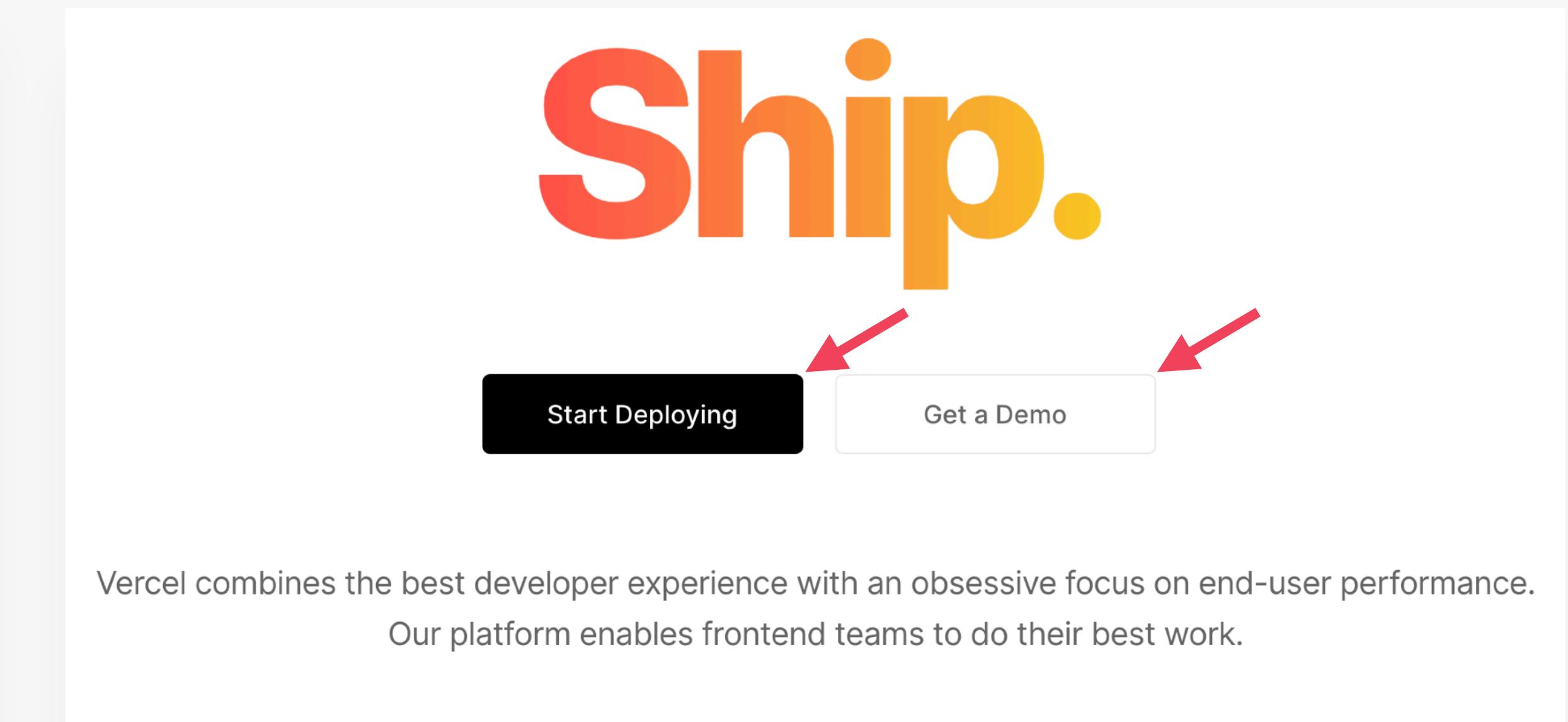
More border-radius

PLAYFUL / FUN

# USE BORDER-RADIUS WELL

- 1 Use border-radius to **increase the playfulness** and fun of the design, to make it **less serious**
- 2 Typefaces have a certain roundness: make sure that border-radius **matches that roundness!**

A screenshot of the Community Solar website. At the top, there's a yellow header with the text "Community Solar". Below it is a large image of a man lying on his back in a park, holding a child up in the air. To the left of the image is a "Learn More" button with a dark blue background and white text. There are also three blue links: "Community Solar Project Services >", "Community Solar Sales Partners >", and "Broaden your customer base with access to the solar solution for more people in more places." Red arrows point from the text "increase the playfulness" in the first bullet point to the "Learn More" button and the "Community Solar Sales Partners" link.

A screenshot of the Ship. website. The word "Ship." is written in a large, bold, orange-to-yellow gradient font. Below it are two buttons: a black "Start Deploying" button and a white "Get a Demo" button with a thin gray border. Red arrows point from the text "matches that roundness!" in the second bullet point to the "Ship." text and the "Get a Demo" button.

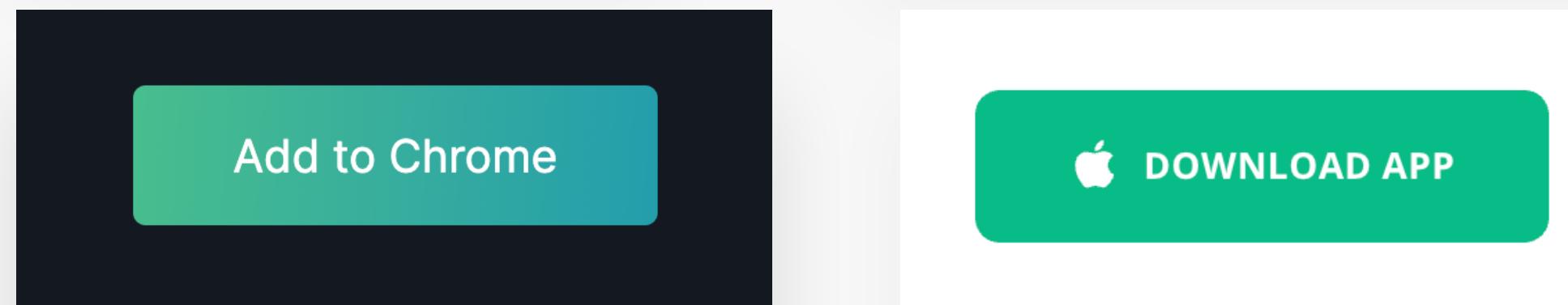
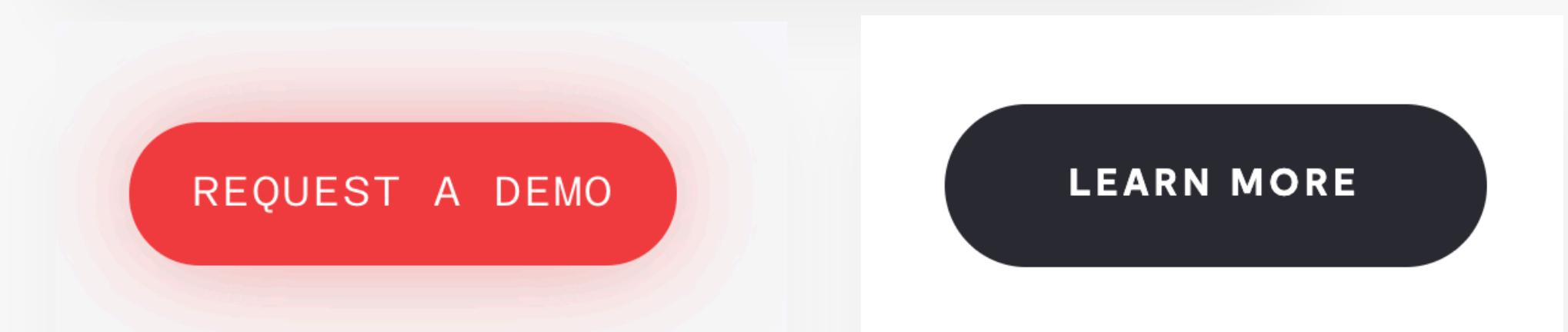
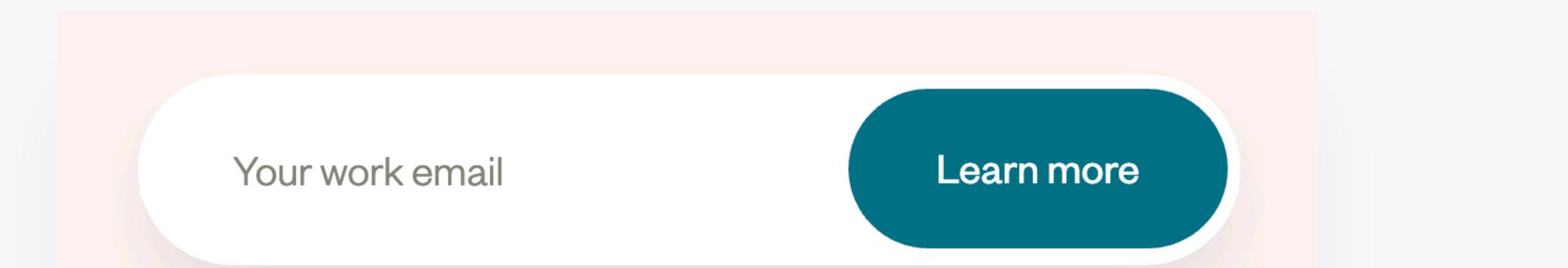
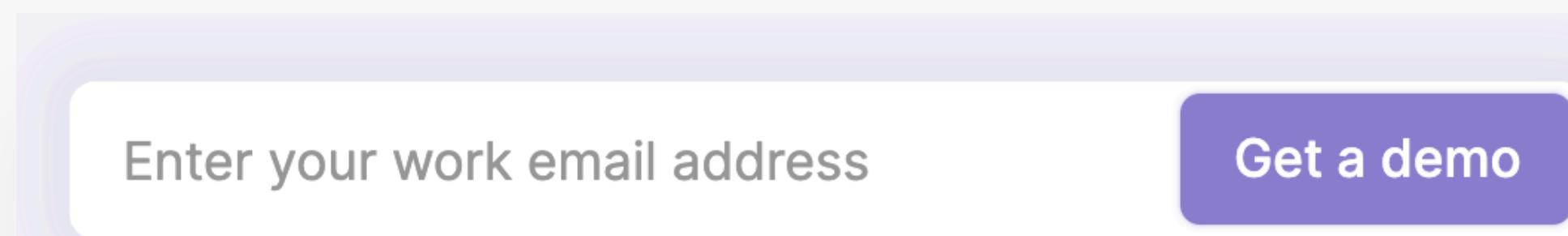
Vercel combines the best developer experience with an obsessive focus on end-user performance.  
Our platform enables frontend teams to do their best work.

😊 **Very round typeface, lots of border-radius in button, icons and image**

😊 **Boxy/squared typeface, but designers wanted to add some playfulness, so little border-radius**

# USE BORDER-RADIUS WELL

- 1 Use border-radius to **increase the playfulness** and fun of the design, to make it **less serious**
- 2 Typefaces have a certain roundness: make sure that border-radius **matches that roundness!**
- 3 Use border-radius on **buttons, images, around icons, standout sections and other elements**



# USE BORDER-RADIUS WELL

- 1 Use border-radius to **increase the playfulness** and fun of the design, to make it **less serious**
- 2 Typefaces have a certain roundness: make sure that **border-radius matches that roundness!**
- 3 Use border-radius on **buttons, images, around icons, standout sections and other elements**

Work – 01

Helped get stakeholder buy-in, for an EdTech platform through a new user experience and visual refresh, in 6 weeks

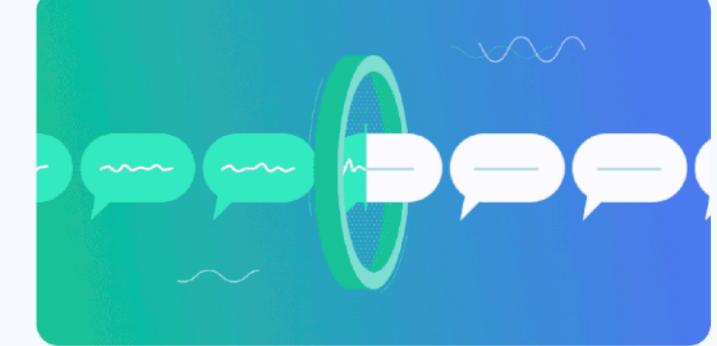
I would 100% recommend Heavyweight to anyone looking for a team to help with UX & UI. They uniquely were able to understand what we needed for our project – the degree of complexity required, meeting deadlines, and [...] budget.



  
Solar 101  
**How to Build a Solar Farm**

  
Press  
**Feeding Families in Need: Ren Energy Companies Enter the N**

  
Solar 101  
**How the Seasons Affect Comr Solar**

  
RESEARCH  
Under the Hood at Grammarly:  
Transforming Writing Style with AI  
[Take a deep dive >](#)

  
HAPPY USERS  
Inspiring Trust and Maximizing Clarity:  
Why Trulia's Editors Rely on Grammarly  
[Get inspired >](#)

  
**Sam Green**  
Co-founder & CEO of Turinglab

# USE BORDER-RADIUS WELL

- 1 Use border-radius to **increase the playfulness** and fun of the design, to make it **less serious**
- 2 Typefaces have a certain roundness: make sure that **border-radius matches that roundness!**
- 3 Use border-radius on **buttons, images, around icons, standout sections and other elements**

 **Boost productivity**  
Make your product more valuable to your users by boosting their productivity through optimised UX.

 **Increase confidence**  
Seamless UX and sleek UI increases customers' confidence in your application's ability as a whole.

 **Scale your product**  
Rapidly scale up your product without sacrificing quality by implementing a design system.

 **Gets feedback from stakeholders.**  
With Greenlight you can easily collate feedback from those who matter on the product version that your users will see.

 **Works everywhere, even when you need to log in.**  
It easily integrates with your workflow, without the need for any code or website iterations

 **Share security with team members.**  
Greenlight makes sure that anything behind a login is protected and your access design and security architecture stay the same

 **Tech that keeps you safe**  
We support face & fingerprint ID, and use 256-bit TLS encryption.

 **Humans on hand**  
Our customer support team is ready to help you, 7 days a week.

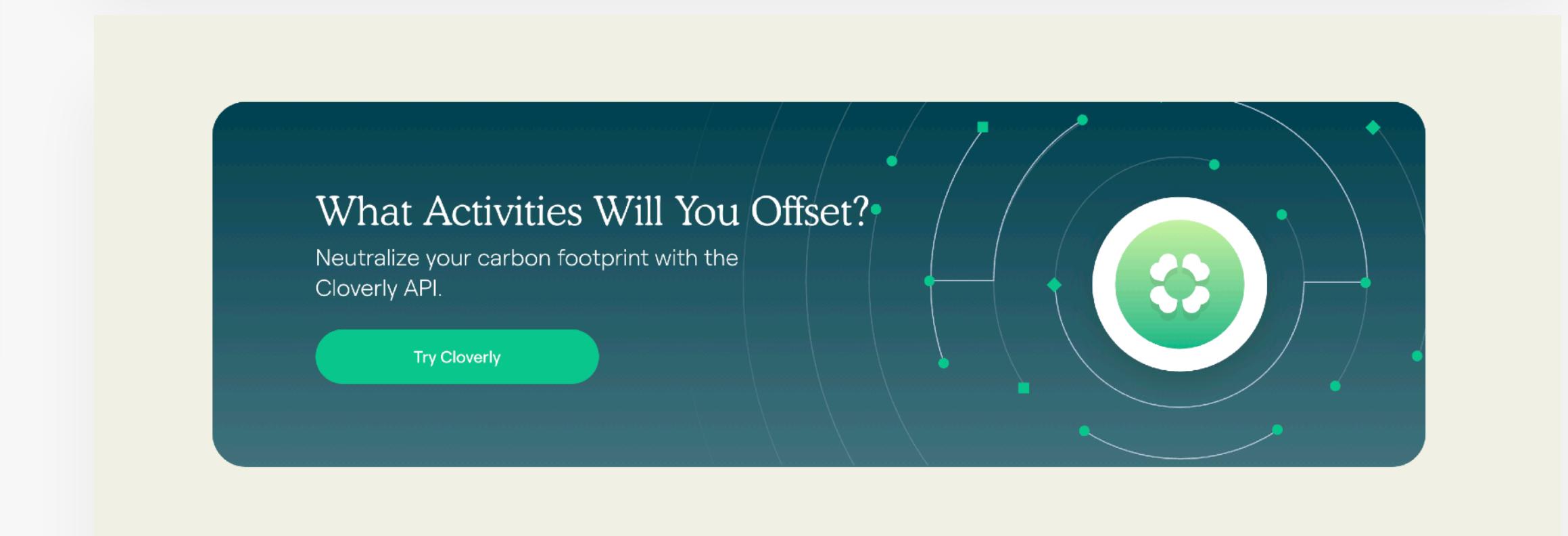
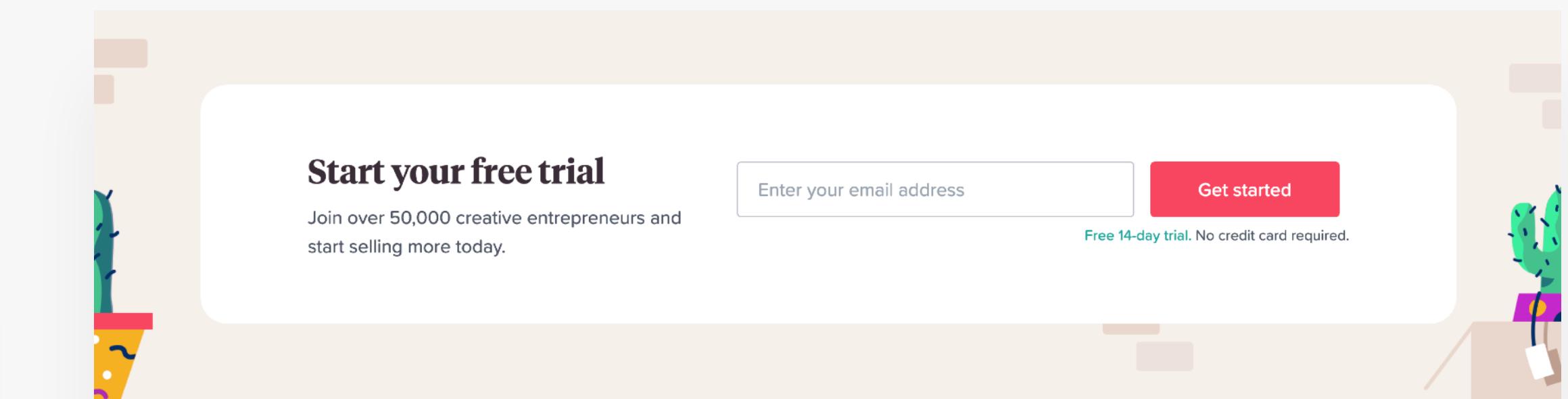
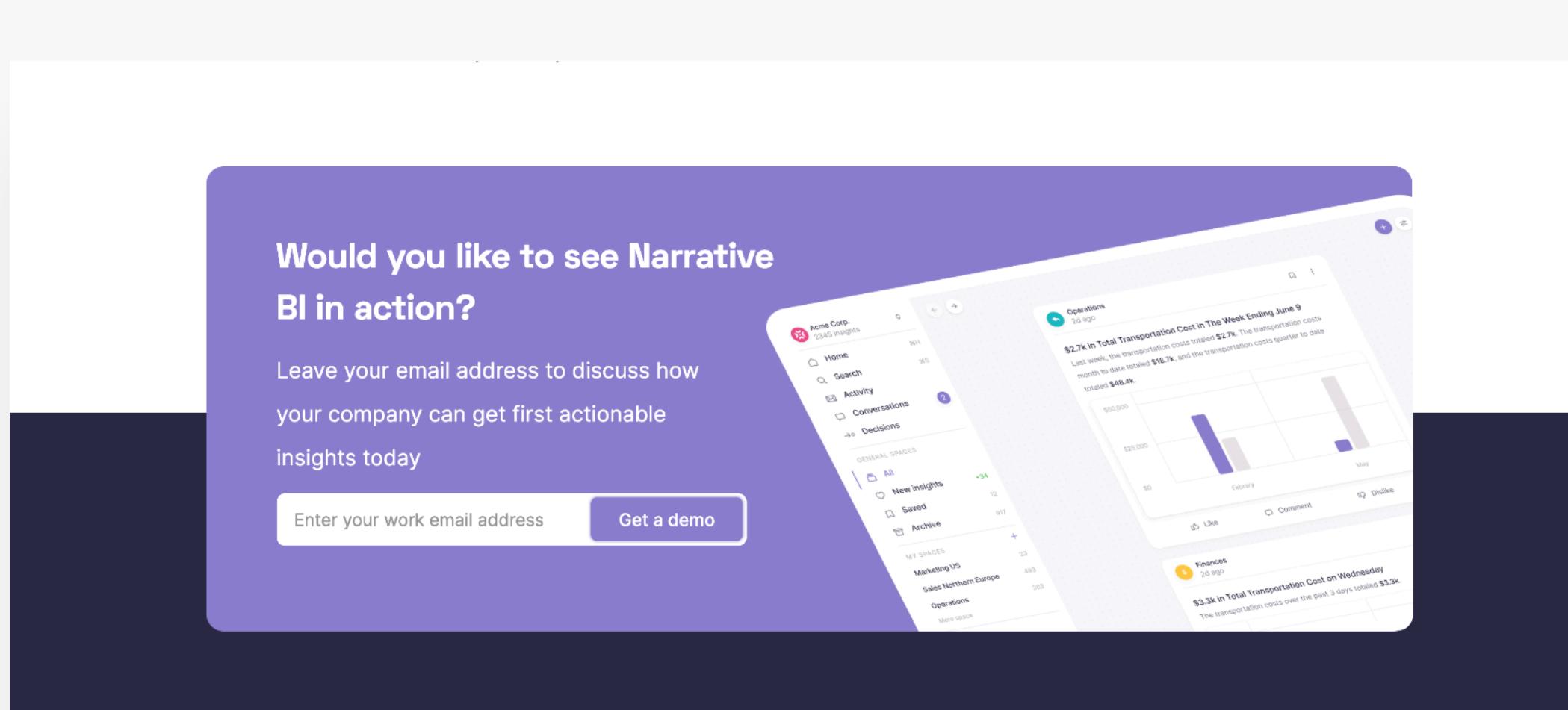
 **Strong privacy**  
We never share your data with any other parties without your consent.

 **Transaction Transparency**  
We believe in transparency and fully validated transactions. That's why every time you (or your customers) choose to offset an emission-producing activity with Cloverly, we provide real-time transactional data to show the location, type, and amount of carbon offset.

 **Verified Sources**  
To effectively neutralize carbon emissions, we know that quality matters. That's why Cloverly works with reputable, internationally recognized suppliers who track and verify registered carbon offset projects.

# USE BORDER-RADIUS WELL

- 1 Use border-radius to **increase the playfulness** and fun of the design, to make it **less serious**
- 2 Typefaces have a certain roundness: make sure that border-radius **matches that roundness!**
- 3 Use border-radius on **buttons, images, around icons, standout sections** and other elements



# USE BORDER-RADIUS WELL

- 1 Use border-radius to **increase the playfulness** and fun of the design, to make it **less serious**
- 2 Typefaces have a certain roundness: make sure that border-radius **matches that roundness!**
- 3 Use border-radius on **buttons, images, around icons, standout sections and other elements**

