



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION

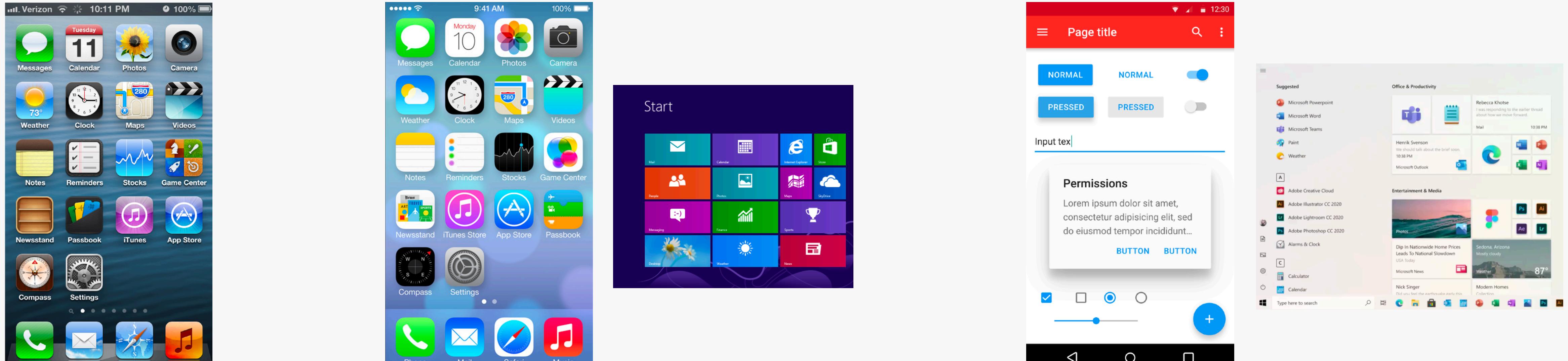
WEB DESIGN RULES AND
FRAMEWORK

LECTURE

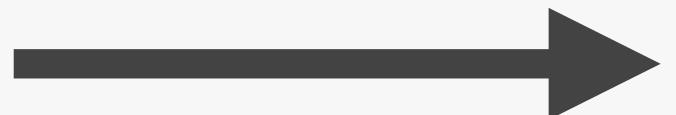
WEB DESIGN RULES #5:
SHADOWS

SOME CONCEPTS FIRST...

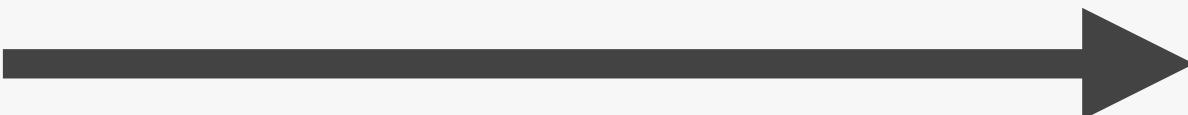
👉 After an era of 100% flat design, we're now **back to using shadows** in UI design ("flat design 2.0")



SKEUOMORPHIC
DESIGN



FLAT DESIGN
(MINIMAL)

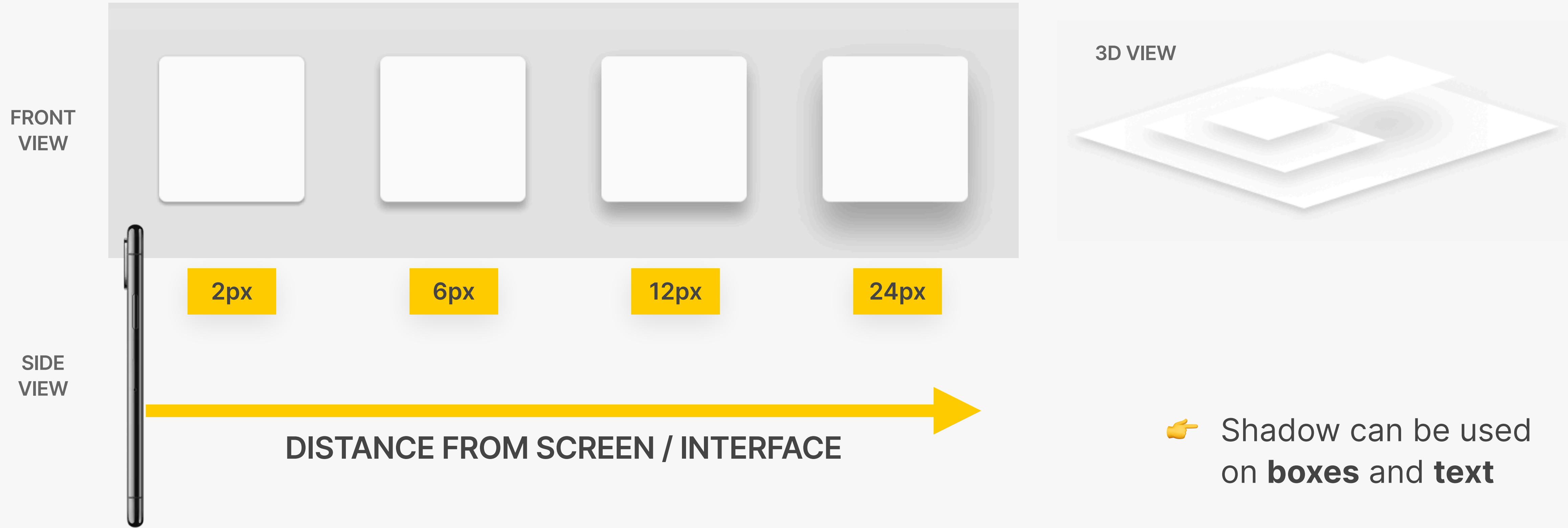


FLAT DESIGN 2.0

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

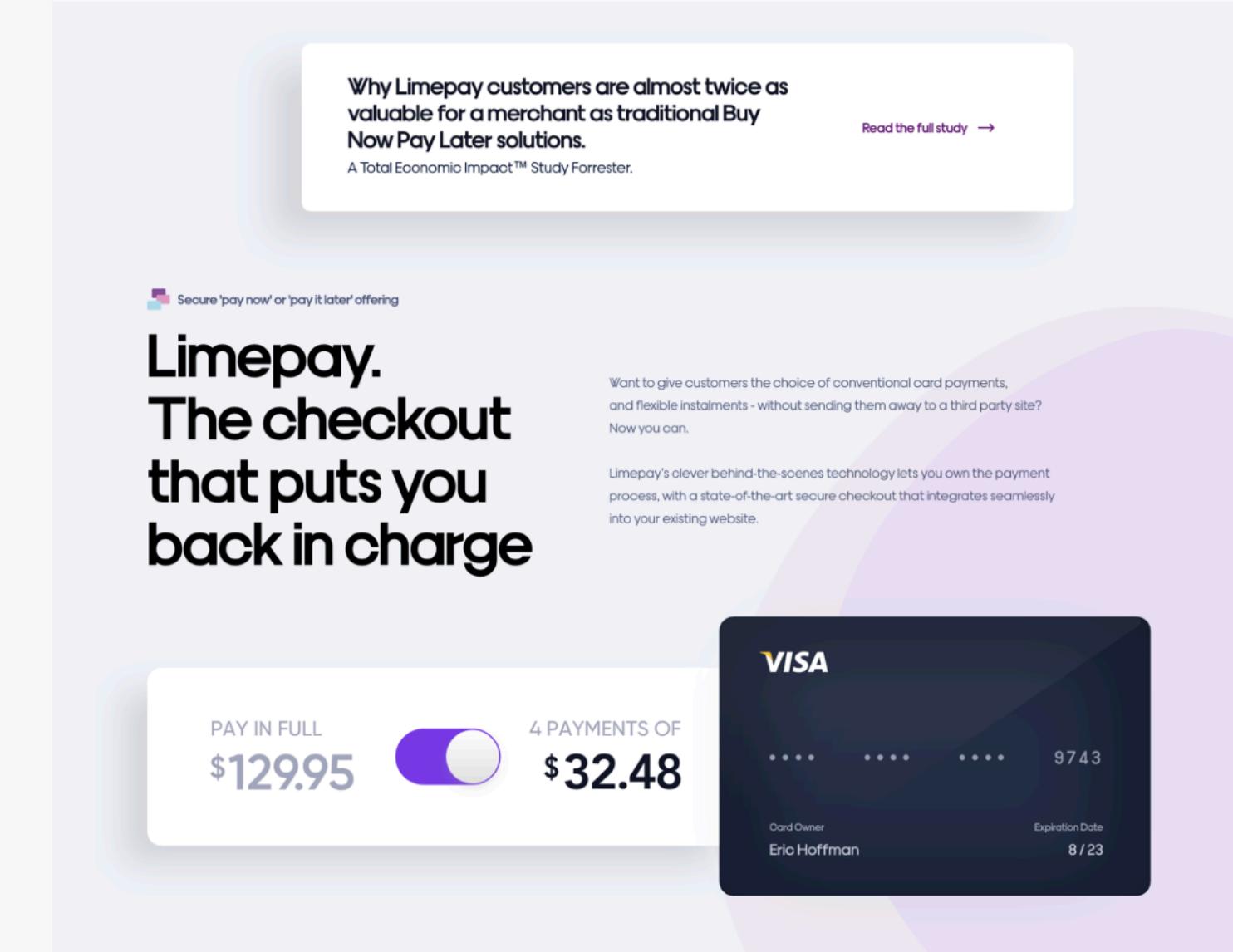
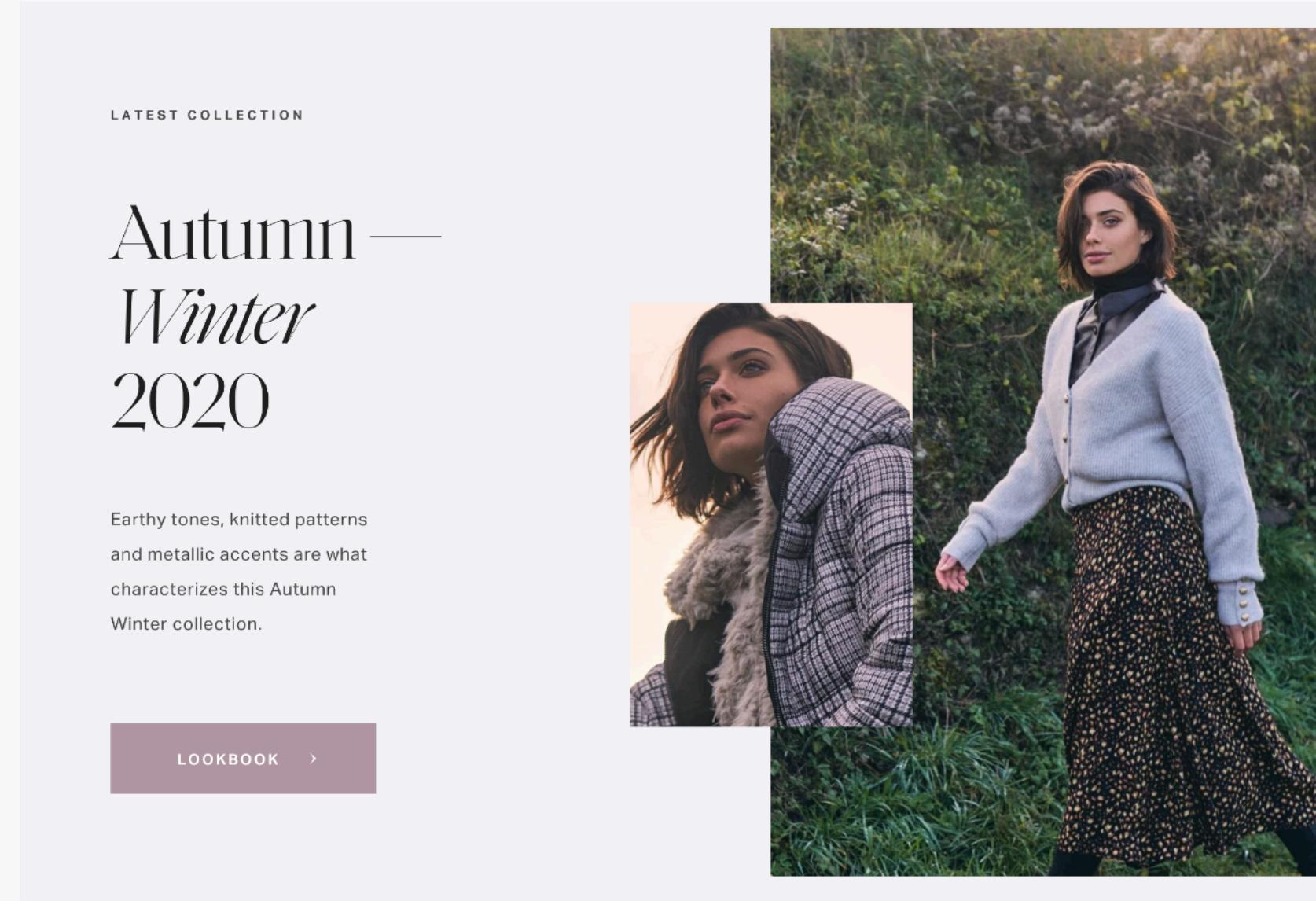
SOME CONCEPTS FIRST...

- 👉 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

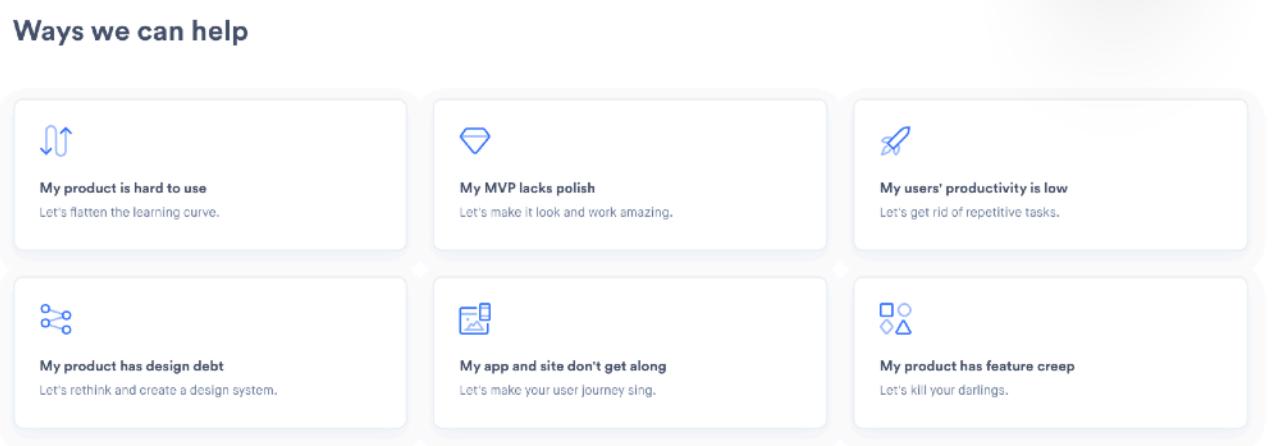
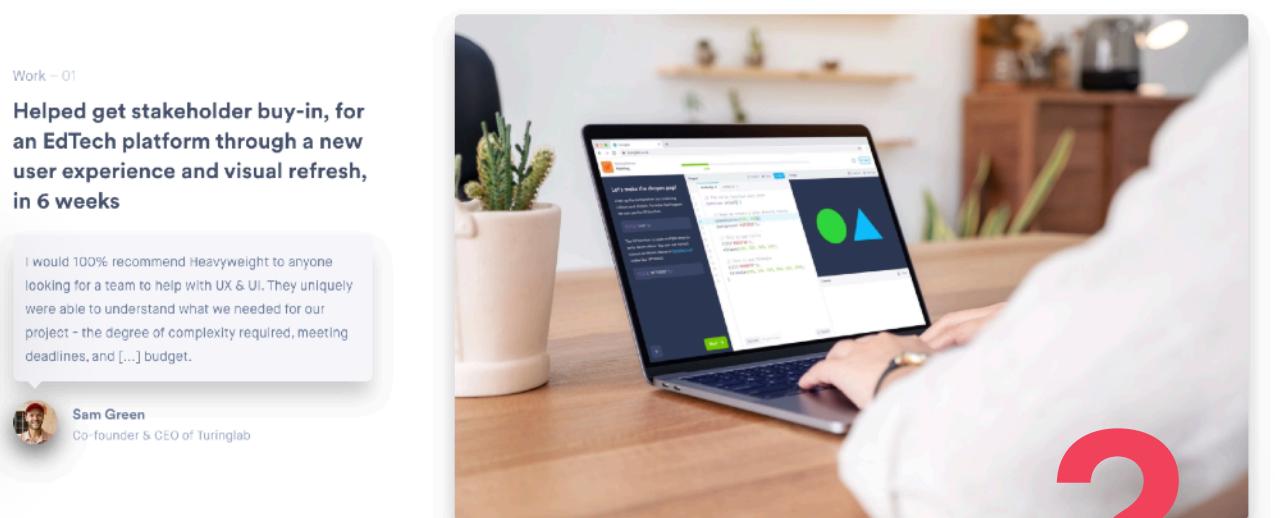
You don't have to use shadows! Only use them if it makes sense for the website personality

2

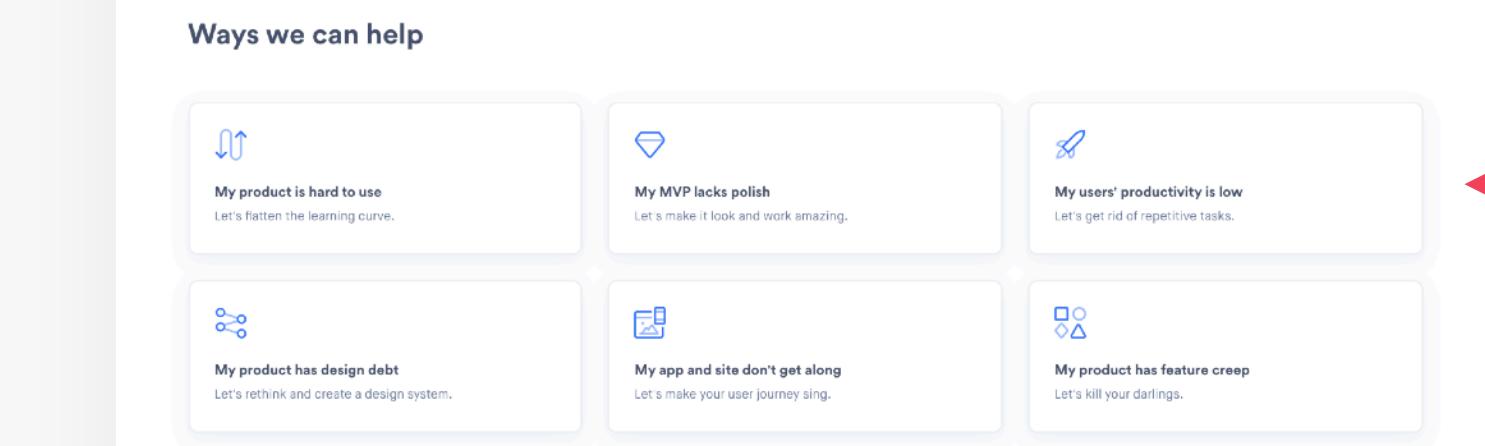
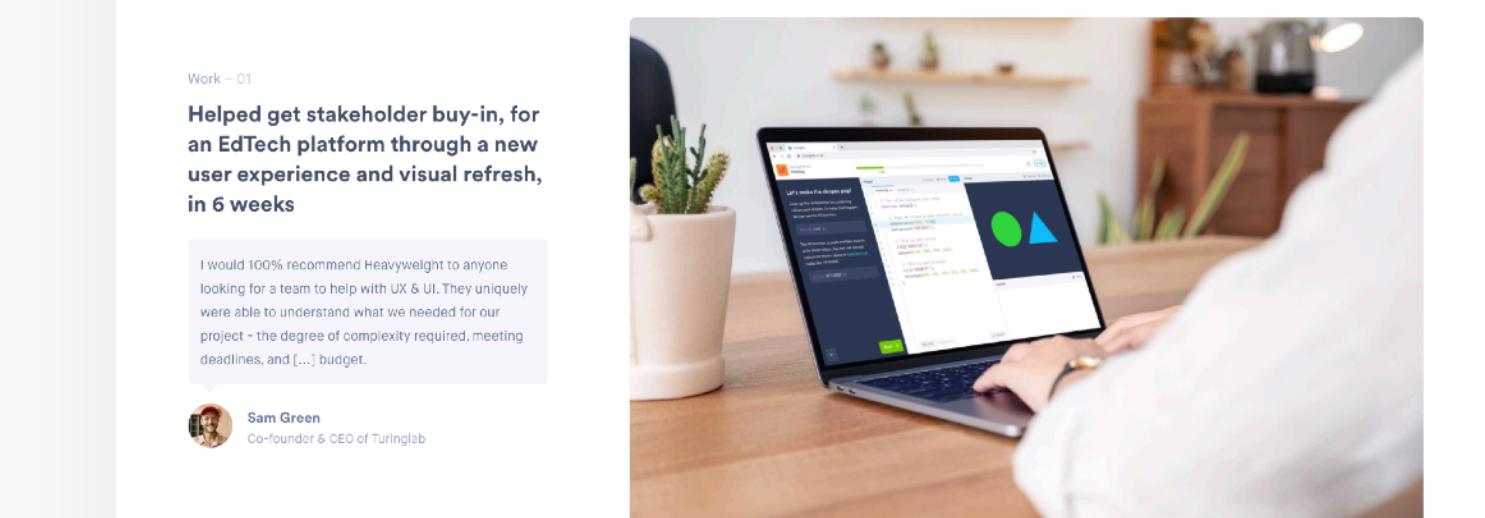
Use shadows in small doses: don't add shadows to every element!



The screenshot shows a landing page for a company called "Heavyweight". At the top, there's a large orange button with the text "Let's team up and design something remarkable". Below it is a paragraph of text about their agile process. A list of three items follows: "Speed-up your product roadmap", "Flexible workflow & fast communication", and "Remote or in-person sessions". At the bottom, there's a form with fields for "Your email address" and a "Get in touch" button. The overall design uses a lot of shadows, giving it a dark, sophisticated look.

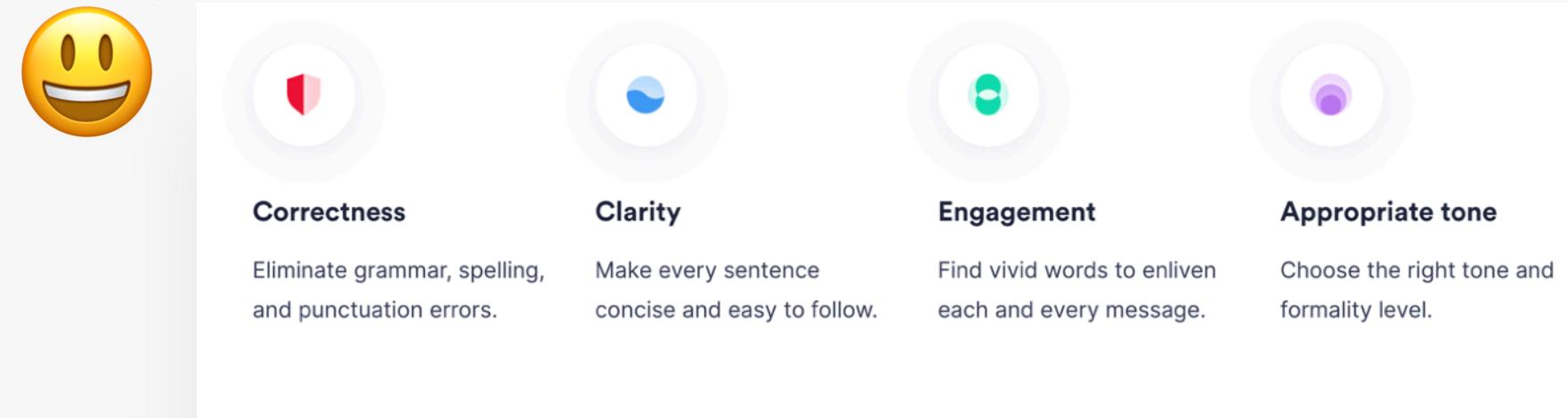


The same landing page as the first screenshot, but with much smaller shadows. The "Let's team up" button, the text block, and the testimonial section all have significantly reduced shadow depth, giving the page a cleaner, more modern appearance.



USE SHADOWS WELL

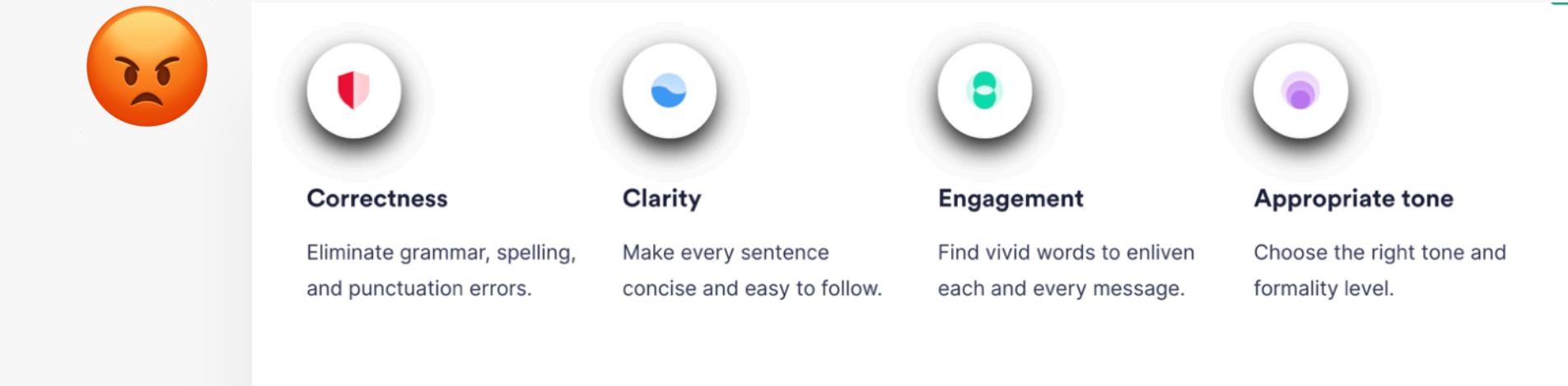
- 1 You don't have to use shadows! Only use them if it makes sense for the website personality
- 2 Use shadows in small doses: don't add shadows to every element!
- 3 Go light on shadows, don't make them too dark!



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.

CHANGE FROM	CHANGE TO	DESCRIPTION
acme company	→ AcmeCo	Use the official spelling
users	→ customers	The people who
Jamie Leigh	→ James Leigh	Our CEO prefers
Grammarly	→ Grammarly	Common misspelling



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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 components:

- Predictive Insights:** A purple circular icon with a white arrow and a small shadow is positioned next to a text block.
- Natural Language Processing:** A white circular icon with a blue pencil and a small shadow is positioned next to a text block.
- Dashboard:** A screenshot of a dashboard showing a map with orange geofence markers and a grid below it. The map has a subtle shadow effect.
- SDK:** A screenshot of a code editor window with a dark background and a light-colored code block. A small shadow is visible at the bottom of the code block.
- Start for Free:** A large yellow button with white text and a slight shadow.
- Retail Banks:** A red bank building icon with a small shadow.
- Commercial Banks:** A red bank building icon with a small shadow.
- Testimonials:** Two testimonial cards featuring quotes and names like "Christina · Support" and "Sian Carter". The quote from Sian Carter includes a small shadow.
- Call-to-Action Buttons:** Several buttons with shadows, including "Learn more", "Get a demo", "Launch your ISA", and "Learn More".

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

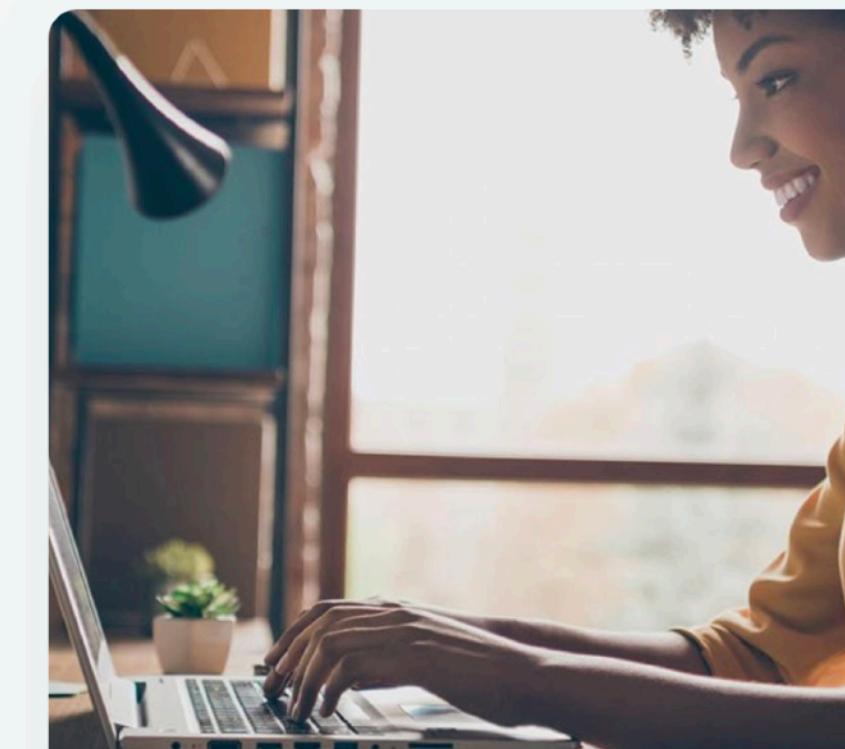
Las Vegas, USA | August 2021

4 stops | 15 people

\$1497 per person

4.6 rating (8)

DETAILS



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%."

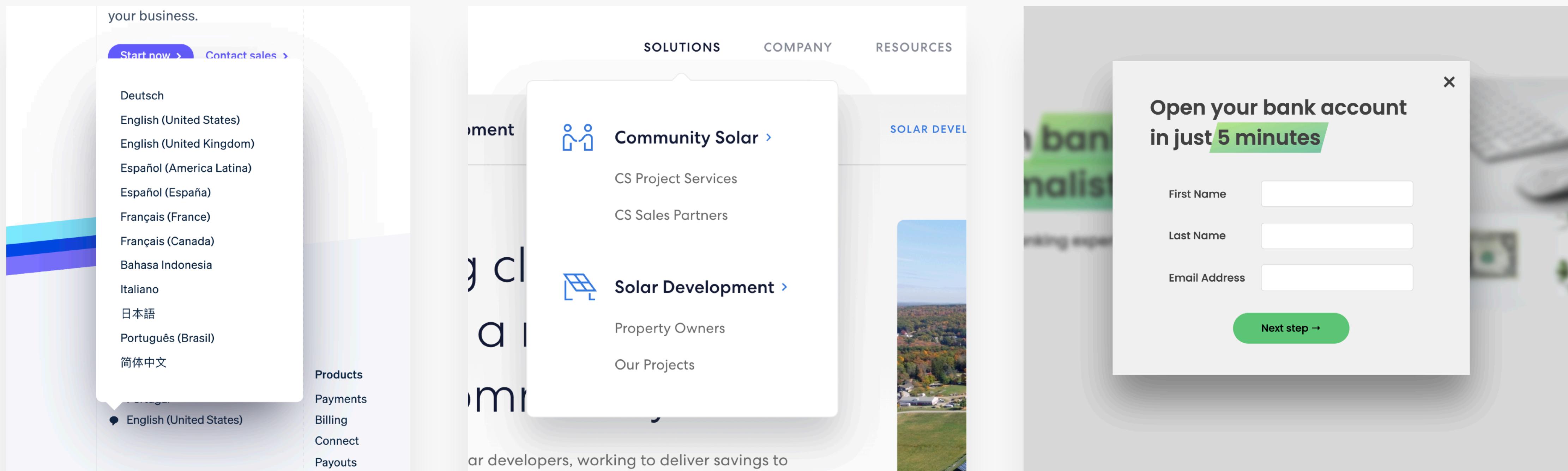
Mia Hudson
Director, Feeling Sexy

[Read the story →](#)

[Read the case study →](#)

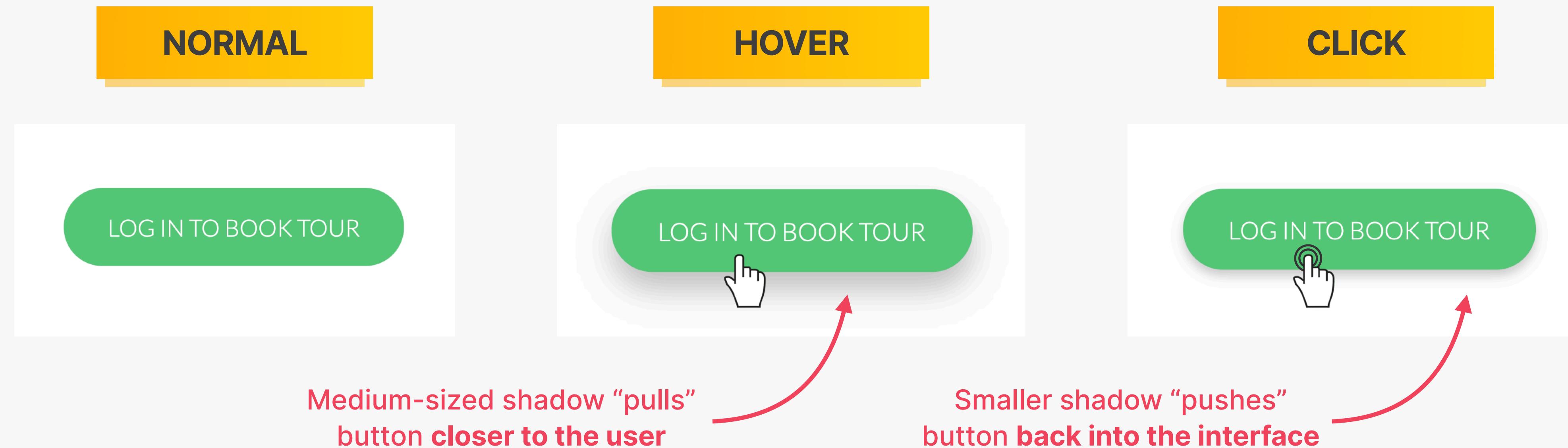
USE SHADOWS IN THE RIGHT SITUATION

- 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)



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
- 7 Experiment with **changing shadows** on mouse interaction (click and hover)
- 8 Bonus: Experiment with **glows** (colored shadows)

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