


# WELCOME TO THIS COURSE



# WATCH THE LECTURES IN HD

The screenshot displays a video player interface. The main video area has a yellow background with a pattern of icons and the text: "Do you have any questions? Please ask them in the course forum, I  be glad to help!". Below the video is a white bar with the "JS" logo, the name "Jonas S", and the email "hello@webdesigncourse.co". The video player controls at the bottom show a progress bar from 02:00 to 02:05, with "HD" and other icons highlighted by a red box. The right sidebar contains a course menu with sections: "Section 1 - Introduction" (Lecture 1 and 2) and "Section 2 - Webdesign basics" (Lectures 3-10). Lecture 2 is currently selected.

Back to Course Previous Lecture View resources

Section 1 - Introduction

- Lecture 1: Let's start this amazing journey Em breve
- Lecture 2: How to be successful with this course 02:05

Section 2 - Webdesign basics

- Lecture 3: Introduction to webdesign Em breve
- Lecture 4: Typography Em breve
- Lecture 5: Colors Em breve
- Lecture 6: Working with images Em breve
- Lecture 7: Working with icons Em breve
- Lecture 8: Spacing and layout Em breve
- Lecture 9: User experience Em breve
- Lecture 10: Getting inspired Em breve

JS Jonas S hello@webdesigncourse.co my

02:00 02:05 HD

NEXT LECTURE Auto Play ON

# ASK ALL YOUR QUESTIONS

The screenshot displays the Udeemy course page for "Amazing Web Design in 1 Hour: 25+ Guidelines for We.." by Jonas Schmedtmann. The course has 8 reviews and 1866 students. The course outline on the left includes:

- Section 1 - Course Introduction
  - Lecture 1: Welcome to this course (02:09)
  - Lecture 2: How to get the best out of this course (02:05)
- Section 2 - The 25+ Guidelines of Amazing Web Design
  - Lecture 3: Introduction to web design (03:50)
  - Lecture 4: Beautiful typography (04:31)
  - Lecture 5: Using colors like a pro (05:42)
  - Lecture 6: The meaning of colors in web design (Text)
  - Lecture 7: Working with images (04:05)
  - Test 1: Web Design Quiz 1 (5 questions)

The discussion section on the right features a search bar, an "Add Discussion" button (highlighted with a red box), and a "Show Unanswered Discussions" checkbox. Two discussions are visible:

- Leonidas Yopan** posted a discussion · 11 hours ago: "Where Can I Download the eBook?" (1 reply, 1 follower)
- Muhammadjovohir Suratov** posted a discussion · 17 hours ago: "Video download" (3 replies, 3 followers)



**f** [facebook.com/  
jonas.schmedtmann](https://facebook.com/jonas.schmedtmann)

**t** [@jonasschmedtman](https://twitter.com/jonasschmedtman)

**e** [hello@webdesigncourse.co](mailto:hello@webdesigncourse.co)

Do you have any questions? Please ask them in the course forum, I will be glad to help!

# INTRODUCTION TO WEB DESIGN

BEST RESOURCES FOR WEB  
**DESIGN AND DEVELOPMENT**  
WITH HTML5 & CSS3

The free e-book for the Udemy course  
Second Edition, April 2015

**JS**  
Jonas Schmedtmann

GO **DOWNLOAD**  
THE E-BOOK  
NOW

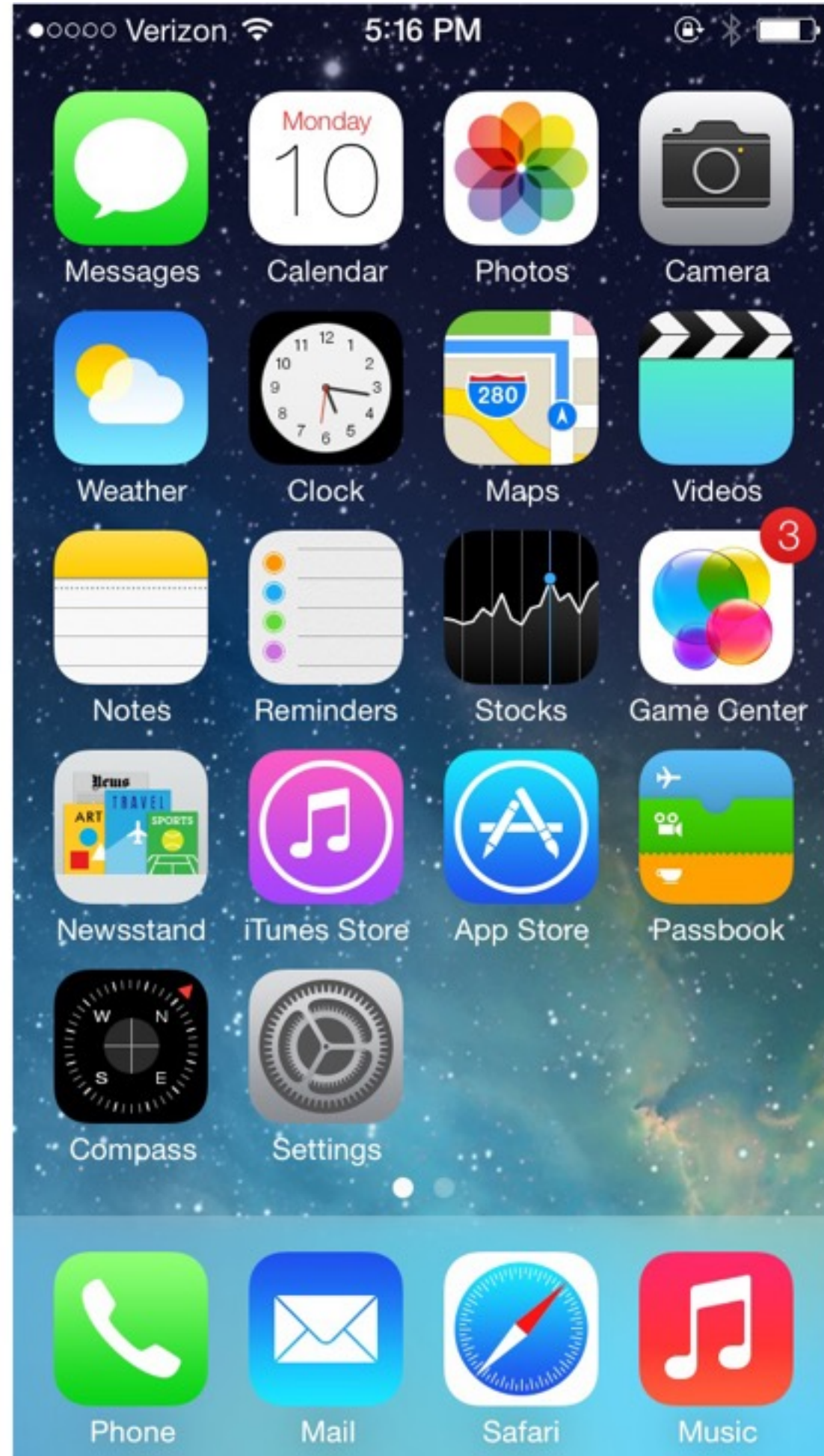





iOS6




iOS7





Username 

Password 

**Log in**





BLOG HELP

# Here's to the music.

Millions of songs, wherever you want, whenever you want.

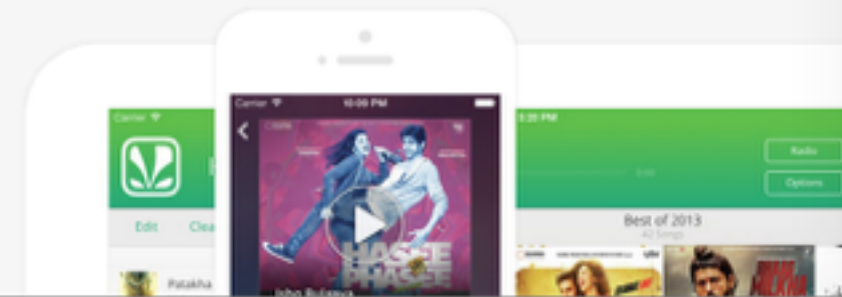
GET THE APP

WEB PLAYER

ABOUT MOBILE PRO PRESS JOBS ADVERTISE

## Music is who we are.

Saavn is a revolutionary streaming music service reinventing how people listen to and share music, in India and around the world. With a catalog in the millions (and growing by the day), our motto is simple — play what you want, when you want.



# CANTINE DI NEGRAR

AWWARDS SITE OF THE DAY FWA MOBILE OF THE DAY

### DIGITAL DREAMS BY AQUEST

It's not true that the best dreams happen when you are awake, they happen when you are online! Don't you believe? Check our works.

7MML

#storytelling #website



HOMES OUR PROCESS OUR VISION

VISIT US CONTACT US 866.887.7997

We make crafted, premium prefab homes that are designed to bring the outdoors in.

WATCH VIDEO

Leave a message



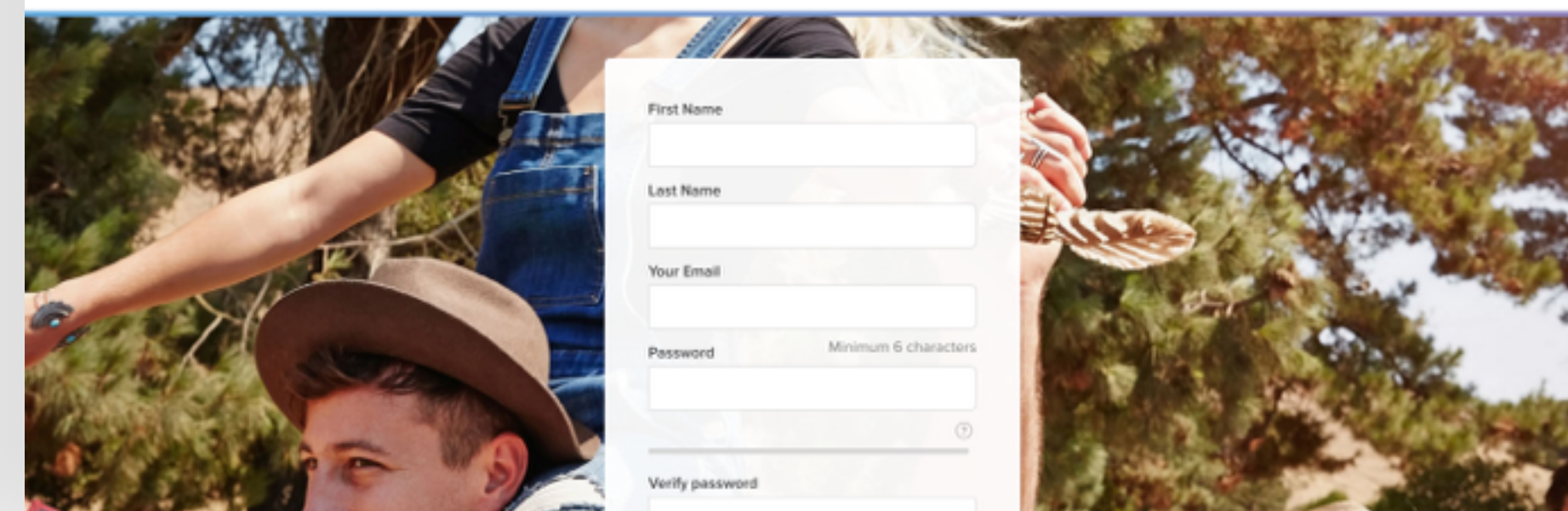
Sign Up

Sign In

En

# Hello, money.

We make using money instant, secure, and free. The way money should be.



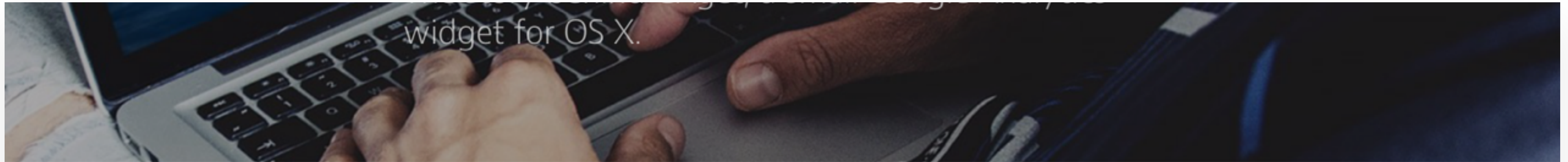
Do you have any questions? Please ask them in the course forum, I will be glad to help!

# BEAUTIFUL TYPOGRAPHY

“Typography is the art and technique of arranging type to make written language readable and beautiful.



# 1. USE A FONT-SIZE BETWEEN 15 AND 25 PIXELS



GOOD

Okay, I'll be honest with you right away. The title is a little misleading. I started learning Swift 4 months ago and I knew *some* coding before that. But I have never created a native app for any platform. Thinking about it now, I had no idea what I was up against...

For you to understand the *how* I did it, first I must tell you the *why*.

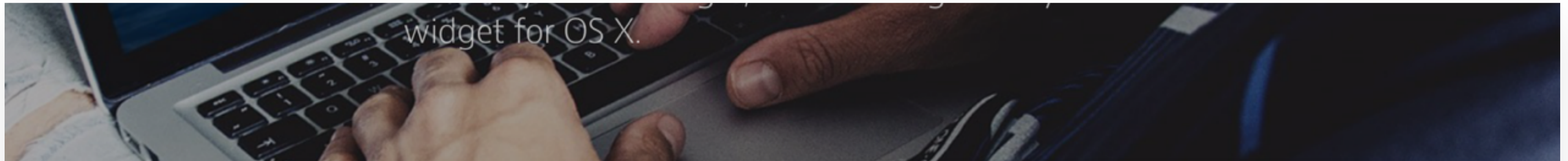
## Traveling back in time

I always loved computers. My father bought our first machine when I was around 8 years old, and I became hooked in a second. It had a blurry CRT screen and it was running DOS, but it did what *you* wanted it to do. That thing was pure magic for God's sake! Of course I mostly played games on it but I fell in love with the whole environment. I learned about how a PC worked, turned all the knobs and switches in the programs and became the guy others came to for tech-advice.

22px



# 1. USE A FONT-SIZE BETWEEN 15 AND 25 PIXELS



**BAD**

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14px

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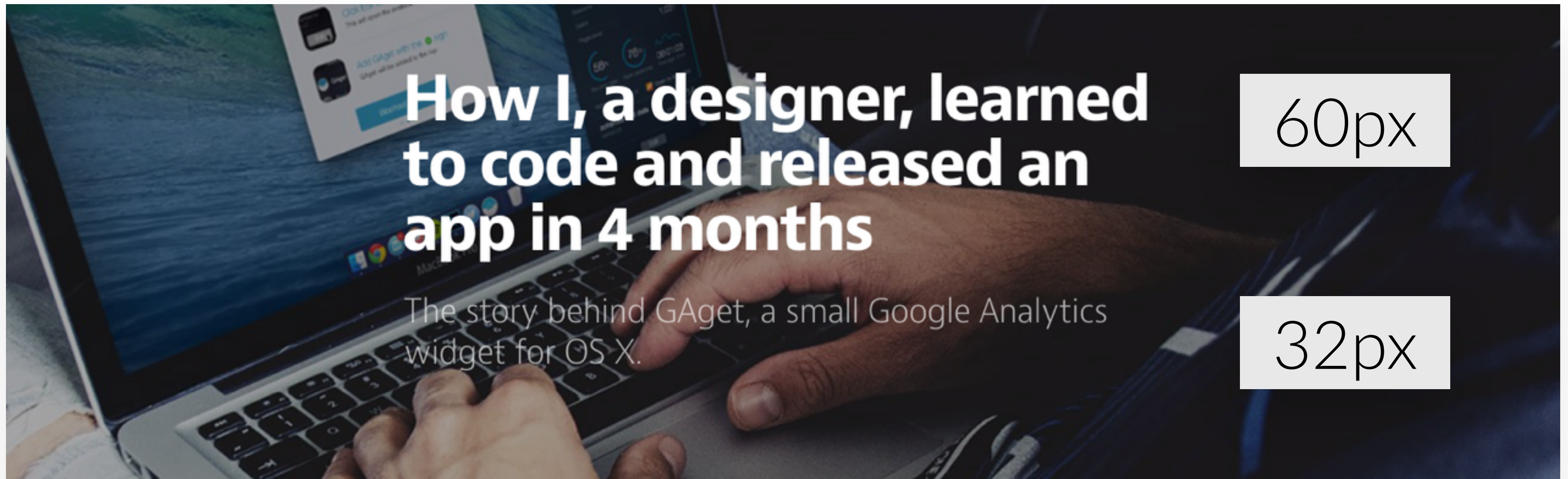
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30px

## 2. USE (REALLY) BIG FONT SIZES FOR HEADLINES



# How I, a designer, learned to code and released an app in 4 months

60px

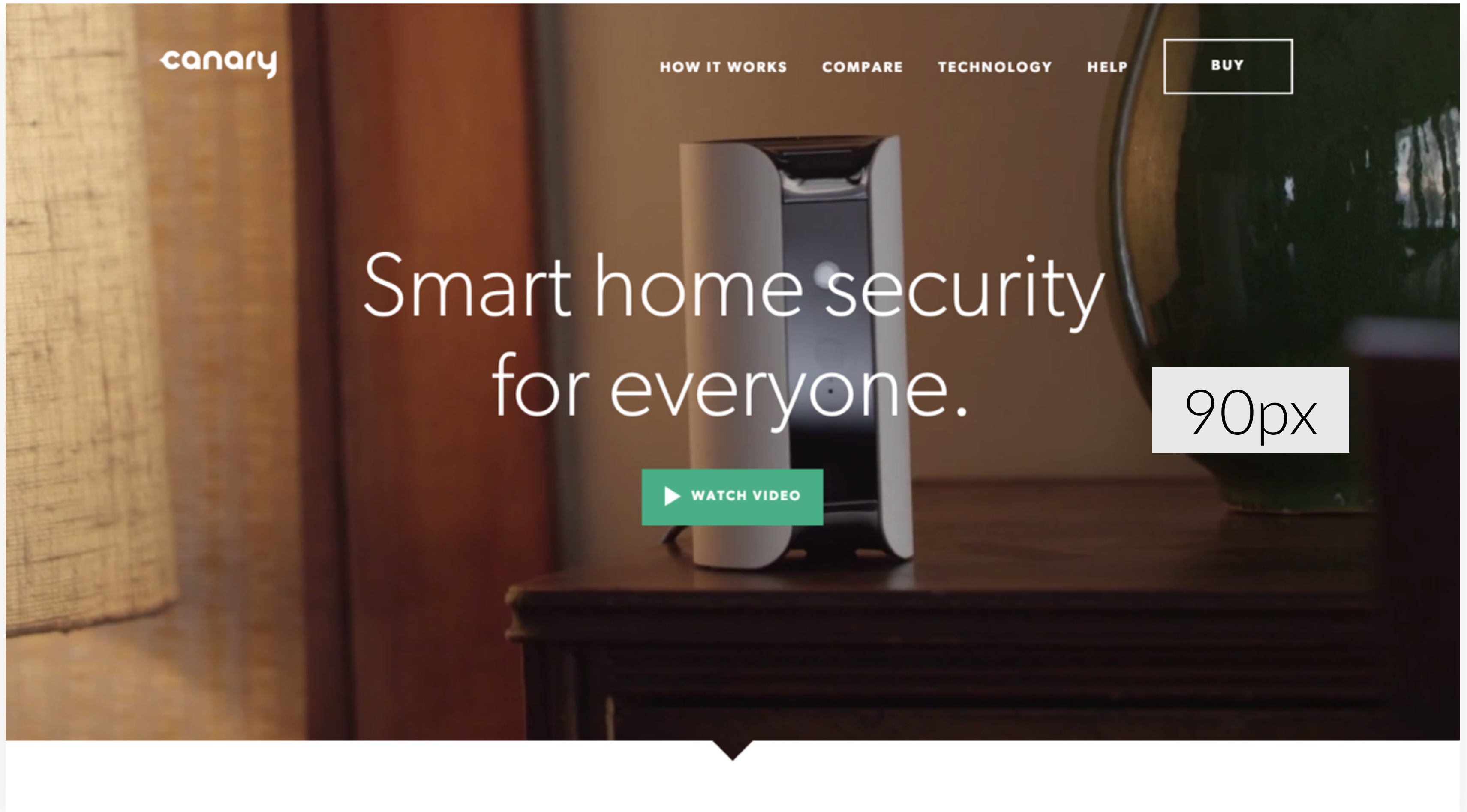
The story behind GAget, a small Google Analytics widget for OS X.

32px

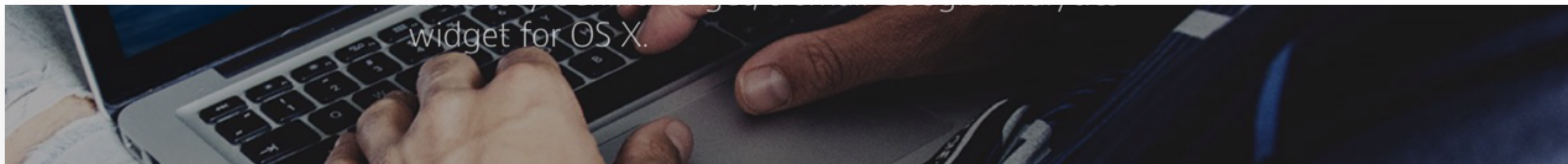
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## 2. USE (REALLY) BIG FONT SIZES FOR HEADLINES



# 3. USE LINE SPACING BETWEEN 120 AND 150%



GOOD

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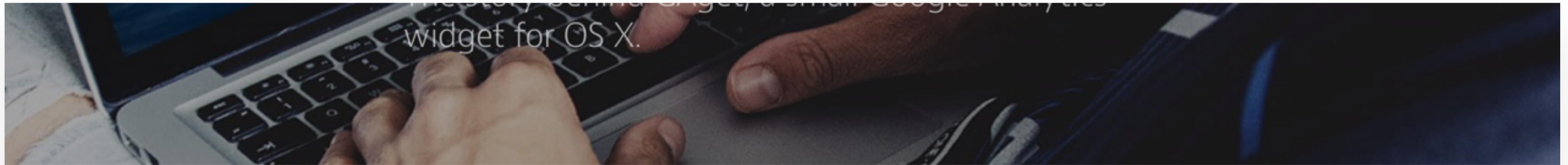
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150%

# 3. USE LINE SPACING BETWEEN 120 AND 150%



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100%

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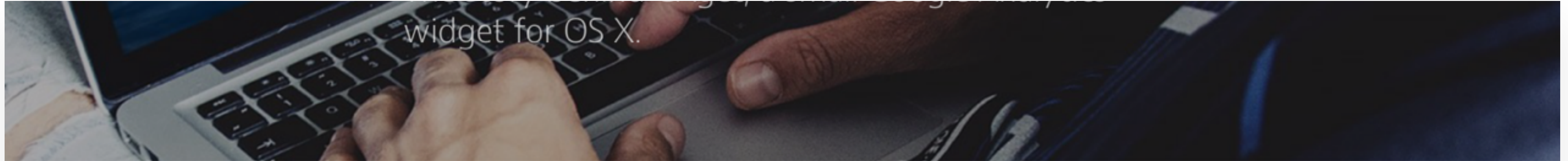
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200%

# 4. 45 TO 90 CHARACTERS PER LINE



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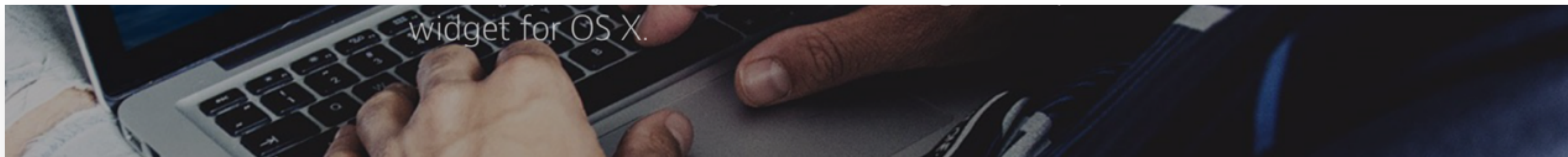
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78 chars

GOOD

# 4. 45 TO 90 CHARACTERS PER LINE



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36 chars

**BAD**

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141 chars

Fast forward to 2000. It was the time of 56k dial-up modems and ADSL lines. I was still into computers as the Internet started gaining

# 5. USE GOOD FONTS



Sans-serif

- More neutral
- Clean
- Simple
- Modern websites



Serif  
(red serifs)

- Traditional purposes
- Storytelling
- Long reading



# 5. USE GOOD FONTS

## How I came to write a book


About a year ago, I had to leave the US because of a lack of a degree. For 3 years, I interviewed 4 times and when I finally got in on a J1, a temporary 1 year visa, I applied for a more permanent visa. I had contacted all my previous employers to beg for letters. Despite all that effort, my H1-B got declined. I was left with no other choice but to leave the country.

My dream was crushed. I worked so hard to be where I felt I belonged, with other designers who were passionate about solving problems. It was already a scary thing to work somewhere foreign. So, with nothing to lose, I packed my things and went **traveling** around the world.



Singapore

"The greenest, fastest-



Jakarta

"The sense of community

# 5. USE GOOD FONTS

**F**  
Sans-serif

Google web fonts

Open Sans

Grumpy wizards make toxic brew for the evil Queen and Jack.

Lato

Grumpy wizards make toxic brew for the evil Queen and Jack.

Raleway

Grumpy wizards make toxic brew for the evil Queen and Jack.

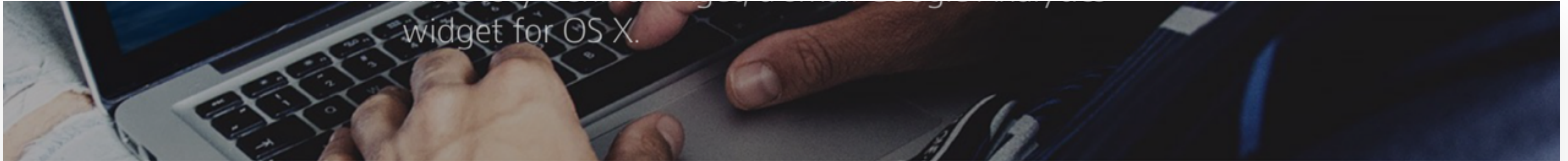
Monsterrat

**Grumpy wizards make toxic brew for the evil Queen and Jack.**

PT Sans

Grumpy wizards make toxic brew for the evil Queen and Jack.

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# 5. USE GOOD FONTS

**F**  
Serif  
(red serifs)

Google web fonts

Cardo

Grumpy wizards make toxic brew for the evil Queen and Jack.

Merriweather

Grumpy wizards make toxic brew for the evil Queen and Jack.

PT Serif

Grumpy wizards make toxic brew for the evil Queen and Jack.

## 5. USE GOOD FONTS

### HOW TO **CHOOSE** A FONT?

- 1.** Chose a font which reflects the look and feel you want for your website
- 2.** Decide: sans-serif or serif typeface?
- 3.** Use a good font
- 4.** Use only that one typeface

Do you have any questions? Please ask them in the course forum, I will be glad to help!

# USING COLORS LIKE A PRO



**CAR LEASING**  
 Want a cheap new lease car? Start HERE!




My cheapest leasing deals!

Click to chat is closed

**ABARTH CAR LEASING**  
 500  
 500 Convertible  
 595  
 595 Convertible

**ALFA ROMEO LEASE CARS**  
 Giulietta  
 Mito

**AUDI LEASING**

Note: I live inside this website Monday to Friday 9am-6pm, to give you the very best service and make your experience a happy one! - I am Ling, accept no substitutes

# LINGSCARS.COM

UK CONTRACT HIRE CARS FROM LING VALENTINE

Version 237.1. You can trust me! ... In 2014 I'll rent over £75 million of cars (at RRP!)

WIN! SPECIAL LING/VIZ T-SHIRT!

Play stupid game NEW

## CAR LEASING - CONTRACT HIRE - CHEAP LEASE CARS

Home Cars and Vans How It Works Price Lists About Ling Customers Fun Stuff Quote/Order

Business Customer Pricing Personal Customer Pricing The Best FAQs in the World!

NEW SEXY christine full rep here

FFAP FREE CARS

Search Cars Here Go

@LINGSCARS Follow Me LING'S LIVE TWITTER FEED

NewCarMark: RT @UsedCarRicky: Dear @LINGSCARS - Will you marry me? I'll make you laugh! http://t.co/GxQnYKBq1

UsedCarRicky: Dear @LINGSCARS - Will you marry me? I'll make you laugh! http://t.co/GxQnYKBq1

AndyDavies: @derSchepp Lings Cars is a very successful business but pretty it's not http://t.co/TIMAEqibVx @estellev

WEB CAM NEW

Intro Film News Blog Office TV Contact Moan Links Play Quiz Privacy Policy Google Visitors

"JUST CLICK!" THE BEST... FREQUENTLY ASKED QUESTIONS ...IN THE WORLD!

You can't find a car? Apply for a CAR QUOTE

AS SEEN ON TV DRAGONS DEN

Richard Farleigh - "I wanted to invest; I was amazed by Ling's complete lack of nerves, and also by her business acumen."

Duncan Bannatyne - "I wanted to invest... but ye turrr'ed me dooon!"

Deborah Meaden "Harrumph! I'm out!"

MEET MY STAFF

VIZ Ling is OFFICIAL VIZ ethnic business ambassador!

PLAY STUPID CRASH GAME!

CHEAP INSURANCE

Google Spider Food --->

View LIVE visitors: 32 online

Hi! I am Ling WAH! from Dragons' Den. I lease cheap new cars!

UPDATE... The latest car I've added is a Mercedes SLK Roadster 2.1 CDI BlueEFFICIENCY 16v (201bhp) 250 AMG Sport Convertible 2dr 2143cc Diesel at £327.55 inc VAT at 16:55 yesterday - Ling

Close (X) ASK

THE BEST FAQs IN THE WORLD!

Close (X) LIVE CHAT!

Close (X)

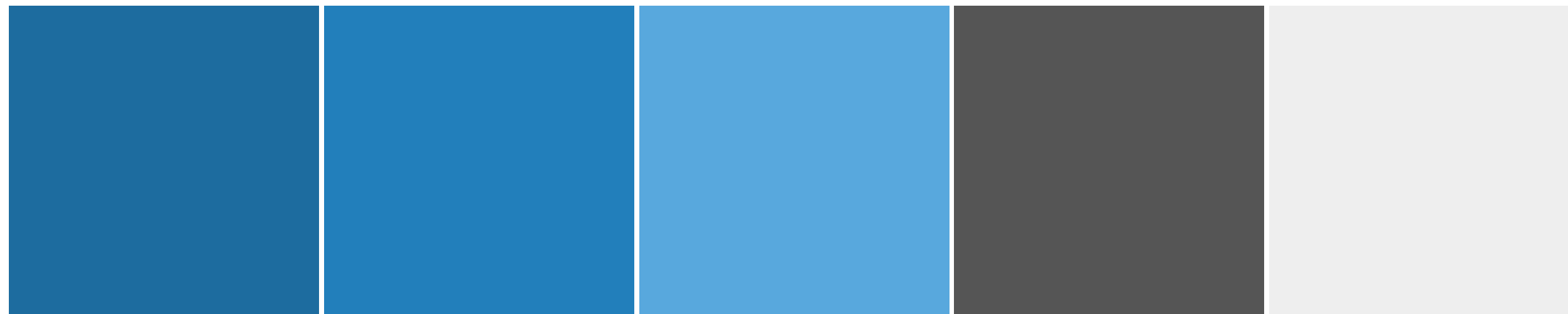


# 1. USE ONLY ONE BASE COLOR

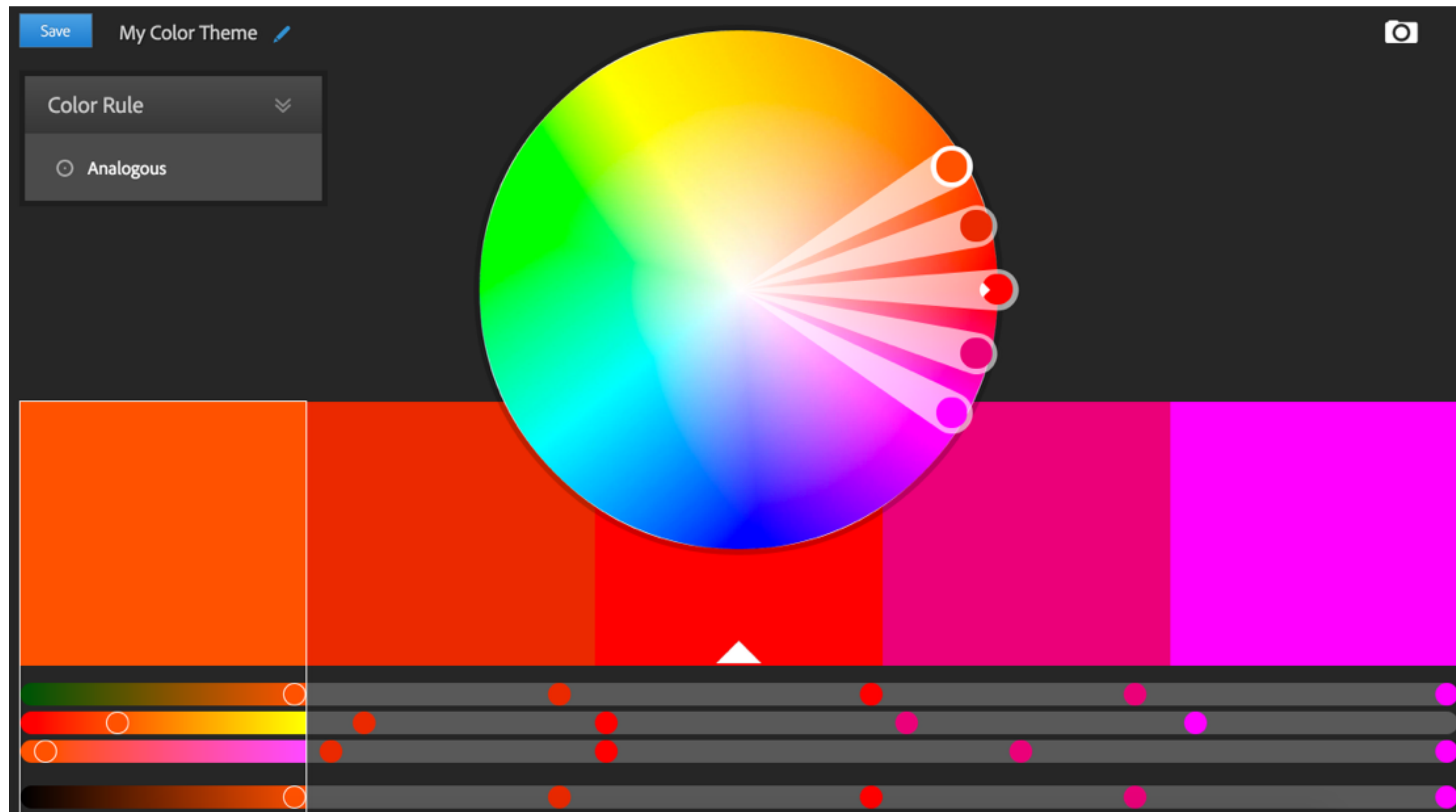
TURQUOISE	EMERALD	PETER RIVER	AMETHYST	WET ASPHALT
GREEN SEA	NEPHRITIS	BELIZE HOLE	WISTERIA	MIDNIGHT BLUE
SUN FLOWER	CARROT	ALIZARIN	CLOUDS	CONCRETE
ORANGE	PUMPKIN	POMEGRANATE	SILVER	ASBESTOS

# 1. USE ONLY ONE BASE COLOR

Base color



## 2. USE A TOOL IF YOU WANT TO USE MORE COLORS



## 2. USE A TOOL IF YOU WANT TO USE MORE COLORS



[Company](#) [Cookies Policy](#) [English](#) [1-888-670-4887](#)

[PRODUCTS](#) [PRICING](#) [CUSTOMERS](#) [SUPPORT](#)

# From now on, things will be better.

Zendesk is software for better customer service.  
Get started today with a 30 day risk-free trial.

[TRY IT FOR FREE](#)



# 3. USE COLOR TO DRAW ATTENTION

UBER

MENU

LOG IN

SIGN UP

## TREATING YOURSELF

STEP IT UP WHEN YOU STEP OUT FOR A BIG NIGHT

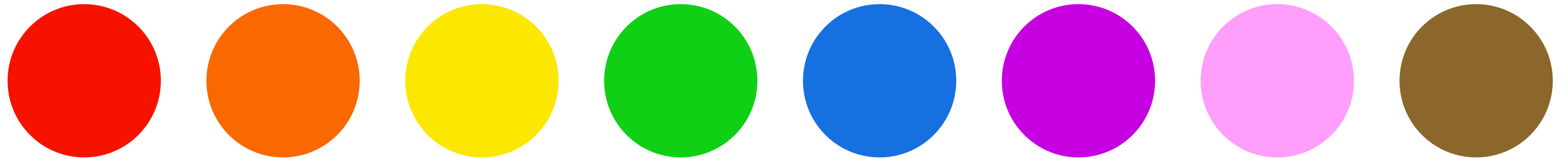
SIGN UP FOR UBER

• • • • •

The image shows a black and white photograph of a man and a woman in formal attire walking on a city street at night. The man is wearing a dark suit and a scarf, and the woman is wearing a black dress. They are walking towards the camera. In the background, there is a brick building and a car. The overall mood is sophisticated and elegant.

4. NEVER USE BLACK IN YOUR DESIGN

# 5. CHOOSE COLORS WISELY

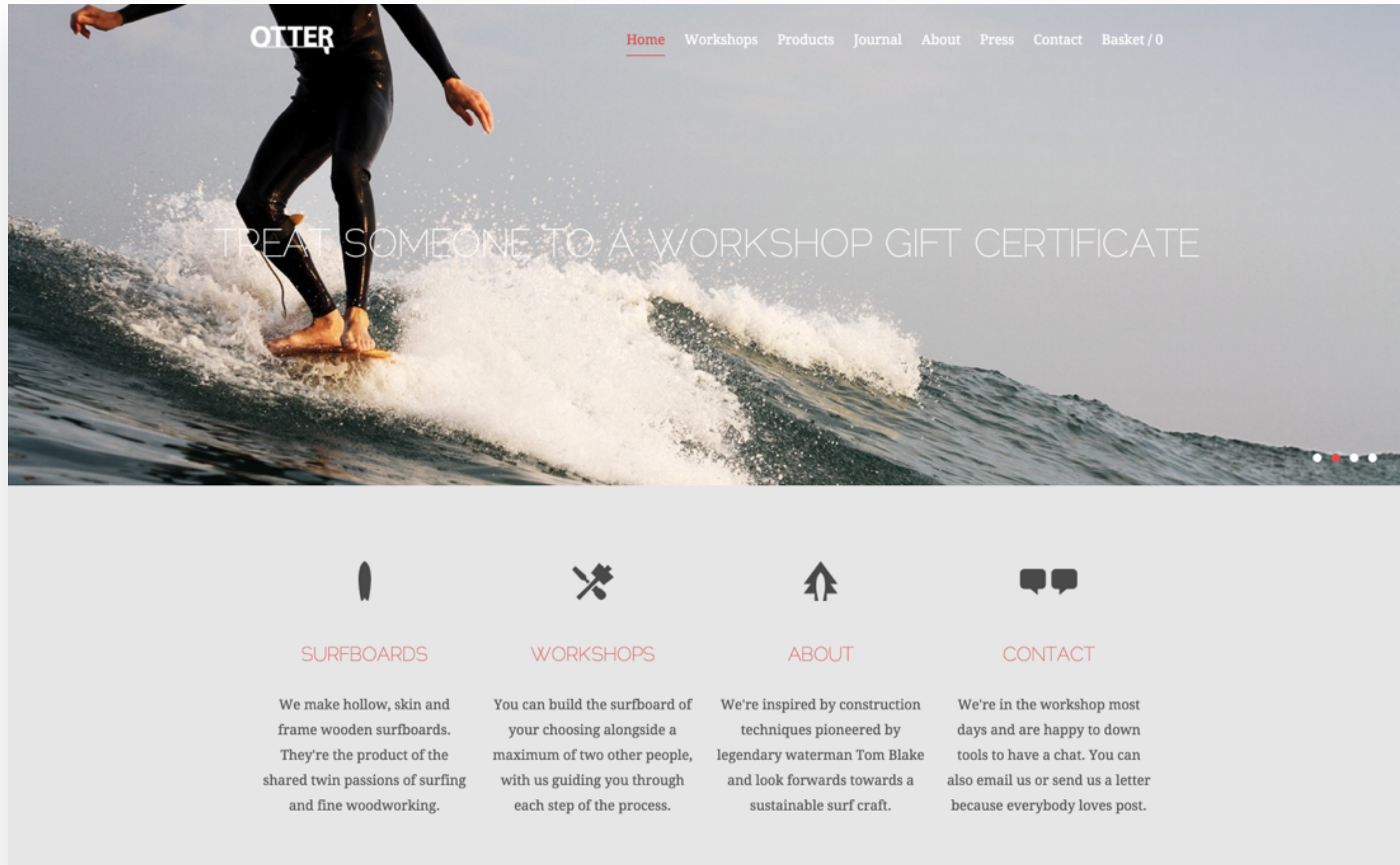


Do you have any questions? Please ask them in the course forum, I will be glad to help!

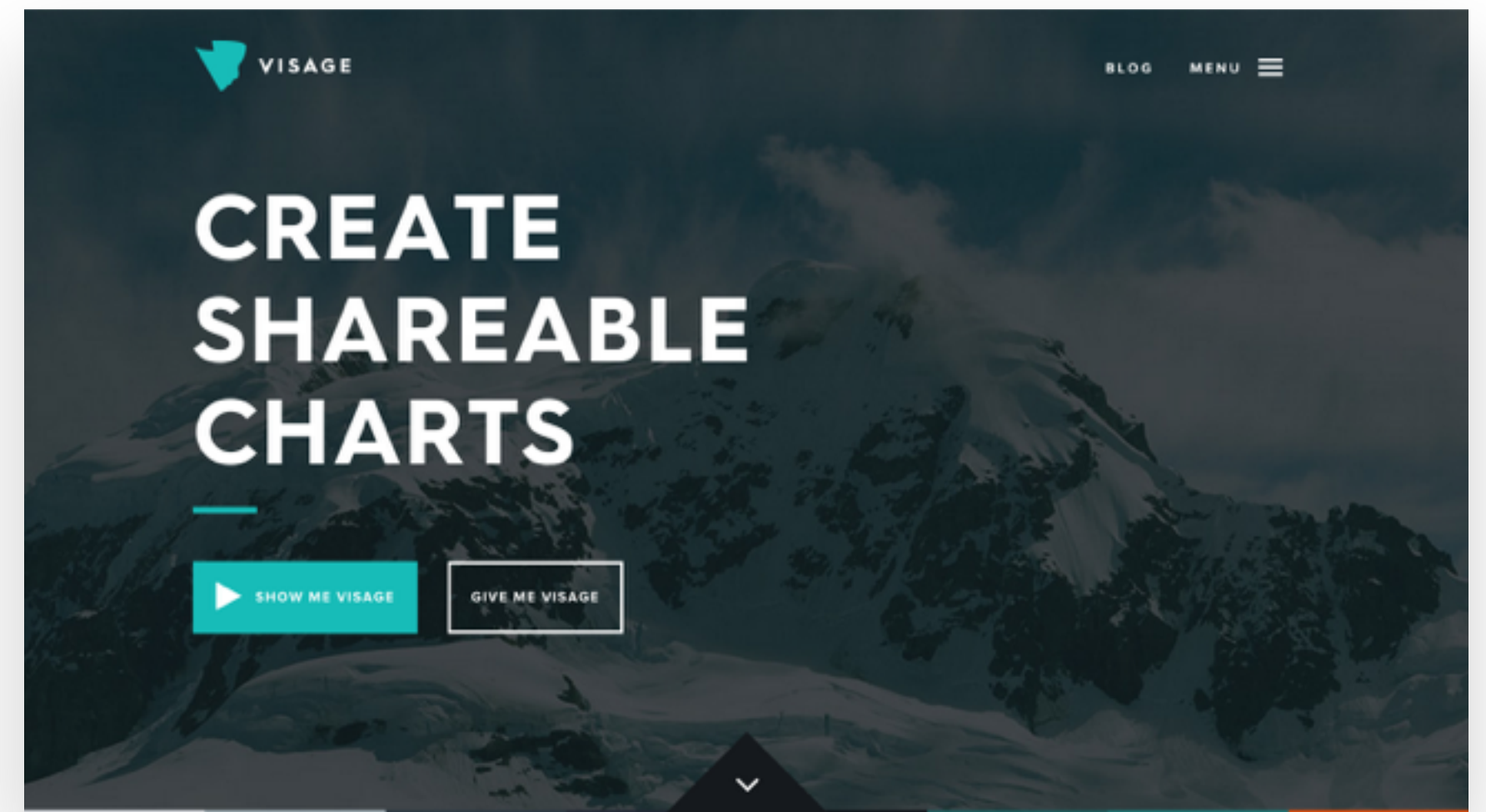
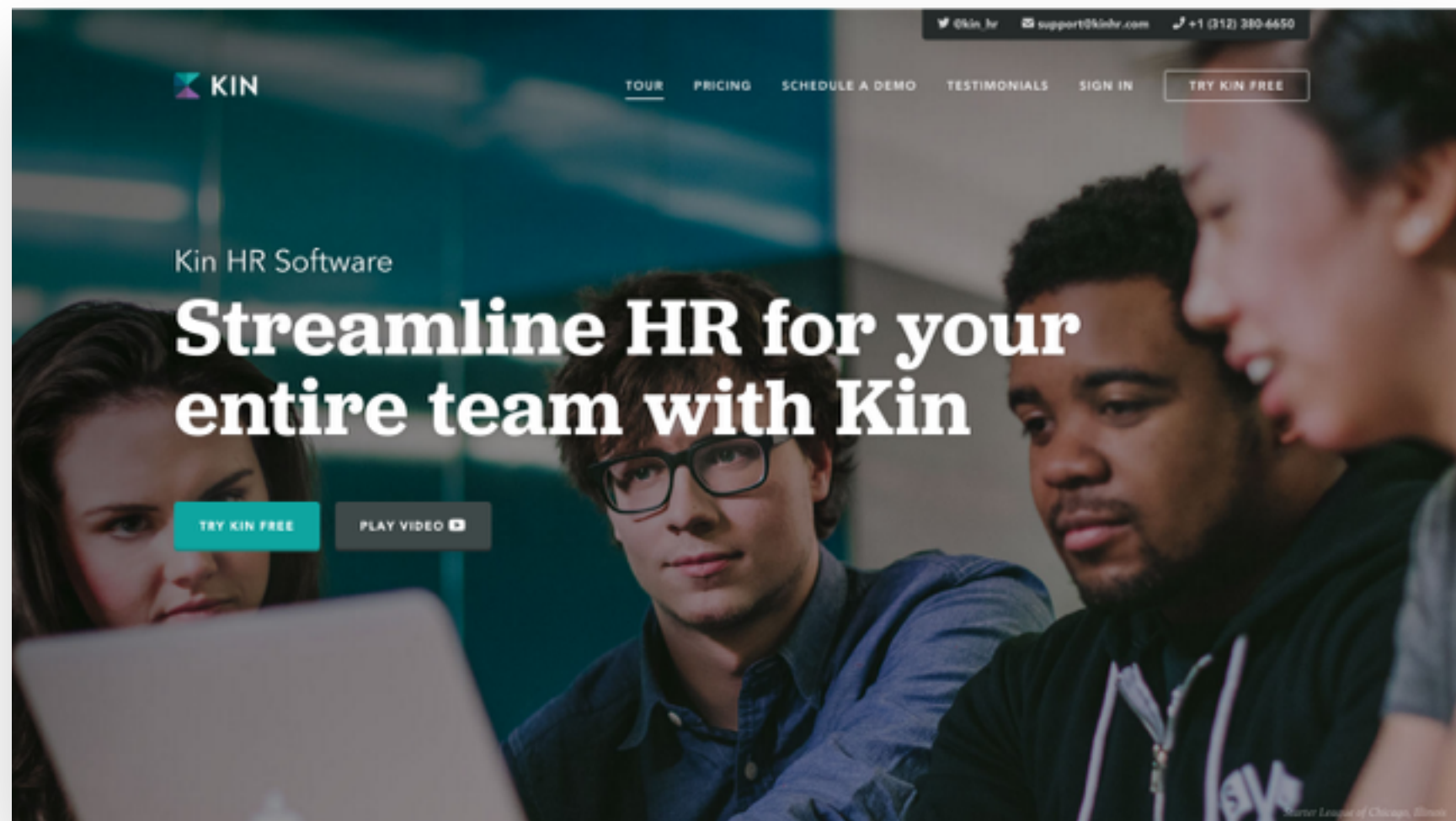


# WORKING WITH IMAGES

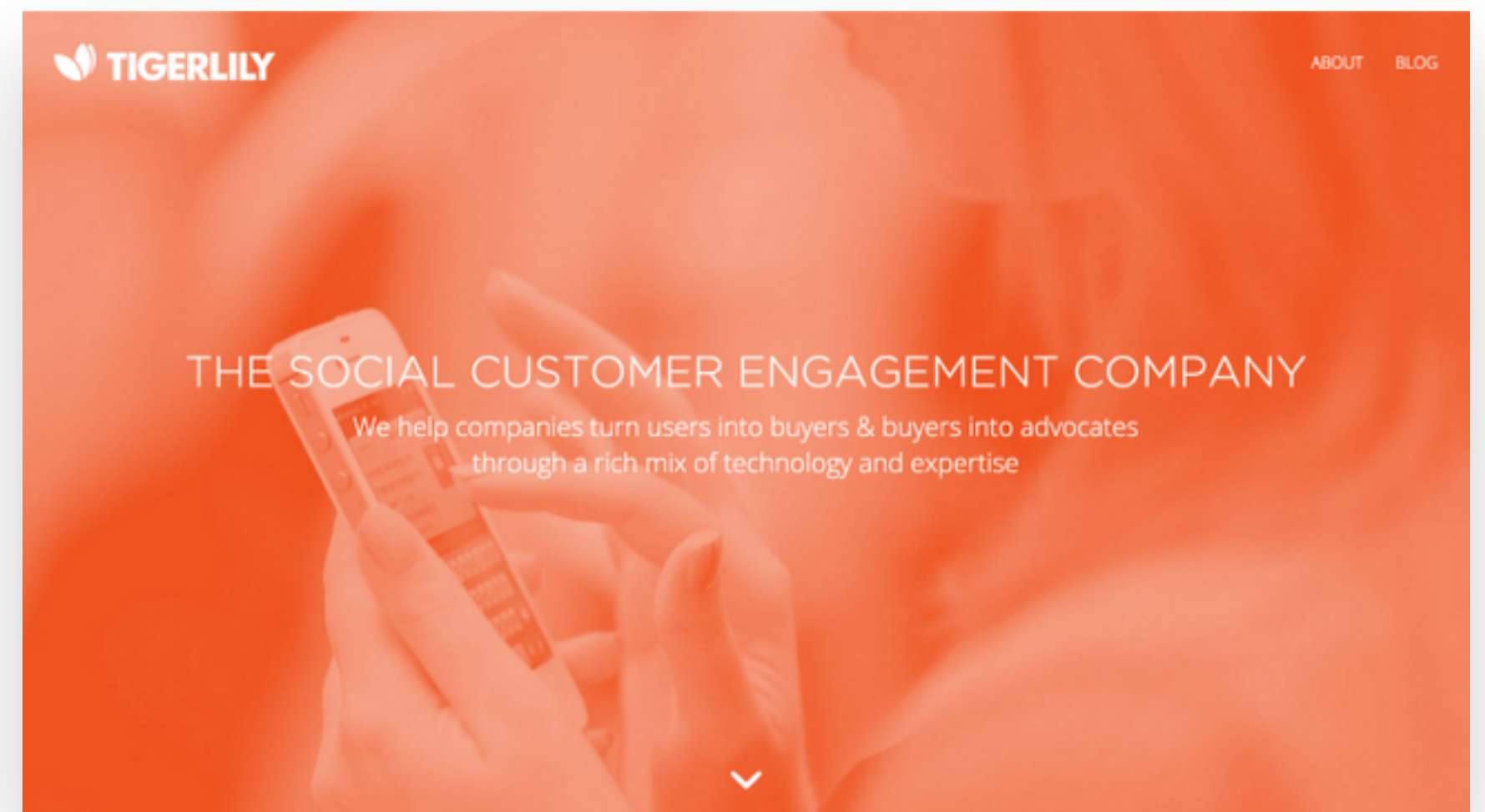
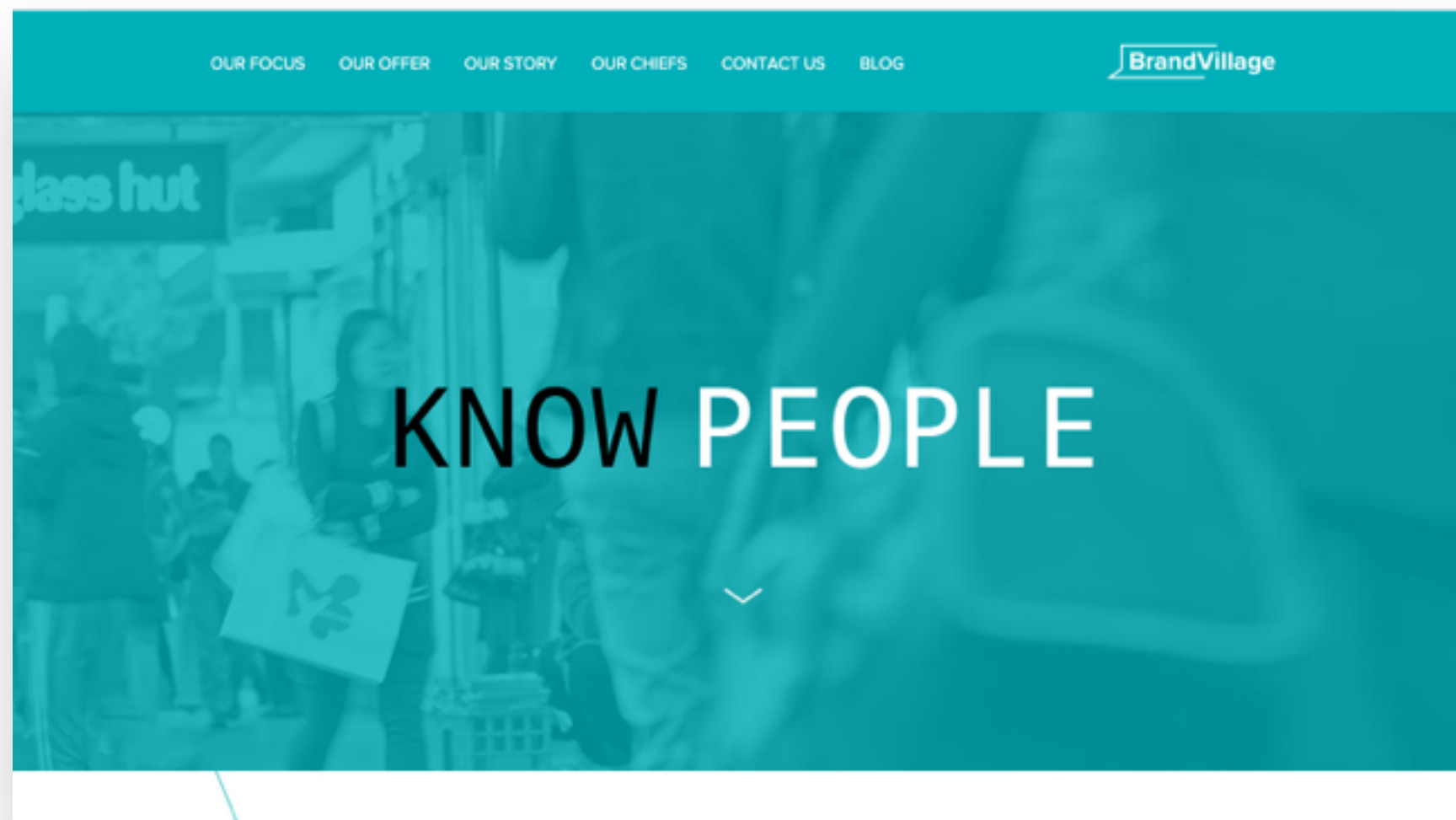
# 1. PUT TEXT DIRECTLY ON THE IMAGE



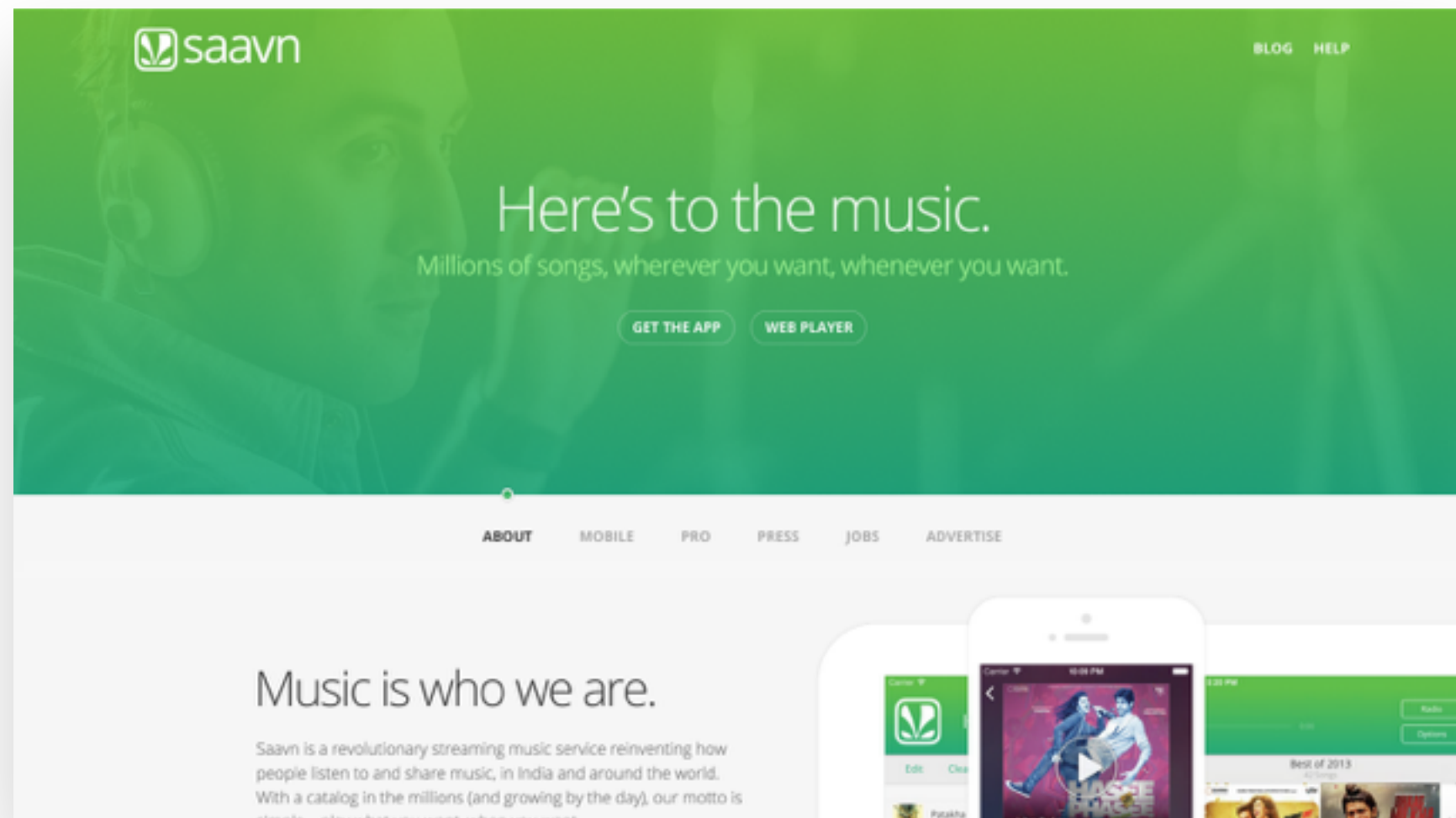
## 2. OVERLAY THE IMAGE



## 2. OVERLAY THE IMAGE



## 2. OVERLAY THE IMAGE



The Saavn website homepage features a green gradient background with a faint image of a person's face. The Saavn logo is in the top left, and navigation links for 'BLOG' and 'HELP' are in the top right. The main headline reads 'Here's to the music.' followed by the subtext 'Millions of songs, wherever you want, whenever you want.' Below this are two buttons: 'GET THE APP' and 'WEB PLAYER'. A secondary navigation bar includes 'ABOUT', 'MOBILE', 'PRO', 'PRESS', 'JOBS', and 'ADVERTISE'. The lower section is titled 'Music is who we are.' and contains a paragraph about the service, with a small image of a smartphone displaying the Saavn app interface.

saavn

BLOG HELP

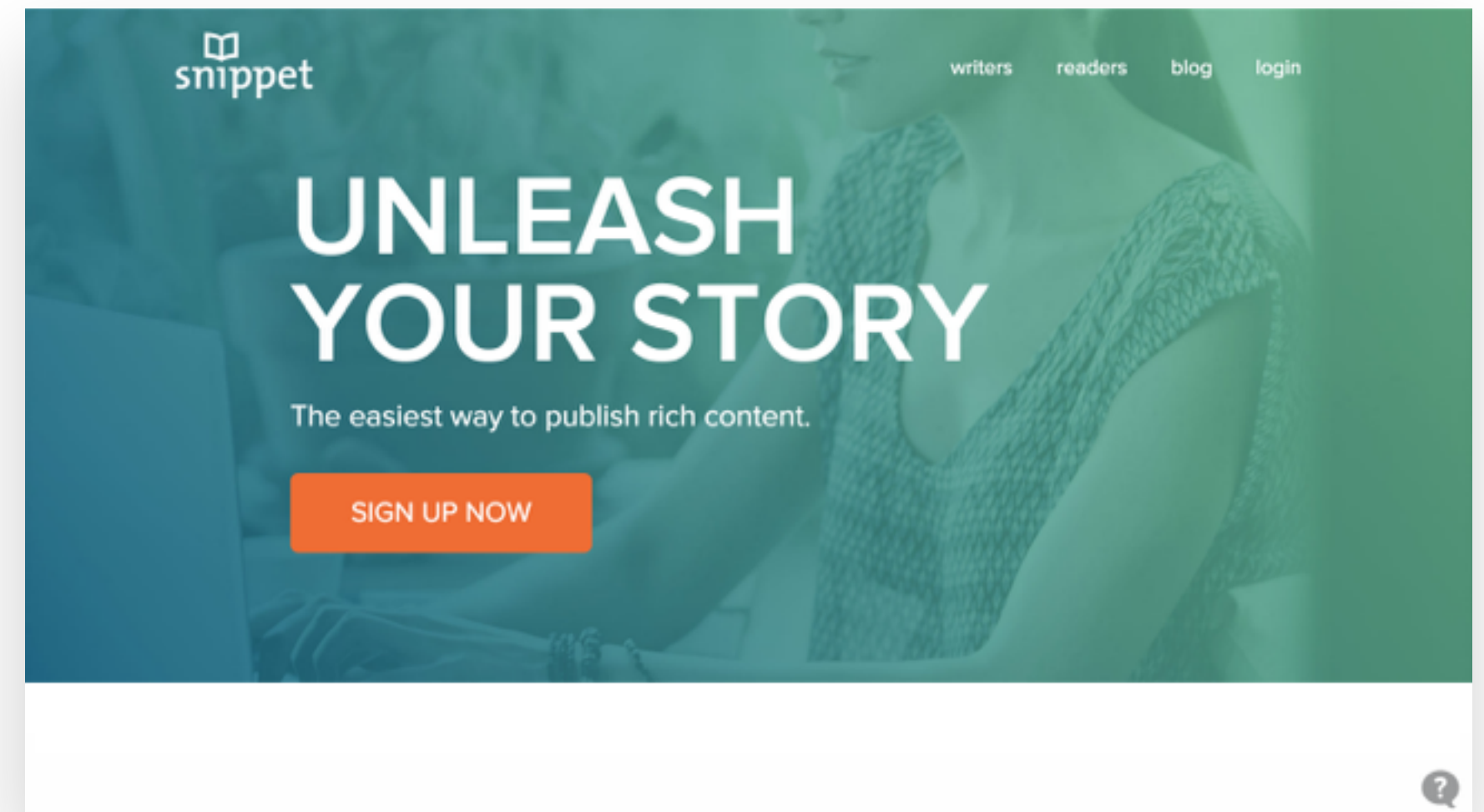
Here's to the music.  
Millions of songs, wherever you want, whenever you want.

GET THE APP WEB PLAYER

ABOUT MOBILE PRO PRESS JOBS ADVERTISE

Music is who we are.

Saavn is a revolutionary streaming music service reinventing how people listen to and share music, in India and around the world. With a catalog in the millions (and growing by the day), our motto is simple... play what you want, when you want.



The Snippet website homepage has a teal background with a faint image of a woman. The Snippet logo is in the top left, and navigation links for 'writers', 'readers', 'blog', and 'login' are in the top right. The main headline is 'UNLEASH YOUR STORY' in large white letters, with the subtext 'The easiest way to publish rich content.' Below this is an orange 'SIGN UP NOW' button. A small question mark icon is in the bottom right corner.

snippet

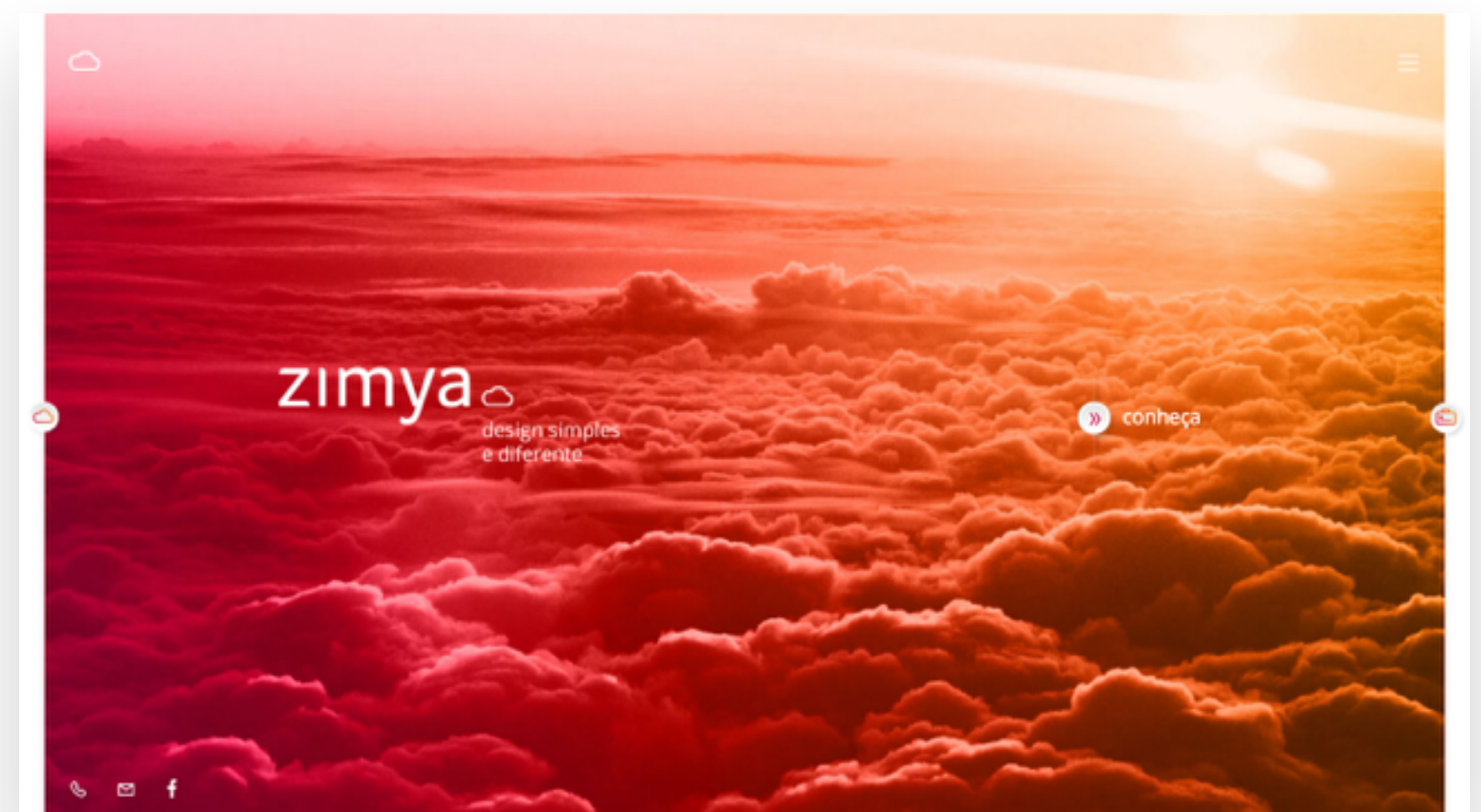
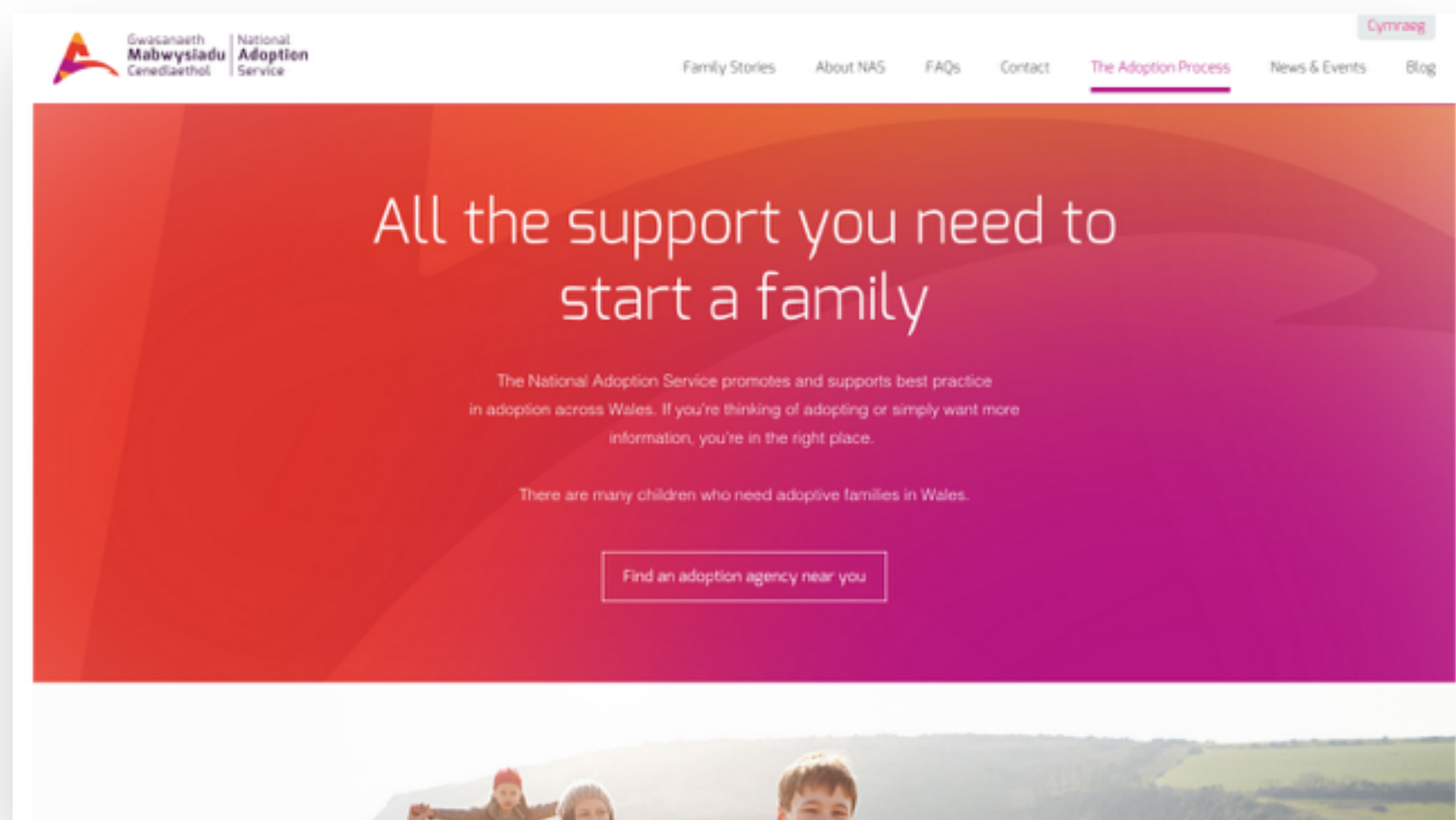
writers readers blog login

UNLEASH  
YOUR STORY

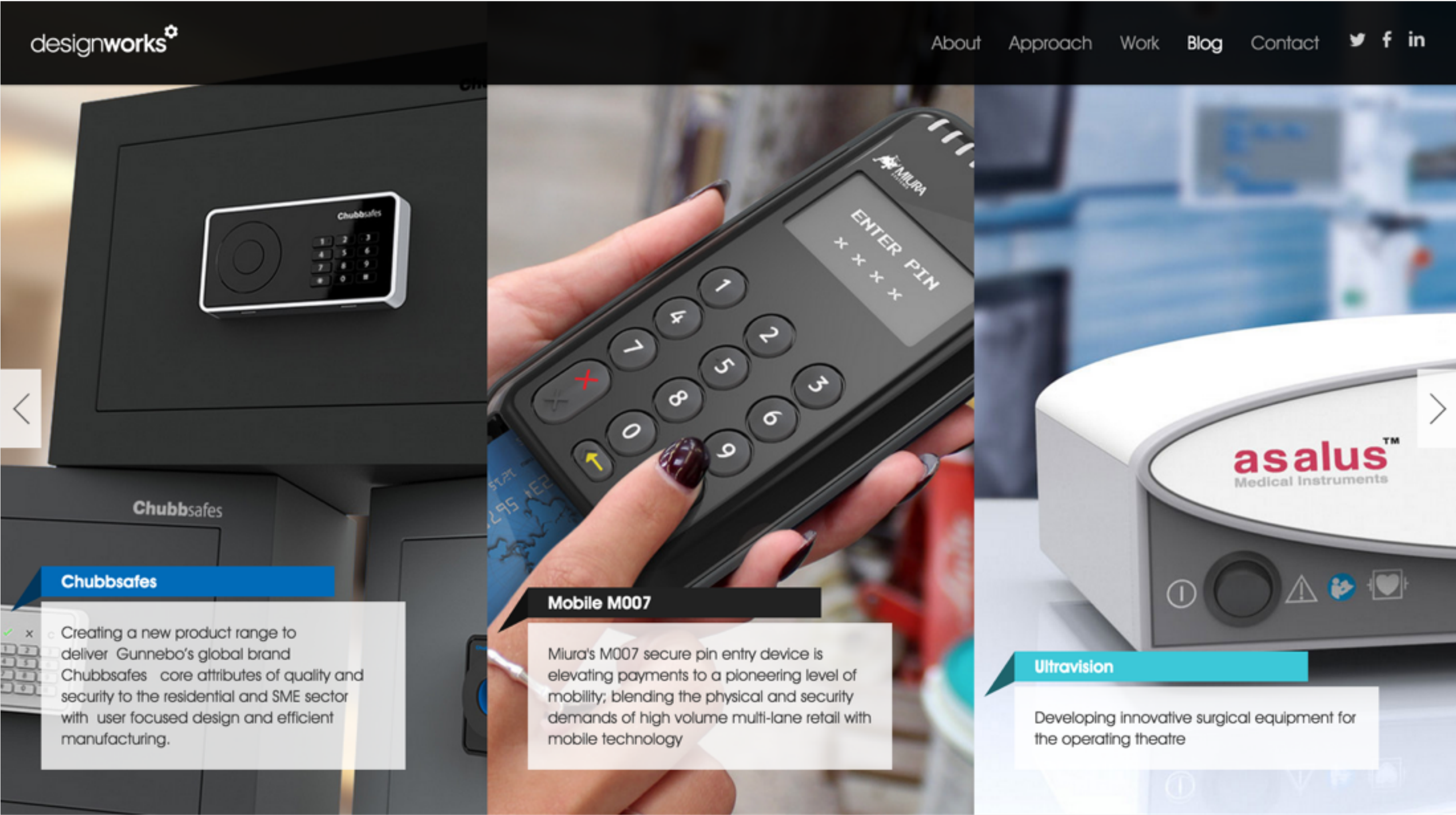
The easiest way to publish rich content.

SIGN UP NOW

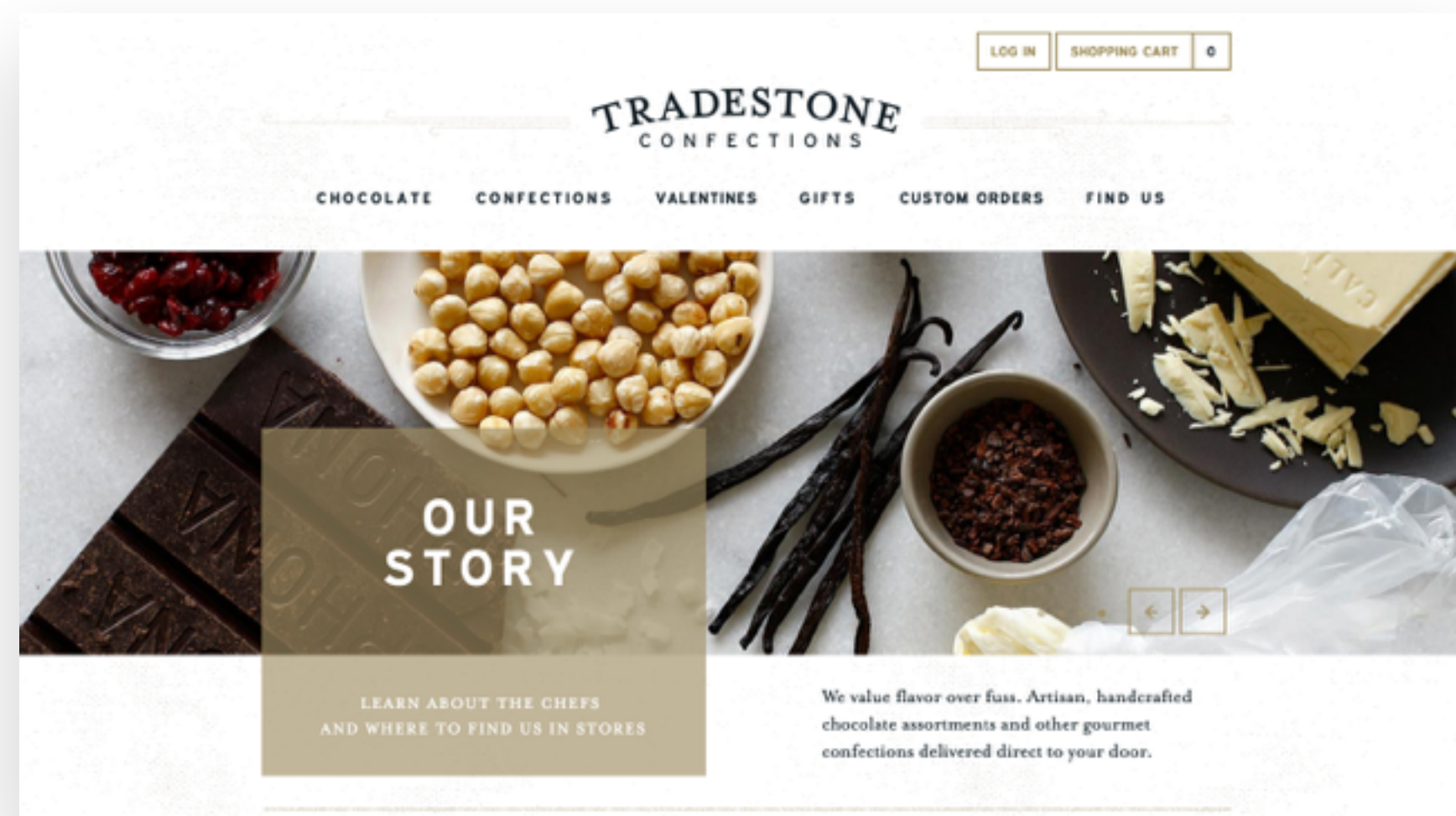
## 2. OVERLAY THE IMAGE



# 3. PUT YOUR TEXT IN A BOX

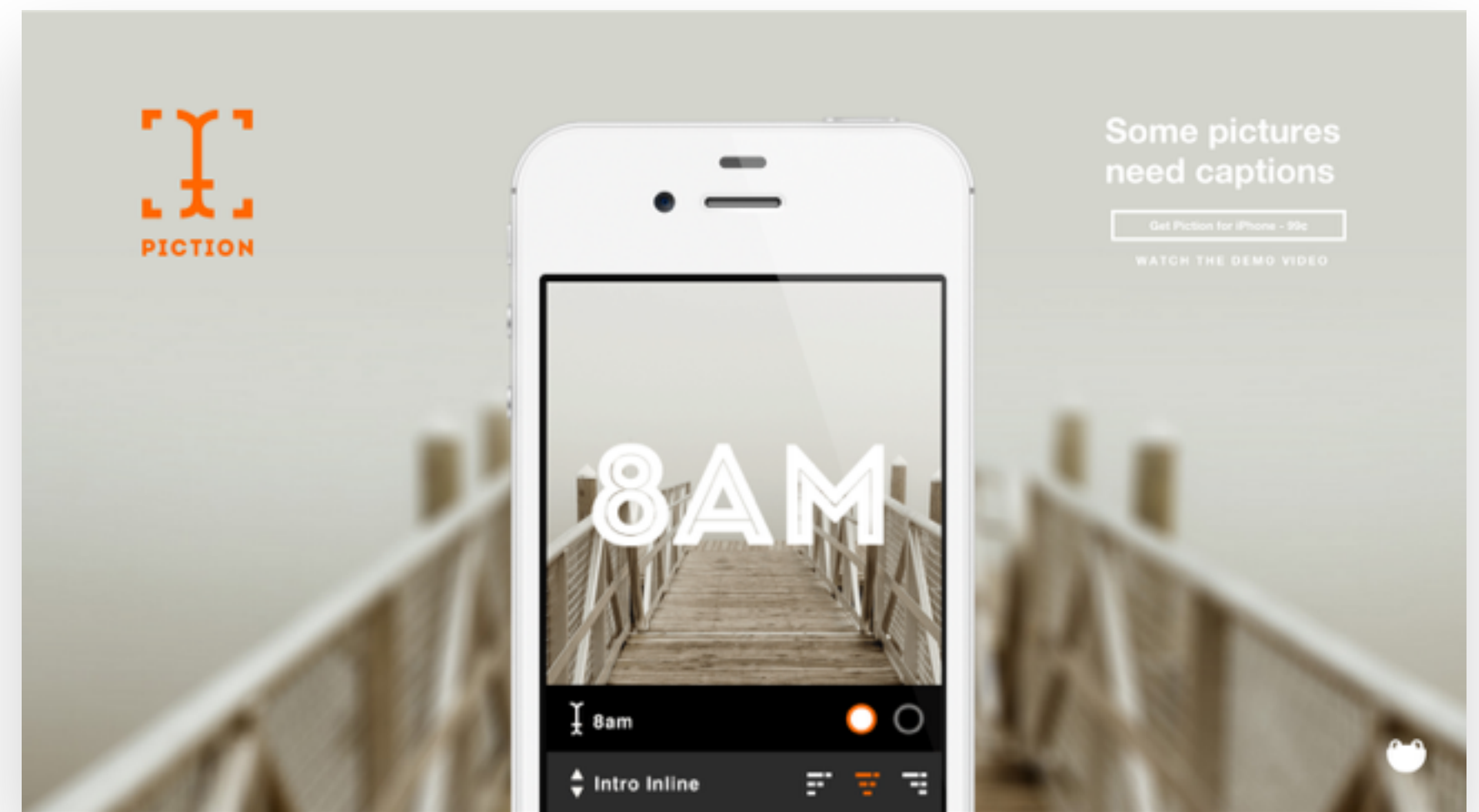


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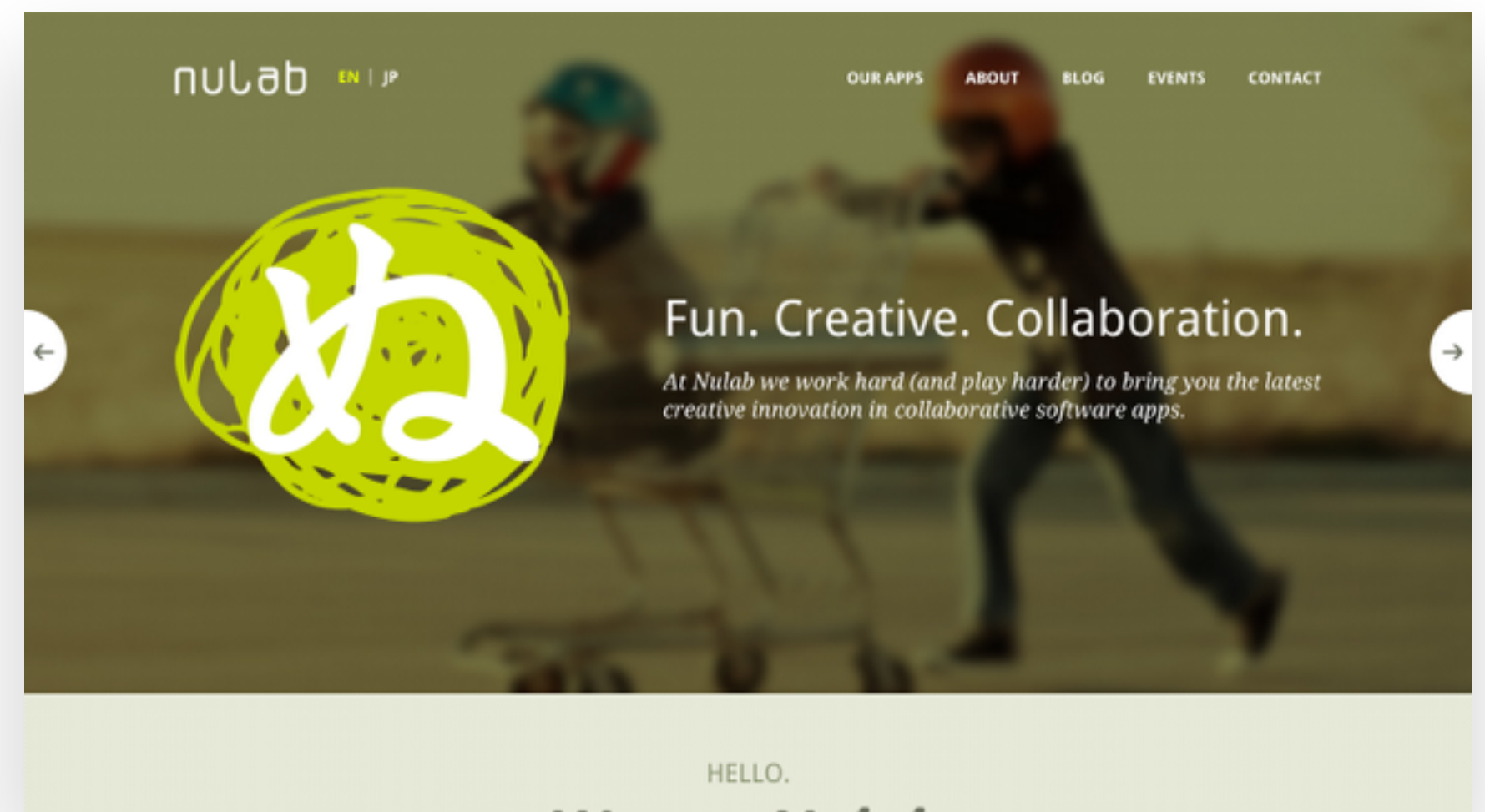
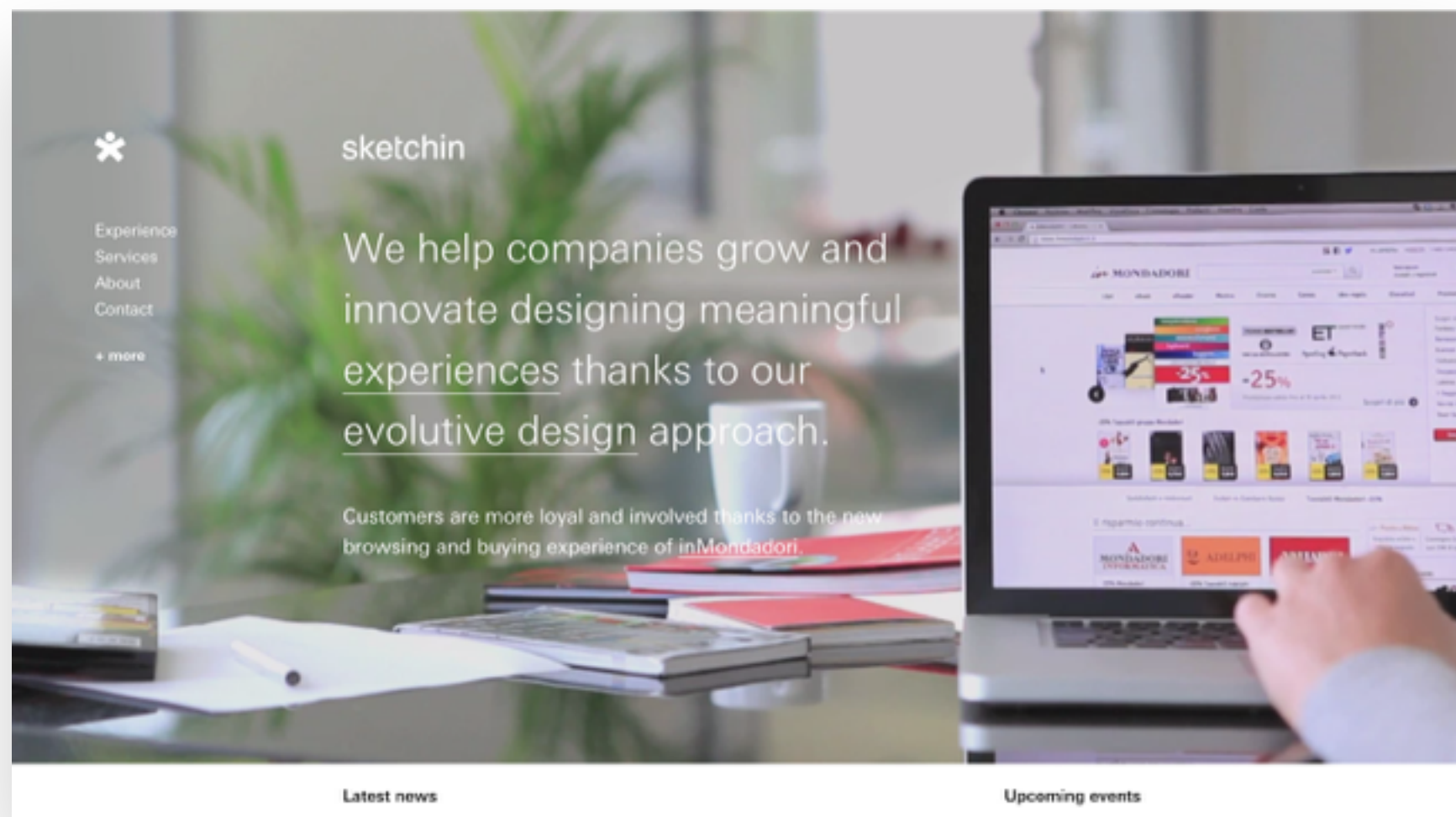




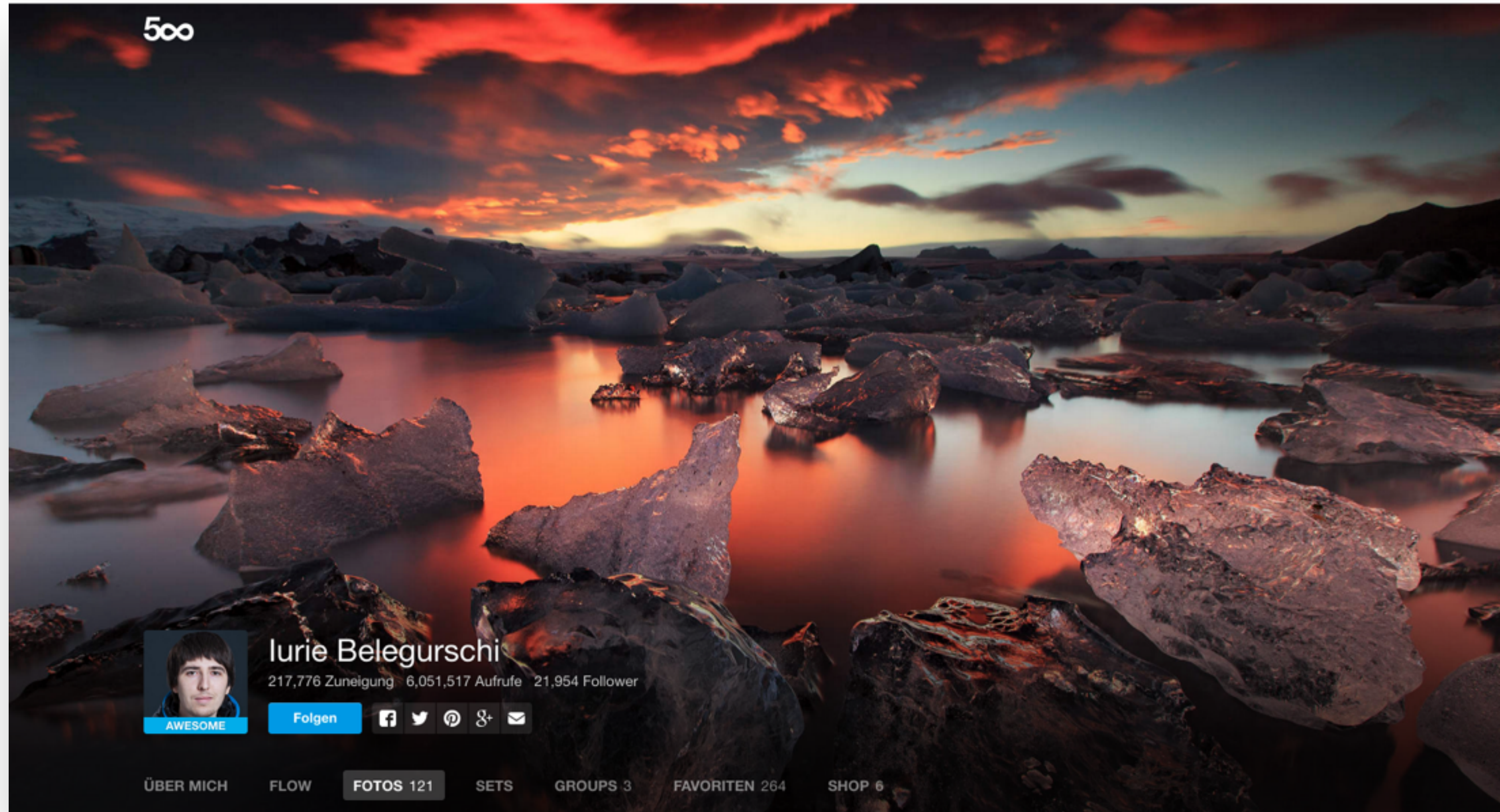
# 4. BLUR THE IMAGE



# 4. BLUR THE IMAGE

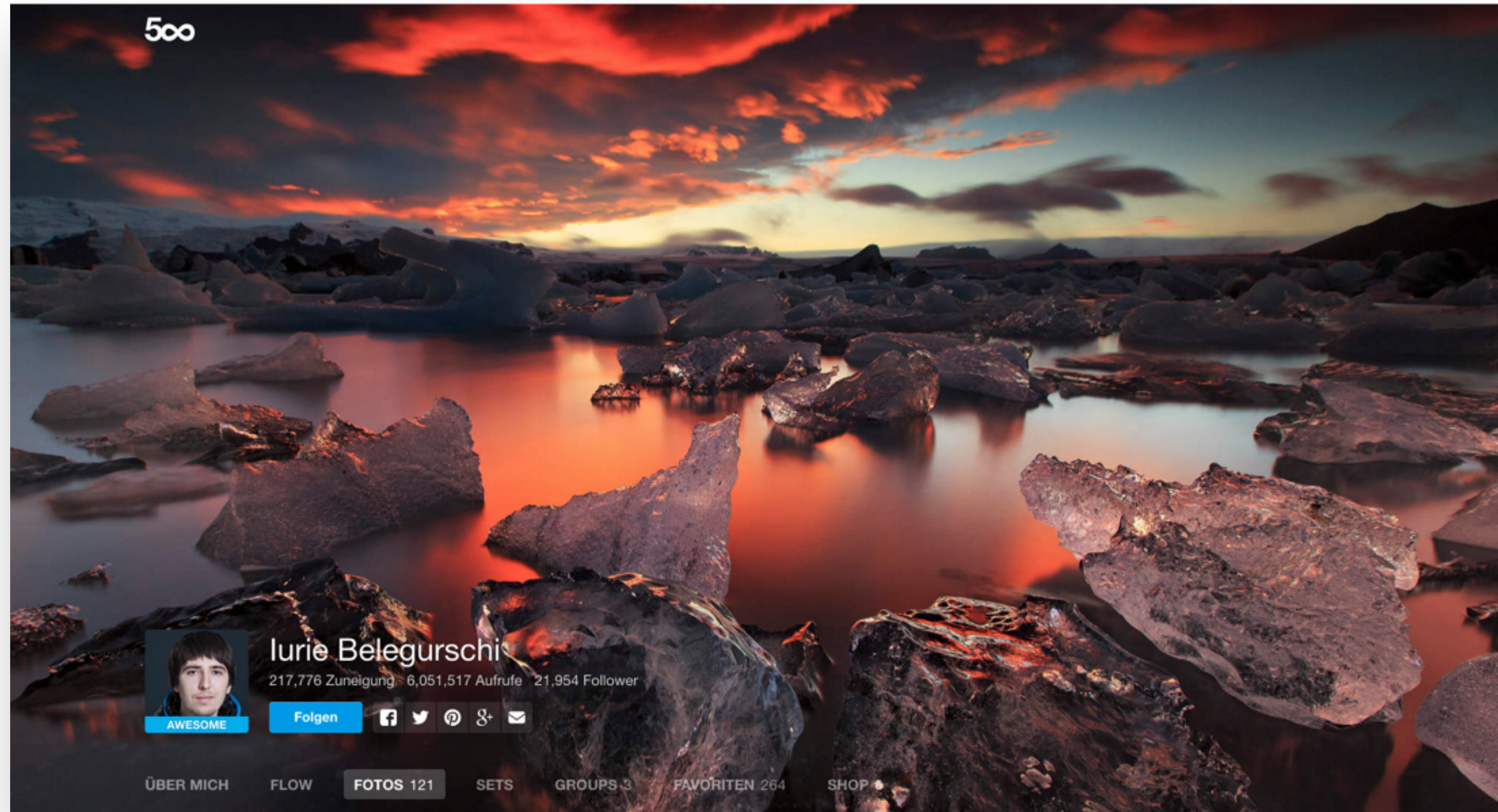


# 5. THE FLOOR FADE



WITH FLOOR FADE

# 5. THE FLOOR FADE



**WITHOUT FLOOR FADE**

BEST RESOURCES FOR WEB  
**DESIGN** AND **DEVELOPMENT**  
WITH HTML5 & CSS3

The free e-book for the Udemy course  
Second Edition, April 2015

**JS**  
Jonas Schmedtmann

GET YOUR  
**IMAGES** HERE

Do you have any questions? Please ask them in the course forum, I will be glad to help!

# WORKING WITH ICONS



#### Download free

Square Register is the perfect point-of-sale system, available in the App Store and Google Play. It's designed to run on a smartphone or tablet, on your counter or on the go.



#### Grow your business

Square Register is the point of sale that takes care of digital receipts, inventory, and sales reports and provides valuable analytics and feedback—so you can focus on your customers.



#### Powerful enough for anyone

Square Register serves businesses big and small, from corner bakeries to retailers around the world. It works with hardware and software accessories that make it easier to run your business.



#### Upgrades automatically

We're constantly improving with free updates that equip you with great new features to help you run your business more efficiently and effectively.



7458

CODE LINES



3680

CUSTOMIZATIONS ADDED



16380

THEME LOVERS



583

COFFEE CUPS





# 1. USE ICONS TO LIST FEATURES/STEPS



## Portable WiFi

Connect all of your devices, and never hunt for reliable WiFi again. [Learn more >](#)



## No-nonsense Pricing

Ditch subscriptions and contracts. Pay only for what you use. [Learn more >](#)



## Nationwide coverage

Everywhere you go, the WiFi goes with you. Never miss a beat. [Learn more >](#)



### Step 1

Enjoy your new Mod notebook. Fill it in 2 days or 2 years. We'll digitize it when you're ready.



### Step 2

Once you've filled your notebook, mail it back to us using the pre-paid shipping envelope hidden in the back cover (shipping included).



### Step 3










We scan and digitize it for free within 5 days. Have the notebook recycled or returned to you. It's your choice.












### Step 4

Enjoy your notes from anywhere in our beautiful Mod app. Start your next notebook, and let the love continue.

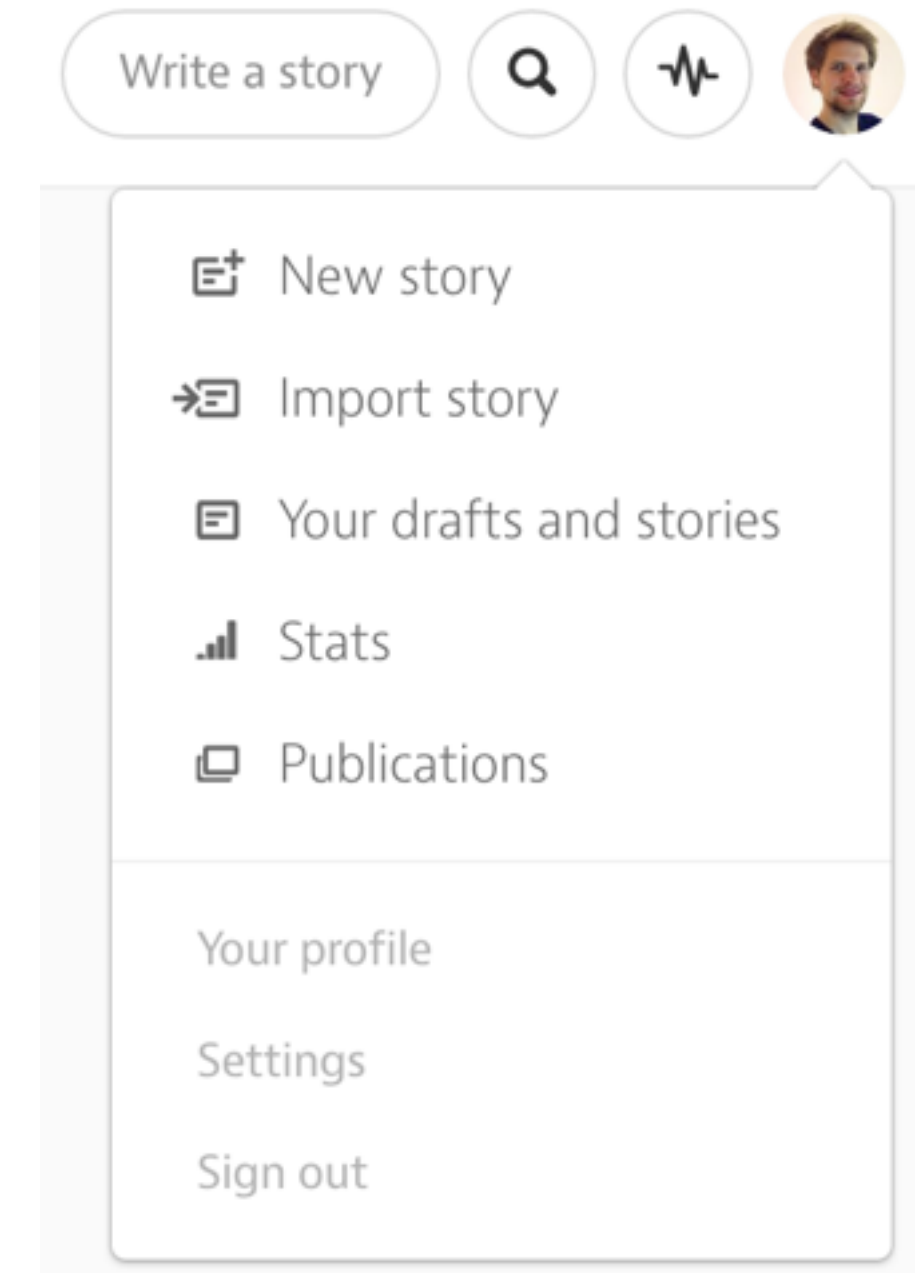
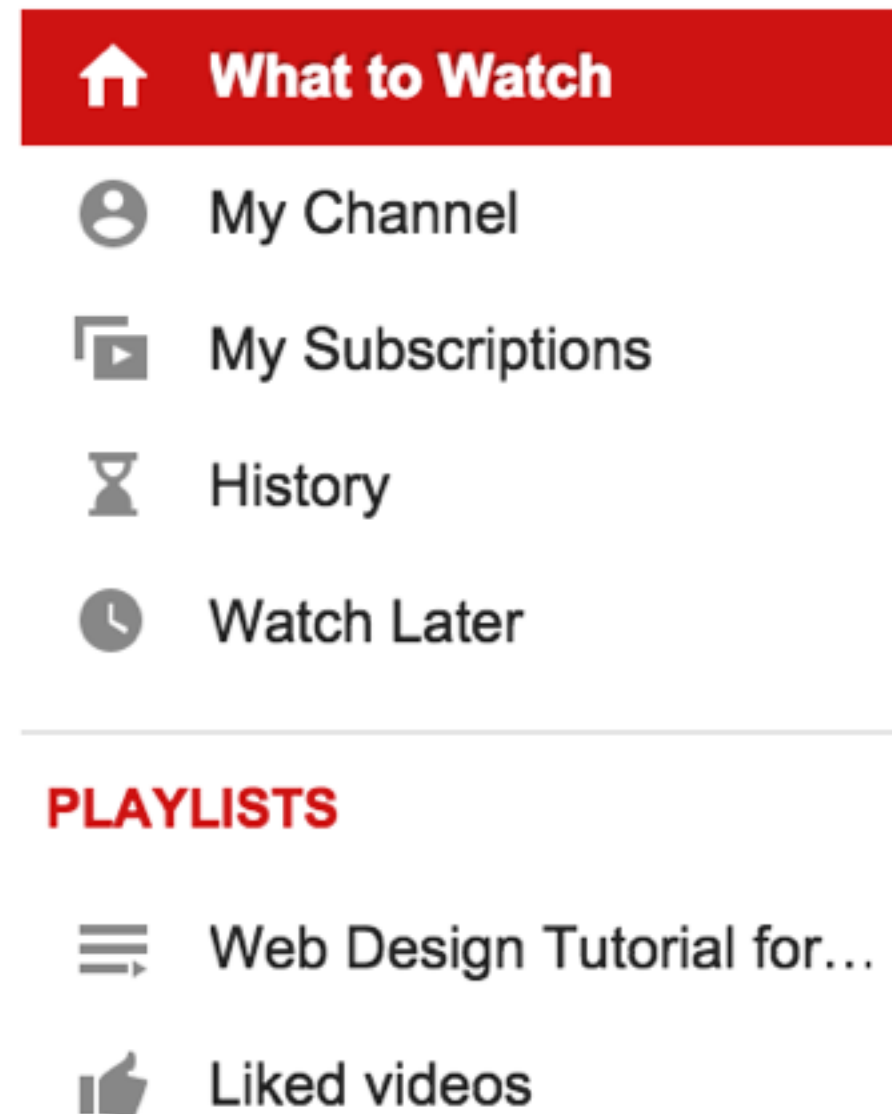
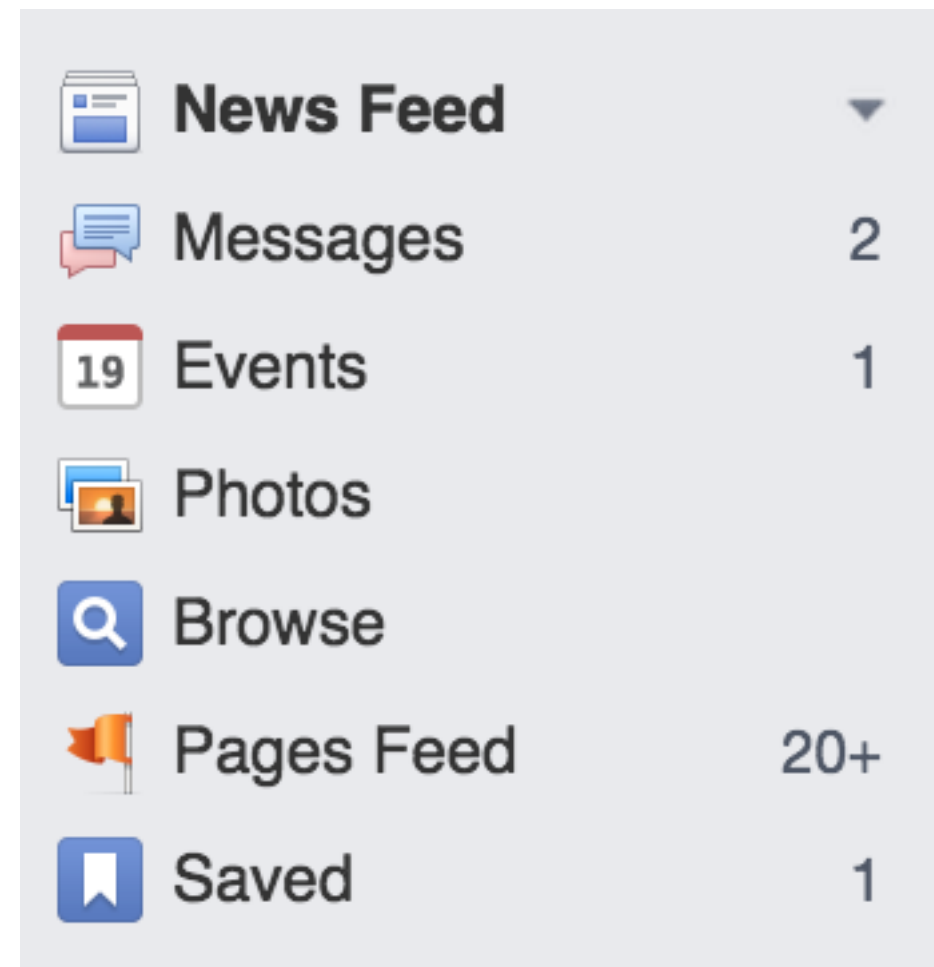
# 1. USE ICONS TO LIST FEATURES/STEPS

 <h3>Flexible Taxonomies</h3> <p>Make no mistake. Statamic is anything but static. Relate your content with practically anything.</p>	 <h3>Full Version Control</h3> <p>Everything, from content to config, can be version controlled. Hello there, peace of mind. How've you been?</p>	 <h3>Easily Themable</h3> <p>Creating a theme is as easy as zipping up your assets. Design and build it your way, every time.</p>
 <h3>Powerful Search</h3> <p>Powerful and highly customizable search is made available by our 1st party add-on <b>Bloodhound</b>.</p>	 <h3>Form Builder</h3> <p>Build forms how you've always imagined, complete with automatic validation &amp; emails. <b>Check out Raven!</b></p>	 <h3>Mapping Made Easy</h3> <p>Craft maps with markers, tooltips, and more with robust tools built right into the core.</p>
 <h3>Members and Groups</h3> <p>From simple site users to full admins, Statamic lets you set up permissions and control any way you like.</p>	 <h3>Runs Anywhere</h3> <p>With PHP 5.3 as the only requirement, Statamic can power websites on almost any web server, anywhere.</p>	 <h3>Endlessly Extendable</h3> <p>Statamic has a robust API and library of hooks available to developers. Make Statamic your own.</p>

 <h3>Infinite Builder</h3> <p>Infinite Builder will save you tons of time working on content. Now you'll be able to create complex layouts within minutes!</p>	 <h3>Unlimited Options</h3> <p>Expand the creative capabilities of your Cintiq with an array of compatible pens, grips and pen tips.</p>	 <h3>Smart And Modern Codes</h3> <p>Bootstrap is the most popular HTML, CSS, and JS framework for developing responsive, mobile first projects on the web.</p>
 <h3>Amazing Portfolio</h3> <p>Show your design best and easiest possible way with our incredible style portfolio and all their options.</p>	 <h3>Fully Responsive</h3> <p>Serve an optimised version of the theme to your visitors on tablet and mobile devices. Optimised for iPad and iPhone.</p>	 <h3>Lifetime Updates &amp; Support</h3> <p>A team to help you in creating your site twenty-four hours a day, tutorials and automatic theme updates.</p>

 <h3>MANAGE</h3> <p>Automatic list management, custom fields and 100+ ready-to-use integrations make it easy to manage your subscribers.</p>	 <h3>SEND</h3> <p>Advanced segmentation and campaign automation features that are straightforward to use? It's almost too good to be true.</p>	 <h3>OPTIMIZE</h3> <p>Powerful features like flexible A/B testing, dynamic content, and built-in design scanning help you deliver top results.</p>
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## 2. USE ICONS FOR ACTIONS AND LINKS



1. Icons should be recognizable
2. Label your icons

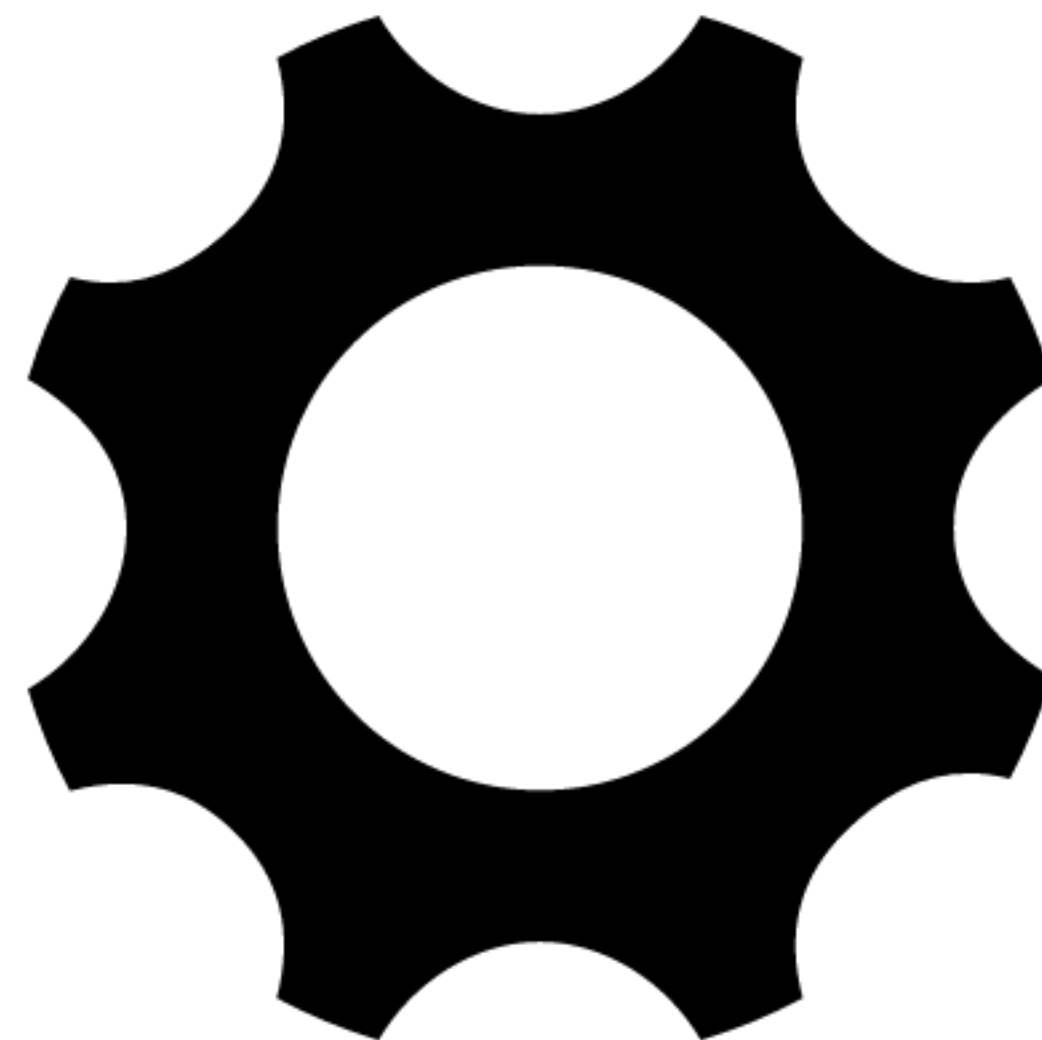
# 3. ICONS SHOULD NOT TAKE A CENTER STAGE



## 4. USE ICON FONTS WHENEVER POSSIBLE



**Static** image 300%



**Vector** icon font 300%

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# SPACING AND LAYOUT





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## FEATURES

### Track your sales in real time.

By recording cash, cards, or any other kinds of payments through Square Register, you can monitor sales trends and create sales reports for the day, month, or year. You can also track and issue refunds.

**Tax preparation made easy**

Square Register allows you to instantly populate a spreadsheet with your sales history for tax purposes—which means you don't have to spend nearly as much time preparing for taxes.

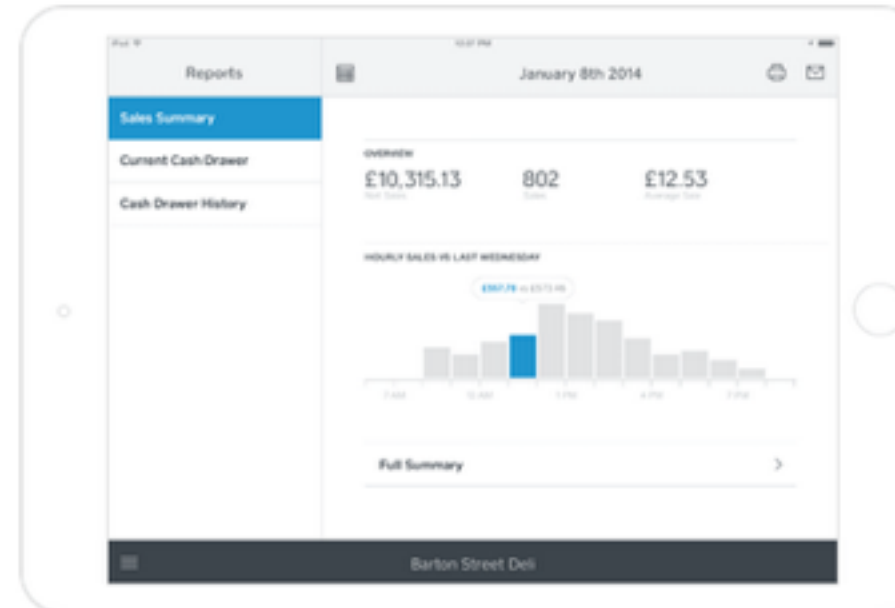
**Control what information employees see.**

With a manager PIN, you can control what your employees can see and do in Square Register on the iPad while logged into the administrative account.

**Works offline**

Square lets you record transactions even when the internet is down. They'll be stored locally, then automatically sync to your Square account when you're connected again.

LEARN MORE



With whitespace

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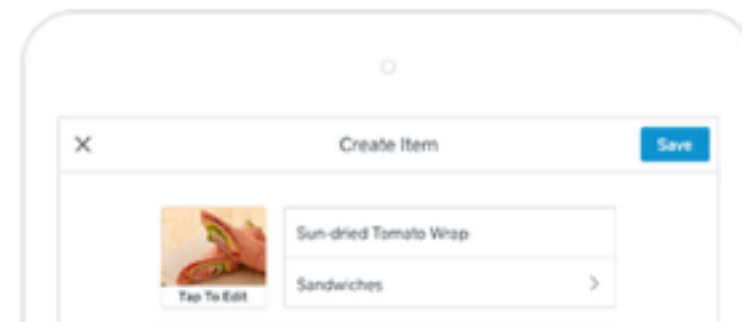
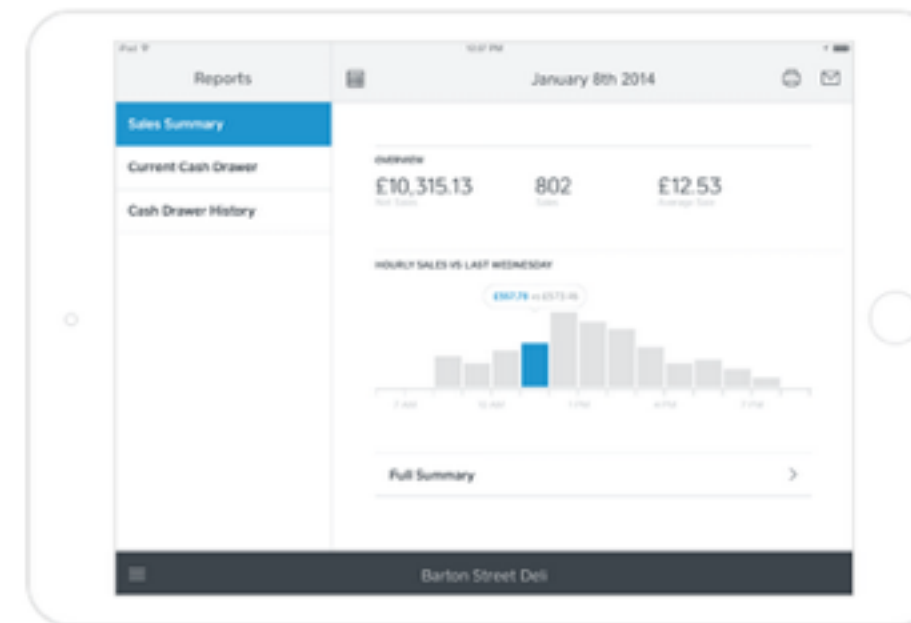
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LEARN MORE



### Manage your inventory effortlessly.

Now you can manage your inventory free from anywhere. Square Inventory is fast to set up and can send you alerts when items are almost out of stock. You can also export your stock levels as a printable spreadsheet at any time.

**Edit items with ease**

Manage details like names, quantities, or prices quickly and easily. Get automatic emails when you stock to your lowest on an item.

Without whitespace

# 1. USE WHITESPACE

- Put whitespace between your elements
- Put whitespace between your groups of elements
- Put whitespace between you website's sections
- But don't exaggerate

# 2. DEFINE HIERARCHY

*Whitespace describes invisible relationships between the elements of your website*



## 2. DEFINE HIERARCHY

- Define where you want your audience to look first
- Establish a flow that corresponds to your content's message
- Use whitespace to build that flow

Do you have any questions? Please ask them in the course forum, I will be glad to help!

# INTRODUCTION TO USER EXPERIENCE

**USER INTERFACE** IS THE  
PRESENTATION OF A PRODUCT,  
HOW IT LOOKS AND FEELS







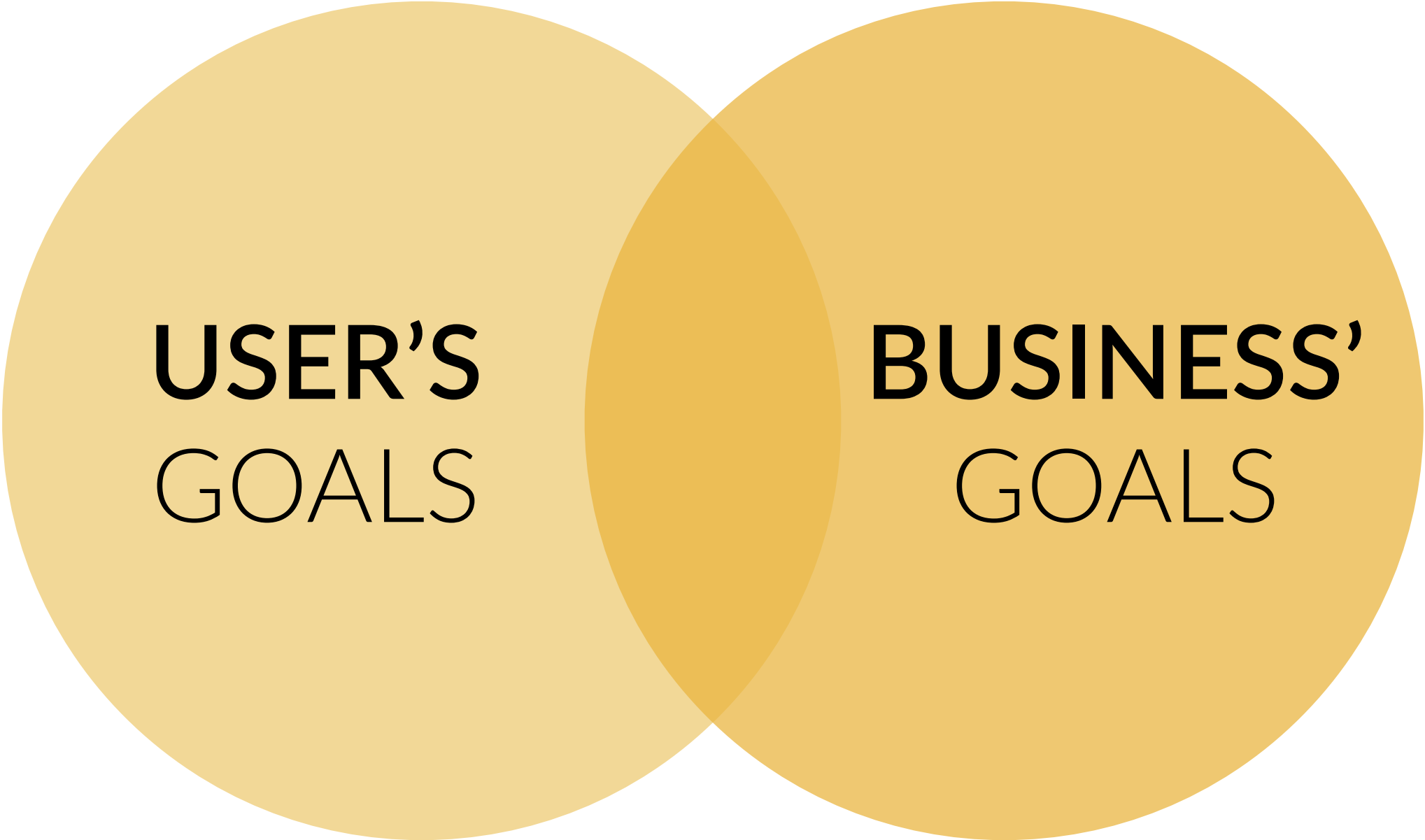
“*It’s not just what it looks like and feels like. Design is how it works.*”

– Steve Jobs



DESIGNING THE **PRODUCT** VS DESIGNING THE **EXPERIENCE**





**USER'S**  
GOALS

A Venn diagram consisting of two overlapping circles. The left circle is a lighter shade of yellow and contains the text 'USER'S GOALS'. The right circle is a darker shade of yellow and contains the text 'BUSINESS' GOALS'. The overlapping area in the center is a darker shade of yellow.

**BUSINESS'**  
GOALS

Do you have any questions? Please ask them in the course forum, I will be glad to help!

# GETTING INSPIRED: THE SECRET INGREDIENT FOR STUNNING WEB DESIGN!



- Collect designs that you like
- Try to understand everything about them
- Why do they look good?
- What do these sites have in common?
- How were they built in HTML and CSS?





**STEAL** LIKE AN ARTIST



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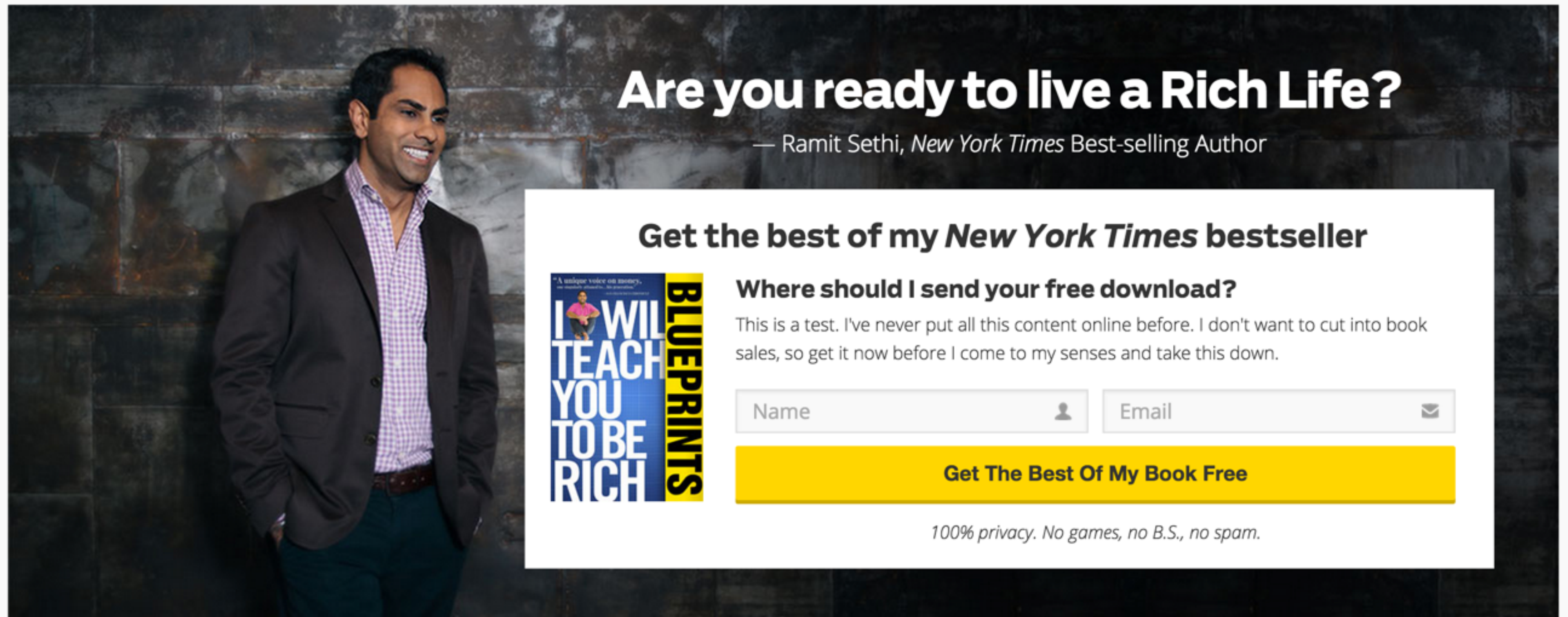
**JS**  
Jonas Schmedtmann

GET YOURSELF  
**INSPIRED** HERE

Do you have any questions? Please ask them in the course forum, I will be glad to help!

# SUPER EFFECTIVE WAYS TO IMPROVE YOUR WEBSITE'S CONVERSION



# 1. BUILD TRUST WITH YOUR FUTURE CUSTOMER



**Are you ready to live a Rich Life?**  
— Ramit Sethi, *New York Times* Best-selling Author

**Get the best of my *New York Times* bestseller**

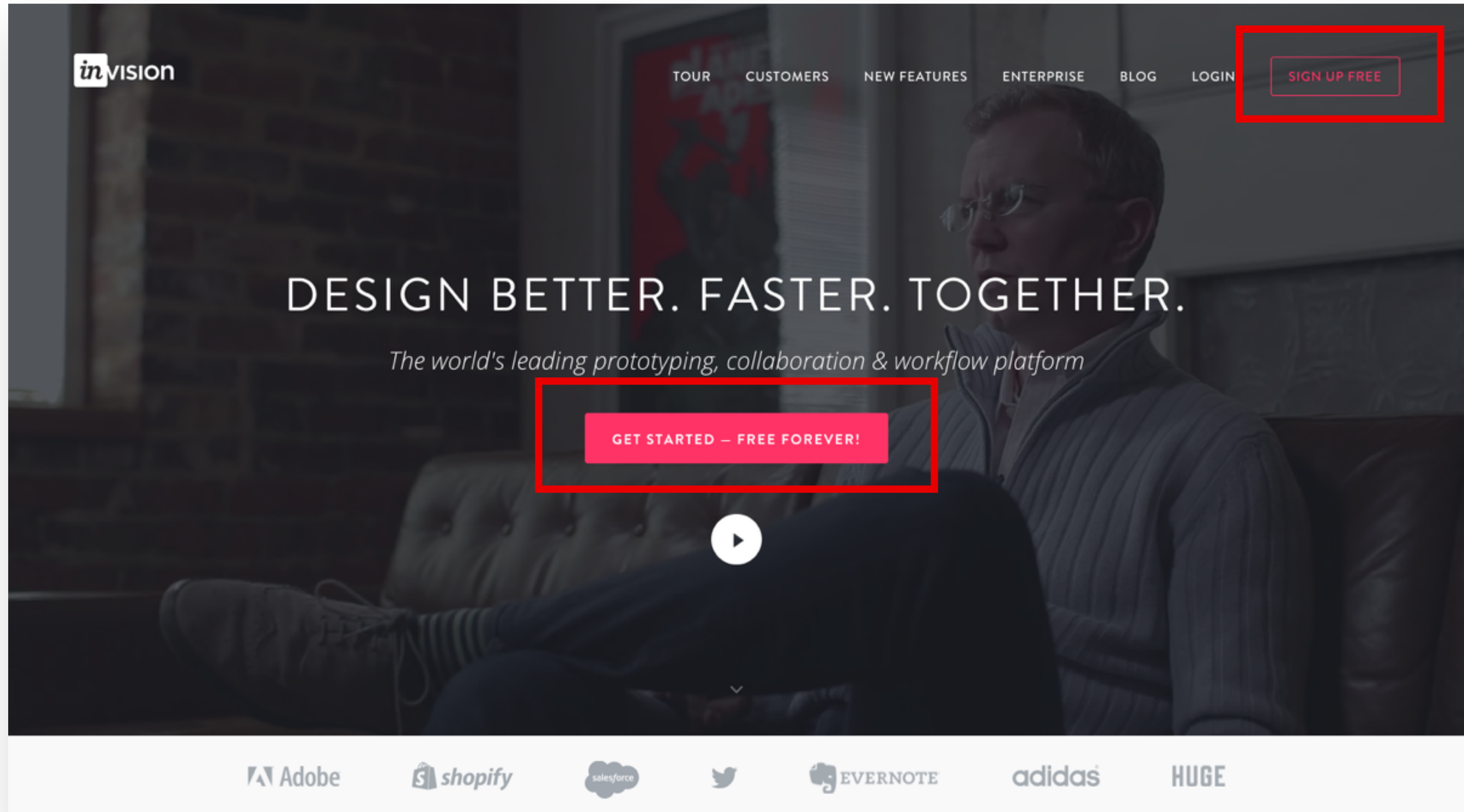
**Where should I send your free download?**  
This is a test. I've never put all this content online before. I don't want to cut into book sales, so get it now before I come to my senses and take this down.

Name   Email  

**Get The Best Of My Book Free**

*100% privacy. No games, no B.S., no spam.*

## 2. REPEAT YOUR PRIMARY ACTION



# 3. GRAB YOUR USER'S ATTENTION

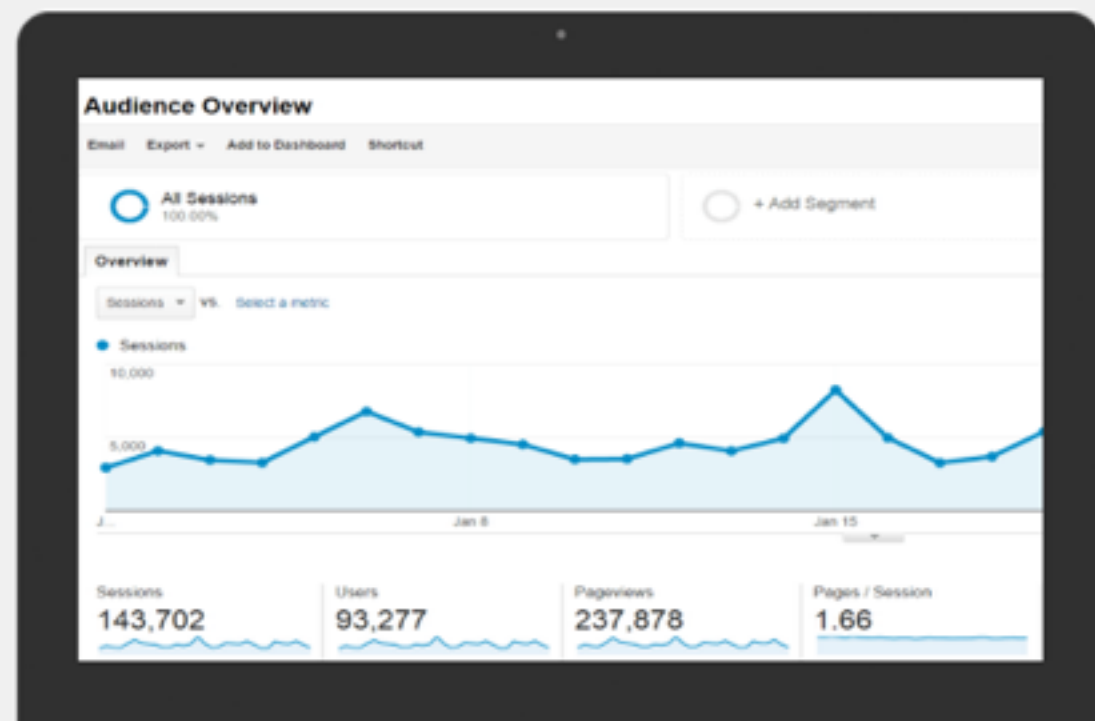
Use these deceptively simple tactics to generate viral traffic and first page rankings  
by Brian Dean  
founder, BACKLINKO

Make no mistake:

## Get 90k Visitors Per Month

Hop on the Backlinko newsletter today and get the exact strategies I used to grow Backlinko to 90k visitors per month.

I'M IN!



But you may be thinking: "OK Brian, I get all that. But HOW do I actually do it?"

Let's dig in.

### How to Find Keywords Your Competition Doesn't Know About

The content in that ebook was as good — if not better — than anything I've

# 4. TELL YOUR USER THE BENEFIT



[Company](#) [Cookies Policy](#) [English](#) [1-888-670-4887](#)

[PRODUCTS](#) [PRICING](#) [CUSTOMERS](#) [SUPPORT](#)

## From now on, things will be better.

Zendesk is software for better customer service.  
Get started today with a 30 day risk-free trial.

[TRY IT FOR FREE](#)





## 5. DON'T ASK FOR TOO MUCH INFORMATION

**It's nice to meet you!** I'd love to send you exclusive content that you can't find anywhere else on the blog, and I'll send you a free copy of my book, eBooks the Smart Way too!

Enter your name and email below, and I'll see you on the inside!

## 6. USE SOCIAL PROOF

*"Sketch app is a **sine qua non** tool for nowadays UI and UX designers.*

 — Everaldo Coelho.

*"Sketch continues to grow and mature fast. The new export options put larger competitors to shame, and make SVG export for my icon work as easy as it should be.*

 — Jon Hicks.

*"There is no other tool out there that is so intrinsically connected to the way designers work today.*

 — Meng To.

The New York Times

Bloomberg



Forbes

FASTCOMPANY

# 7. USE URGENCY

C\$19 for One Year of Online Guitar Lessons from Center Stage Guitar Academy (C\$108 Value)

 **93%** of 2,807 customers recommend




**C\$19**

**BUY!**

VALUE	DISCOUNT	YOU SAVE
C\$108	82%	C\$89

 GIVE AS A GIFT

 Limited time remaining!

LIMITED QUANTITY AVAILABLE  
 Over 320 bought

# 8. USE SCARCITY



## Apple iPhone 6 Plus, Gold, 128 GB (Unlocked)

by [Apple](#)

★★★★☆ 296 customer reviews | 47 answered questions

List Price: \$1,399.99

**Sale: \$1,069.75 & FREE Shipping**

You Save: ~~\$330.24 (24%)~~

**Only 1 left in stock.**

Ships from and sold by [BREED](#).

Color: **Gold**



Size: **128 GB**

128 GB

16 GB

64 GB

- 2G: GSM 850 / 900 / 1800 / 1900, 3G: HSDPA 850 / 900 / 1700 / 1900 / 2100, 4G: LTE 1700 / 1800 / 1900 / 2100 / 2600
- 5.5" LED-backlit IPS LCD Multi-Touchscreen Shatter proof glass, oleophobic coating
- iOS 8, Dual-Core 1.4 GHz Cyclone (ARM v8-based) Processor, Chipset: Apple A8, PowerVR (Apple-designed) Graphics
- 8 Megapixel Camera (3264 x 2448 pixels) w/ Autofocus, Dual-LED (Dual tone) Flash + Camera, 720p, burst, HDR
- Internal Memory: 128GB, 1GB RAM

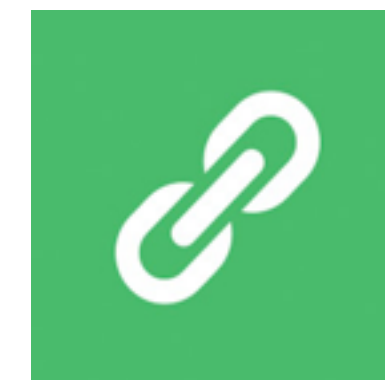
28 new from **\$960.00**

2 used from **\$859.99**

1 refurbished from **\$860.00**

Do you have any questions? Please ask them in the course forum, I will be glad to help!

WHERE TO GO FROM HERE?



Hey, designer!







# NEVER. STOP. LEARNING.





# Amazing Web Design in 1 Hour: 25+ Guidelines for Web ...

Jonas Schmedtmann



★ Write a Review



Lecture 2:  
**How to get the best out of this course**  
00:47 minutes remaining

You have not started any of 16 published items



## Section 1 - Course Introduction

✔ Lecture 1: Welcome to this course  
02:09

○ Lecture 2: How to get the best out of this course  
02:05

## Section 2 - The 25+ Guidelines of Amazing Web Design

✔ Lecture 3: Introduction to web design  
03:50

○ Lecture 4: Beautiful typography

Discussions

Announcements

1924 students

Search Discussions

or

Add Discussion



Leonidas Yopan posted a discussion · 2 days ago

### Where Can I Download the eBook?

Sorry if I missed something, but where can I download the ebook?

Show 2 replies · Like (1 like) · Following (2 followers)



Muhammadjavohir Suratov posted a discussion · 2 days ago

### Video download

Hello Mr. Jonas,

May I download the videos via IDM to learn them offline on my computer?

Show 3 replies · Like · Following (3 followers)

Do you have any questions? Please ask them in the course forum, I will be glad to help!