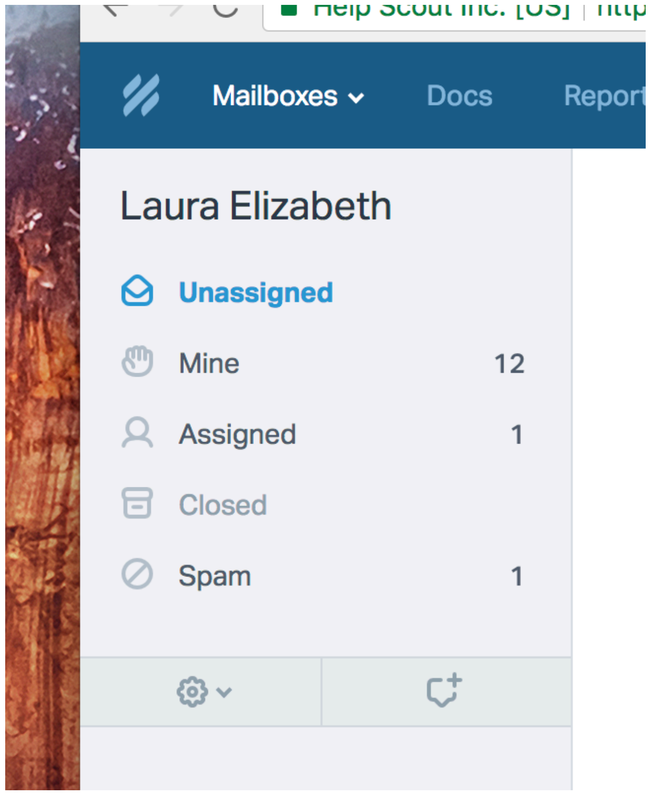
DesignAcademy.io

Displaying screenshots

DESIGN FUNDAMENTALS

#1 Screenshot carefully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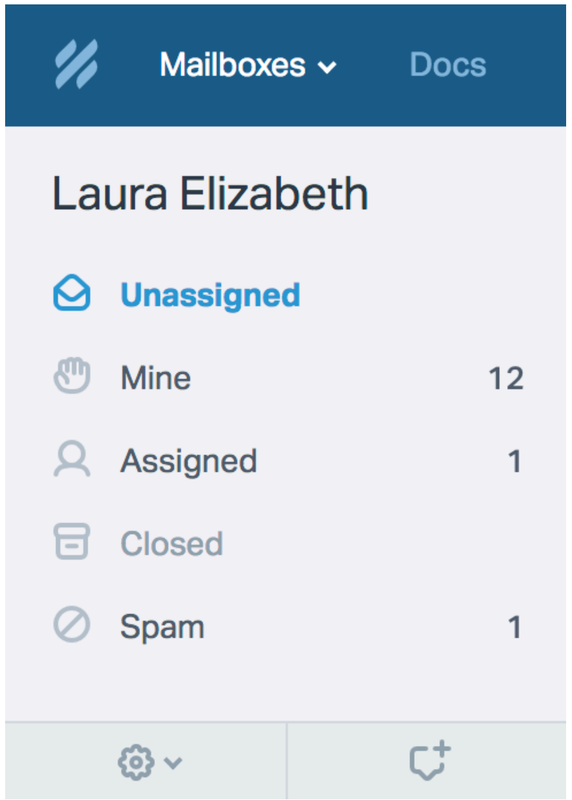
Mine 12
Assigned 1
Closed
Spam 1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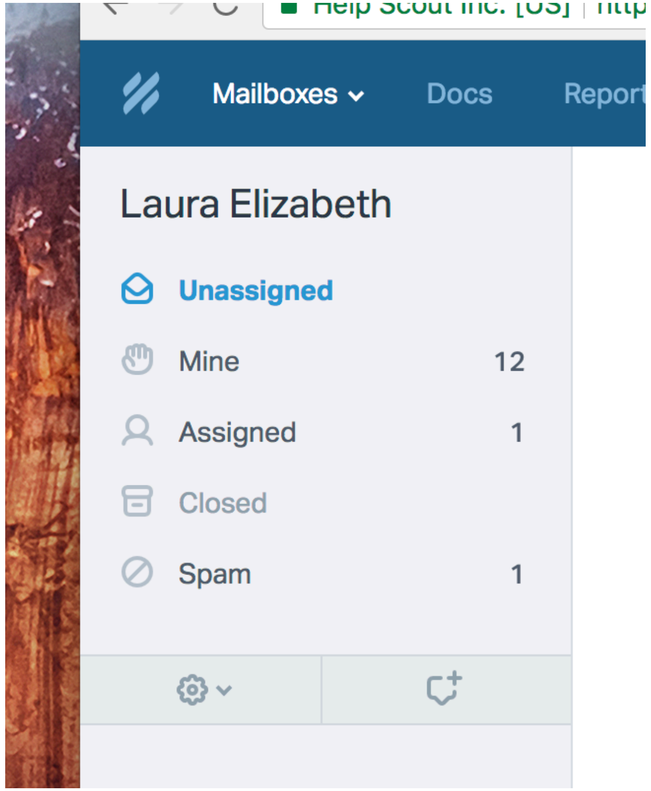
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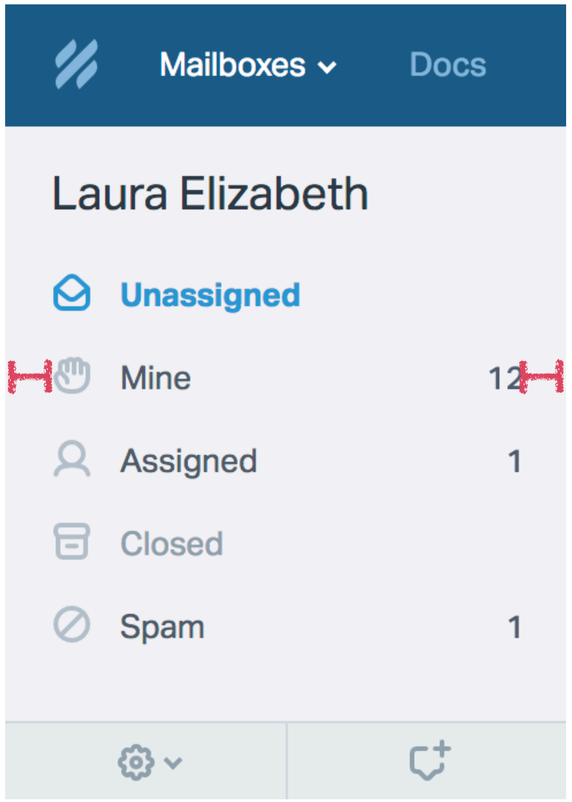
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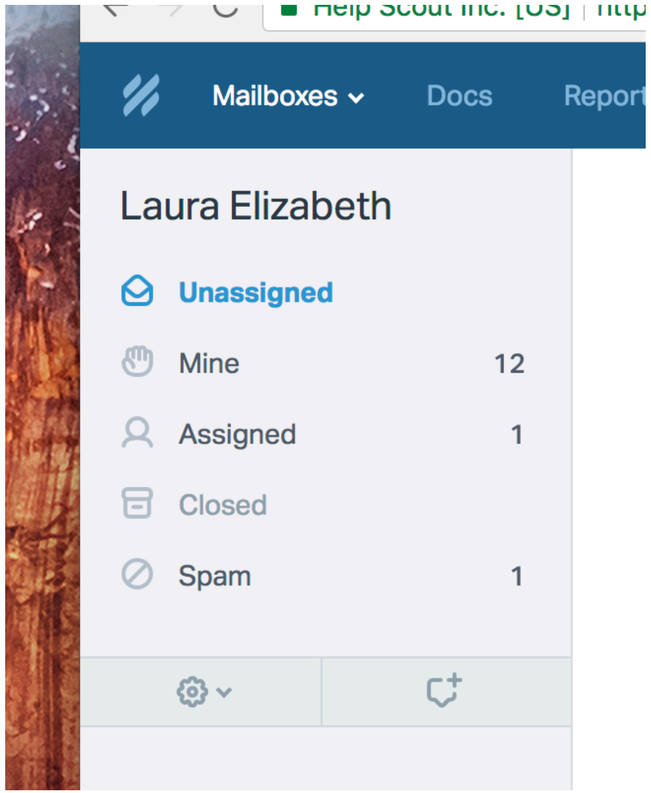
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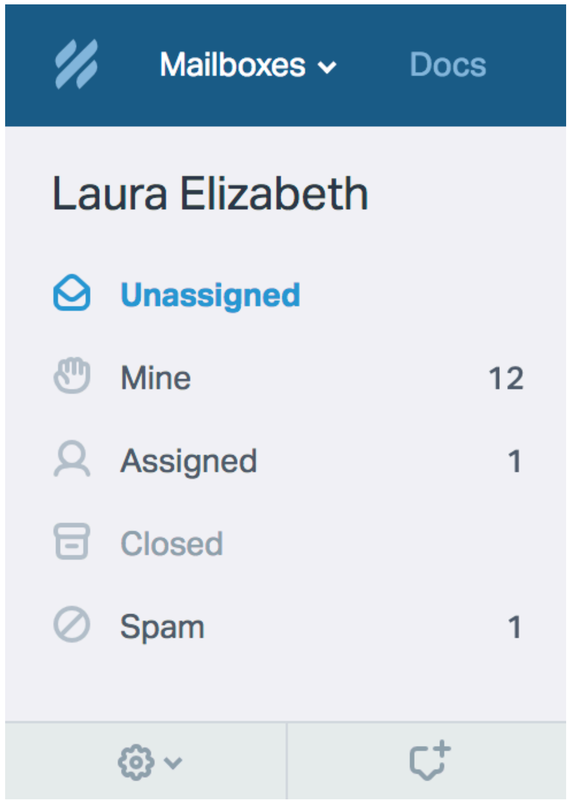
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Mine 12
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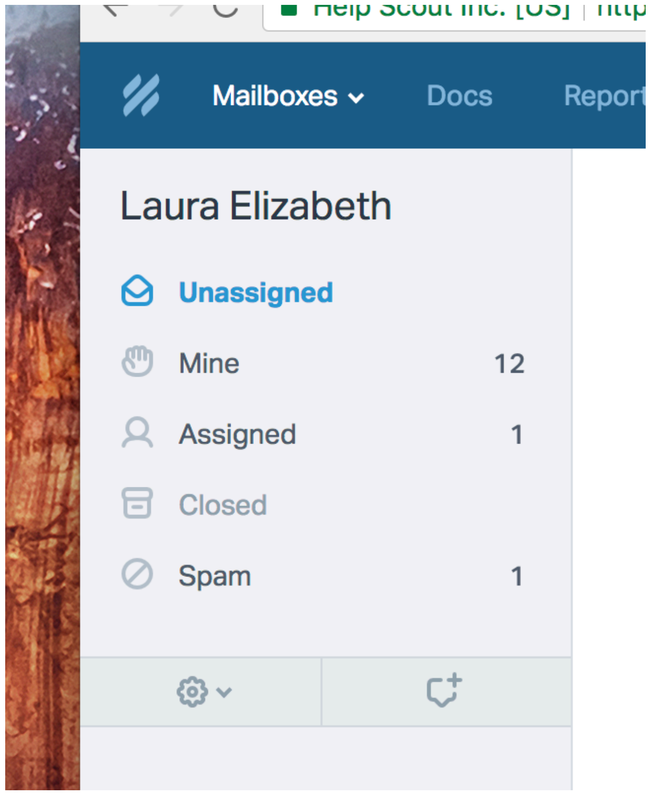
Spam 1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Mine 12
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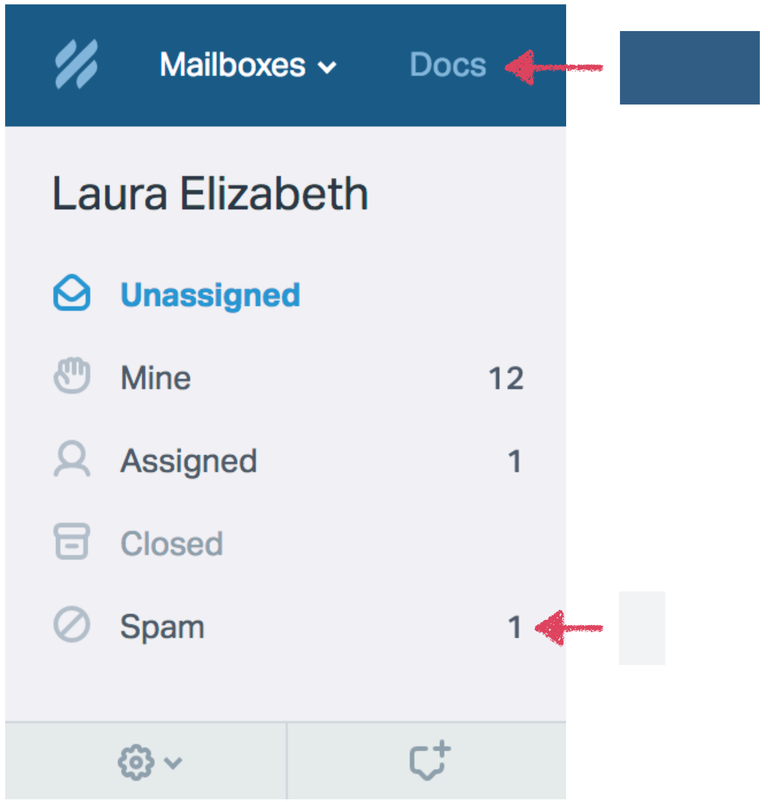
Spam 1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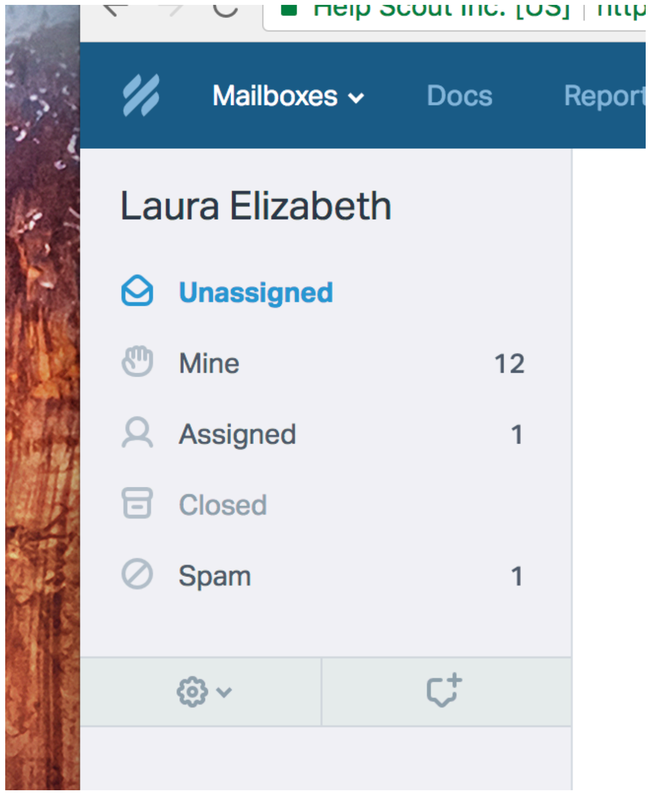
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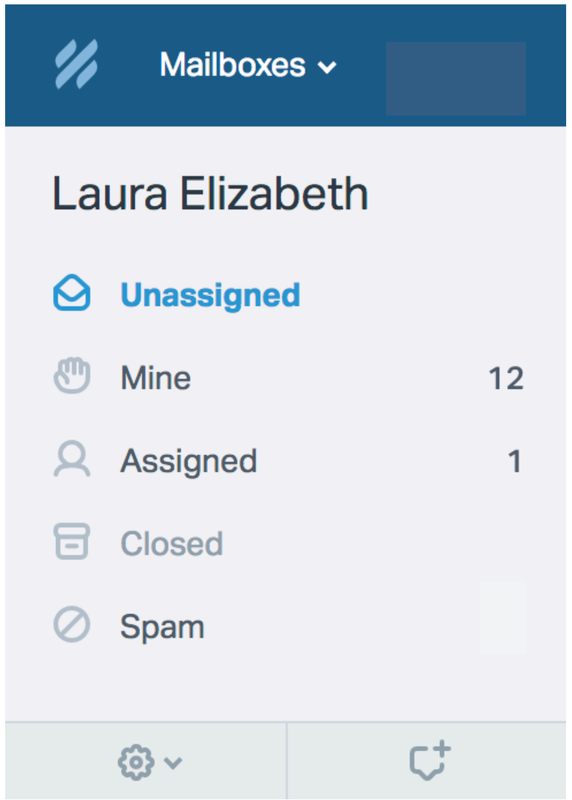
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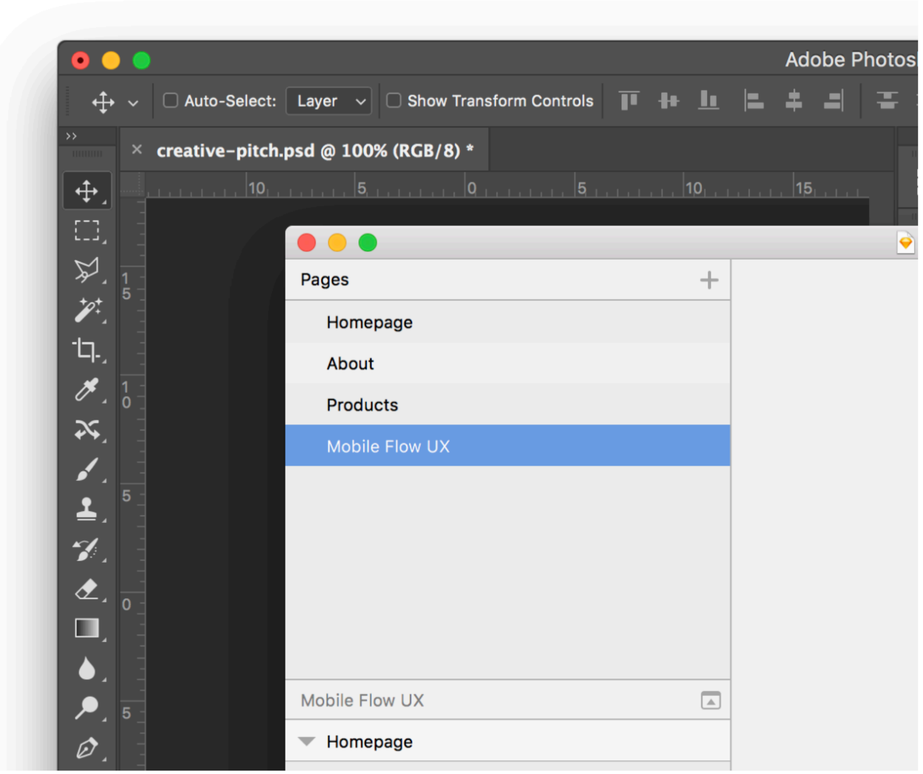
#2 Put a white or coloured background behind your screenshots



A secure space for your entire teams design files

Say goodbye to lost files and poor versioning. Trunk keeps a central secure space for your design files with automated version control.

Search Notes

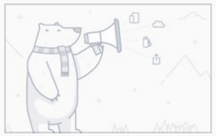
Notes
Trash

admin
article-ideas
business
case-study
client-portal
debuggingdesign
designacademy
design-fundamentals
dyf
dyfconfeu-takeaways
guest-post
shadow-newsletter
welcome

9M **Welcome to Bear**
Bear is a beautiful, flexible writing app f…

9M **Organise and Publish**
Let's learn more about Bear and some of its…

9M **Bear Pro**
We're on the home stretch! If you'd like t…



H1 Welcome to Bear

Bear is a beautiful, flexible writing app for notes and prose. It's easy to get started and master Bear, so let's show you around.

H2 Bear has three parts

Bear has three main columns where you create, edit, and organise your notes:

- *__Sidebar__* (on the left): when you add tags anywhere in your notes, Bear will collect them in this sidebar. Think of them like folders you can create and use on the fly, while you write.

Search Notes

Notes
Trash

admin
article-ideas
business
case-study
client-portal
debuggingdesign
designacademy
design-fundamentals
dyf
dyfconfeu-takeaways
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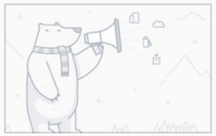

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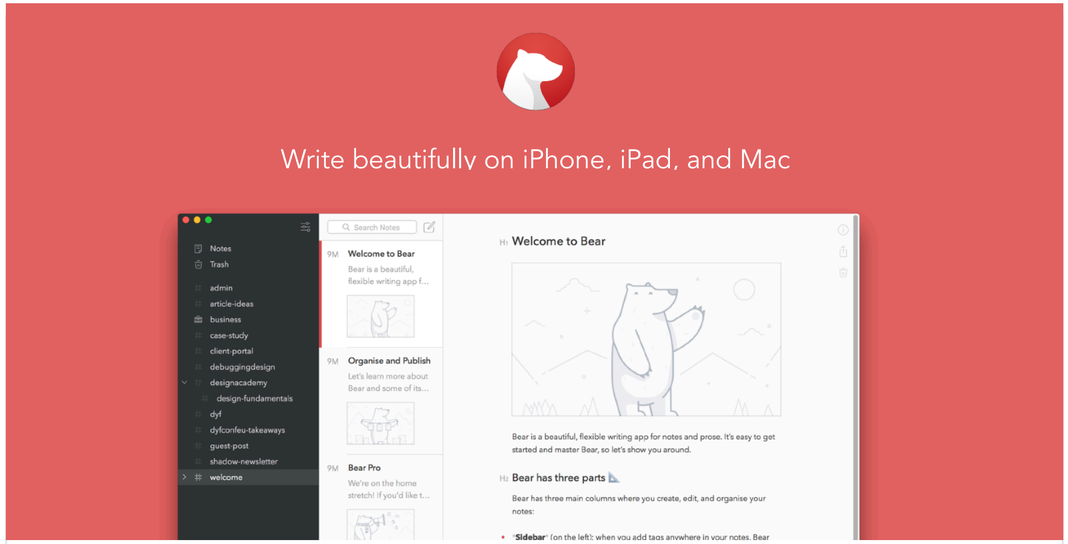
Bear @BearNotesApp · Mar 12

The best ways to hear when we're ready to do a beta—again, it's a ways down the road—of Bear for web is to:

- Subscribe to our newsletter at bear-writer.com

- Unfollow everyone on Twitter *except* us

Your choice. 🐻❤️😄



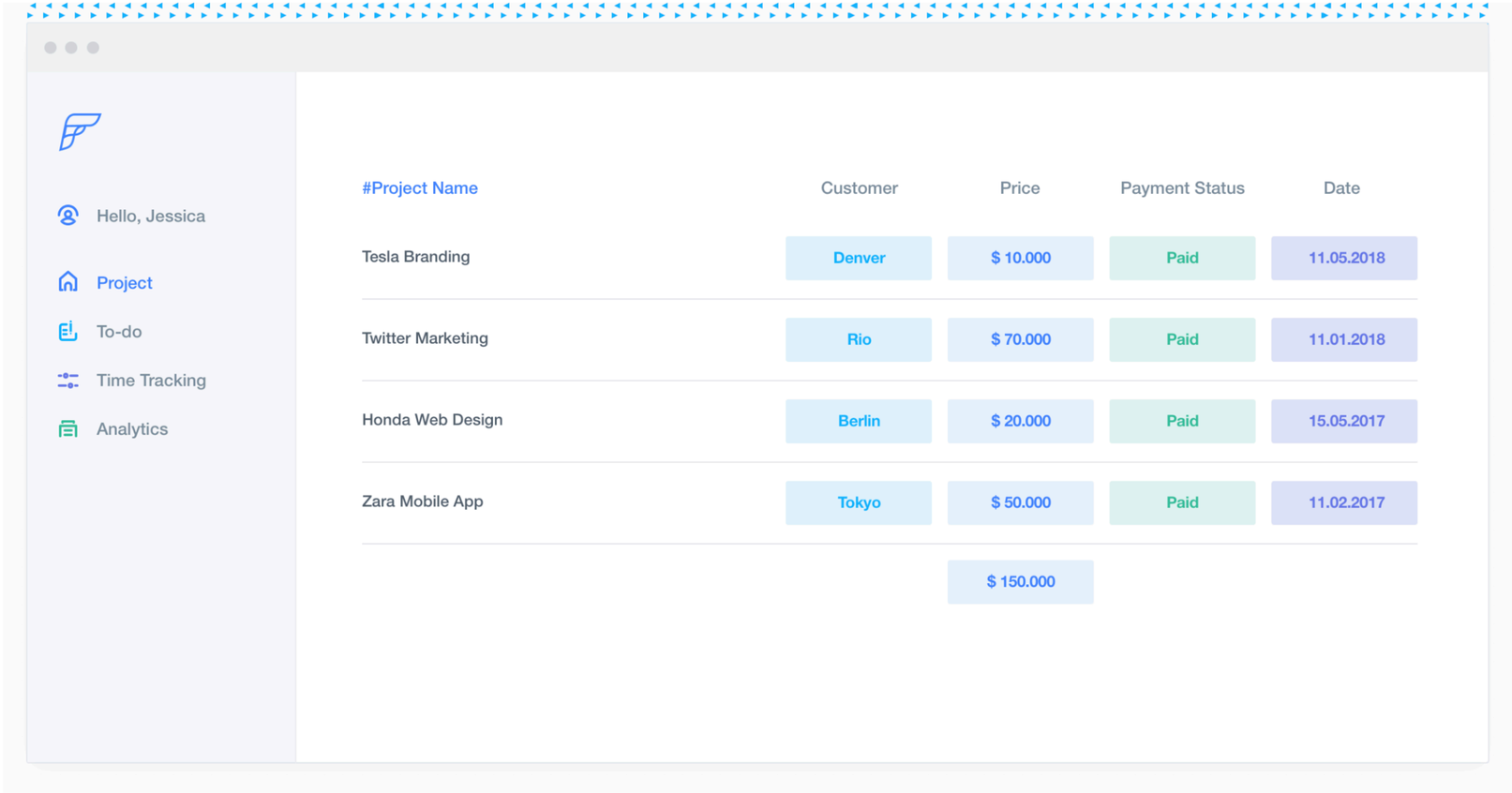
Bear - Write beautifully on iPhone, iPad, and Mac

Bear is a beautiful, flexible writing app for crafting notes and prose.

bear-writer.com

8 3 34

#3 Put a subtle browser window on your screenshot


Hello, Jessica
Project
To-do
Time Tracking
Analytics
#Project Name
Customer
Price
Payment Status
Date
Tesla Branding
Denver
$ 10.000
Paid
11.05.2018
Twitter Marketing
Rio
$ 70.000
Paid
11.01.2018
Honda Web Design
Berlin
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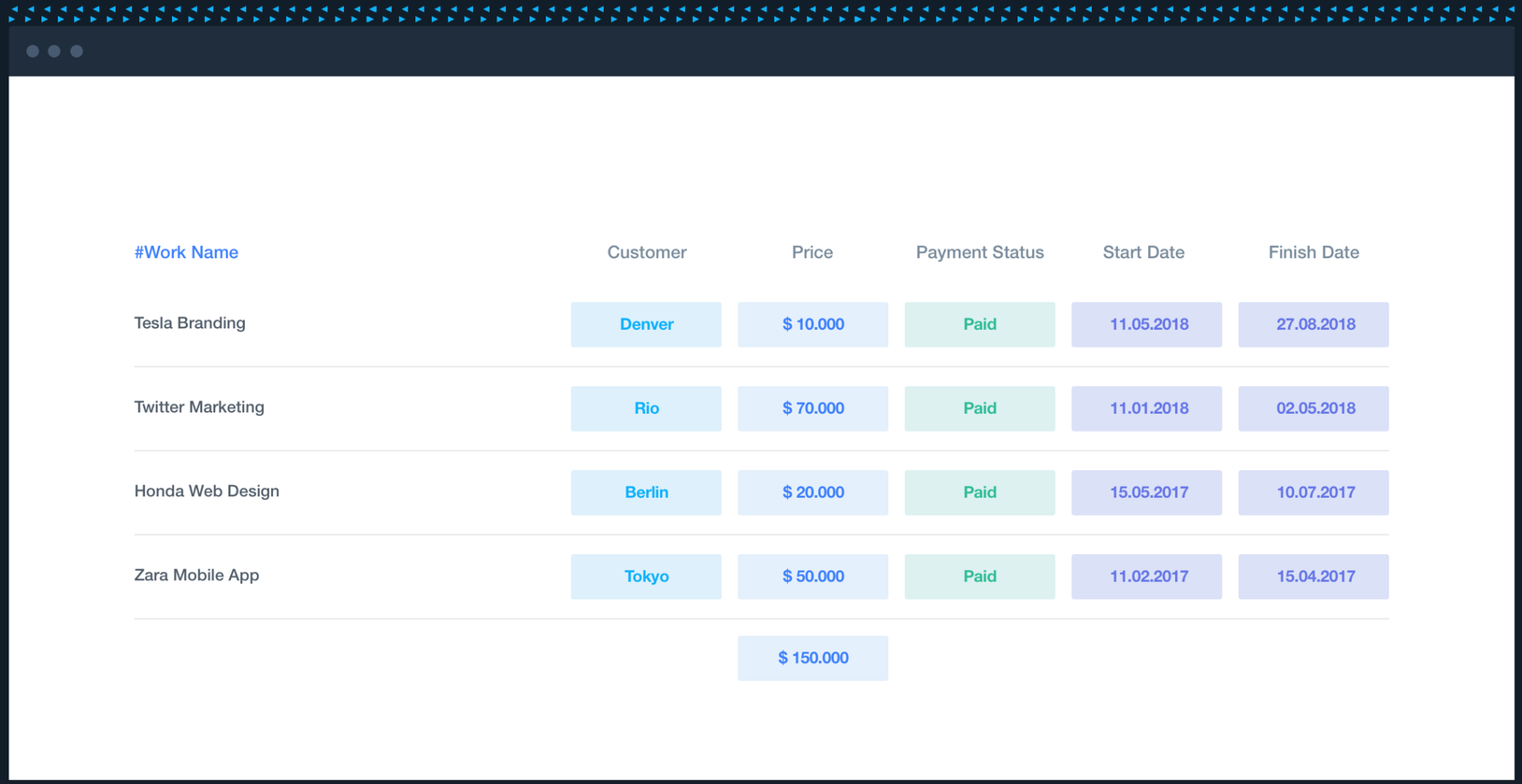
Zara Mobile App
Tokyo
$ 50.000
Paid
11.02.2017
$ 150.000



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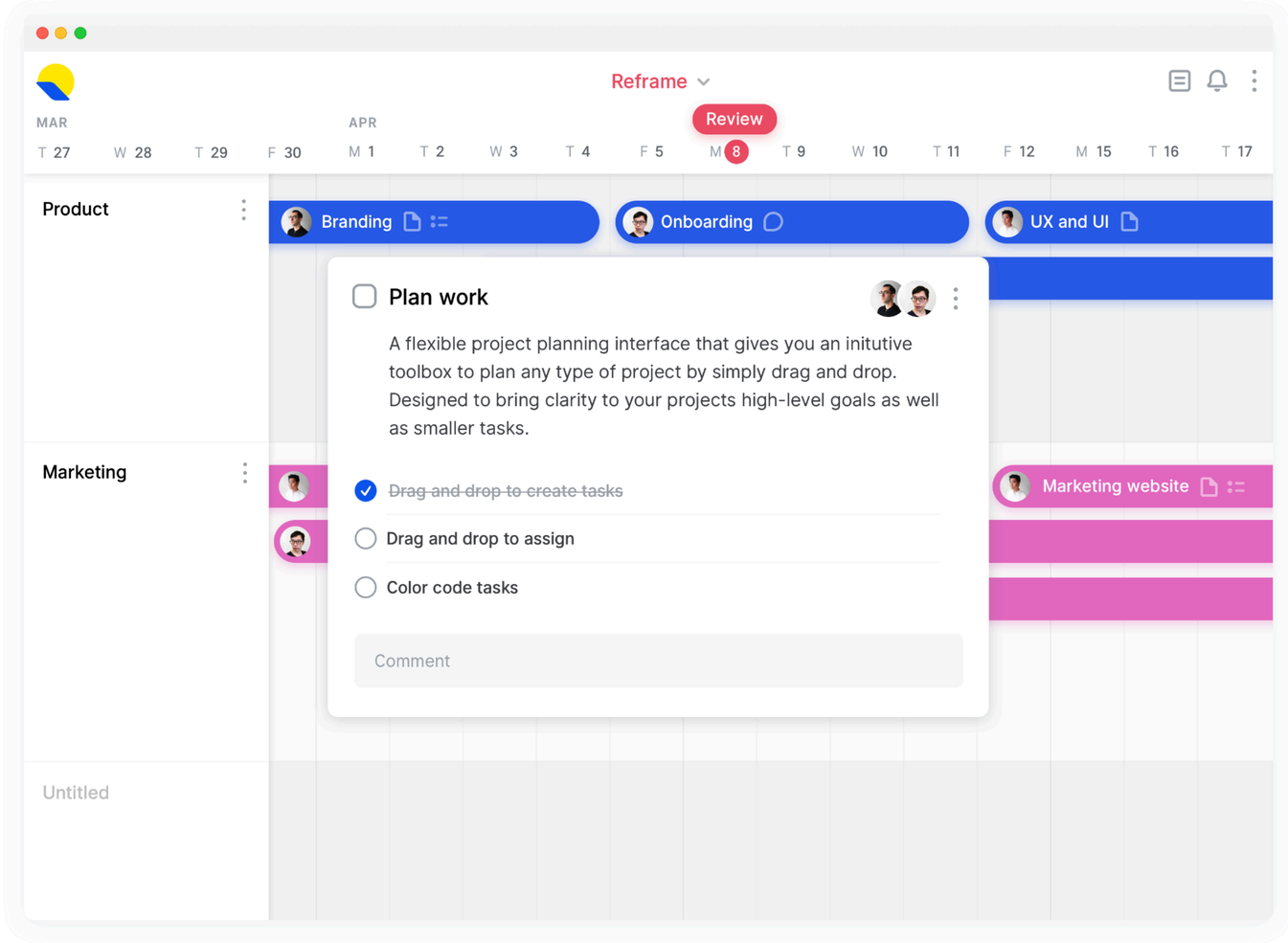
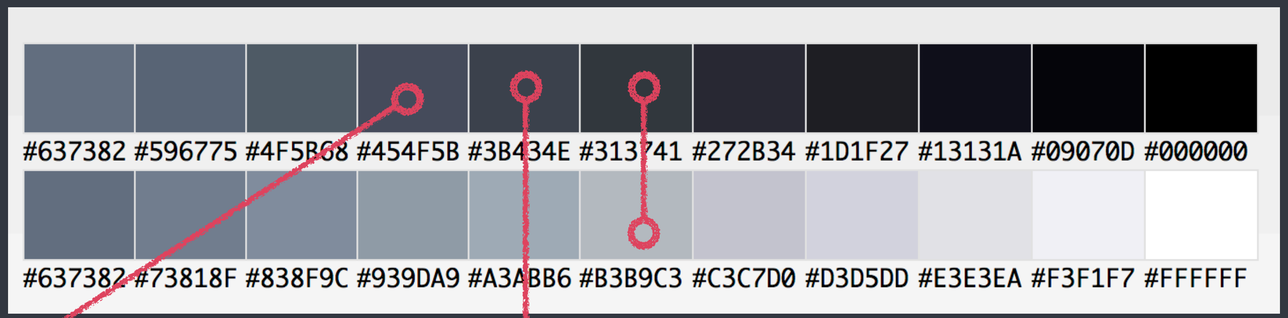
Tesla Branding	Denver	$ 10.000	Paid	11.05.2018	27.08.2018
Twitter Marketing	Rio	$ 70.000	Paid	11.01.2018	02.05.2018
Honda Web Design	Berlin	$ 20.000	Paid	15.05.2017	10.07.2017
Zara Mobile App	Tokyo	$ 50.000	Paid	11.02.2017	15.04.2017
		$ 150.000			


Reframe
MAR
APR
Review
T 27
W 28
T 29
F 30
M 1
T 2
W 3
T 4
F 5
M 8
T 9
W 10
T 11
F 12
M 15
T 16
T 17
Product
Branding
Onboarding
UX and UI
Plan work
A flexible project planning interface that gives you an initutive toolbox to plan any type of project by simply drag and drop. Designed to bring clarity to your projects high-level goals as well as smaller tasks.
Drag and drop to create tasks
Drag and drop to assign
Color code tasks
Comment
Marketing
Marketing website
Untitled

#637382 #596775 #4F5B68 #454F5B #3B434E #313741 #272B34 #1D1F27 #13131A #09070D #000000
#637382 #73818F #838F9C #939DA9 #A3ABB6 #B3B9C3 #C3C7D0 #D3D5DD #E3E3EA #F3F1F7 #FFFFFF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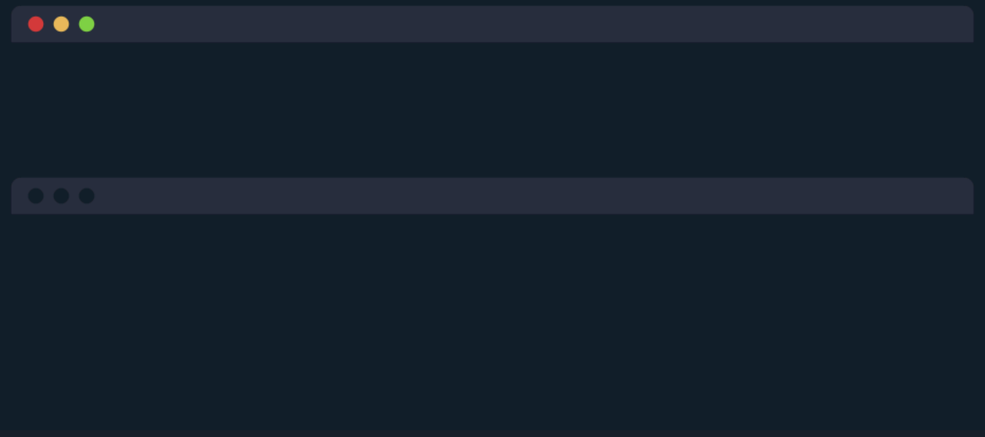
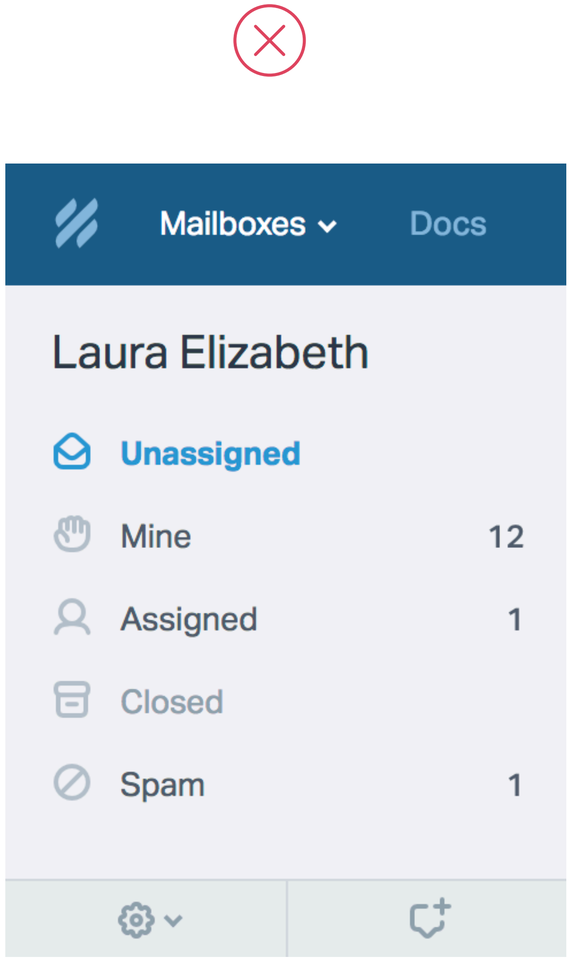


#4 Put a drop shadow behind your screenshot to lift it from the page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Mine 12
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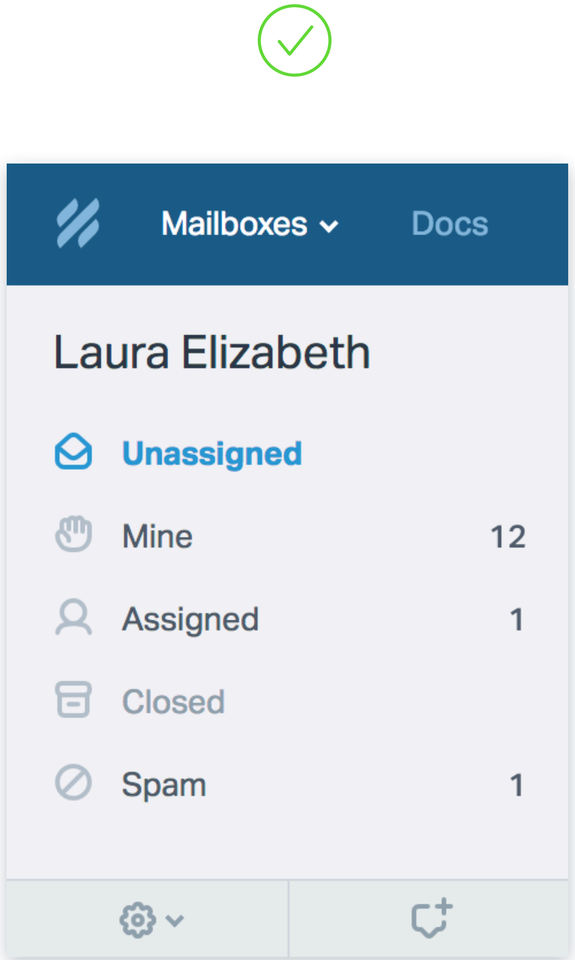
Spam 1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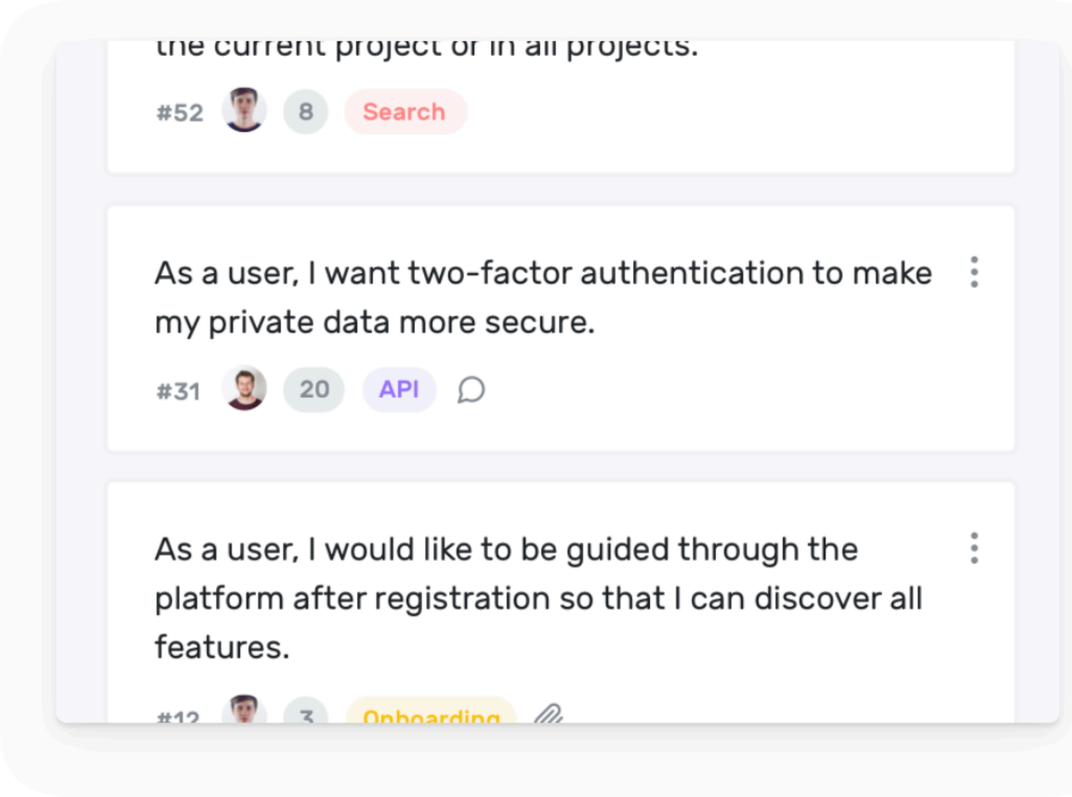


```
box-shadow:  0 2px 1px 0 rgba(0,0,0,.07),
             0 5px 20px 0 rgba(0,0,0,.06),
             40 8px 0px 0 rgba(0,0,0,.04)
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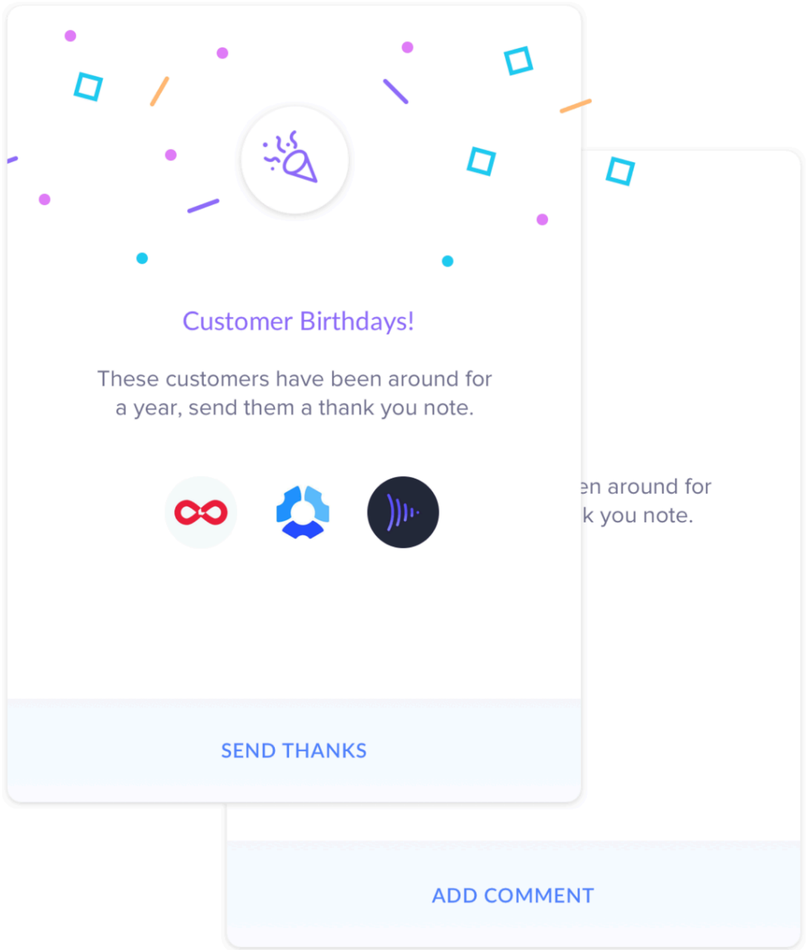


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box-shadow: 0 1px 4px 0 rgba(0,0,0,.14)
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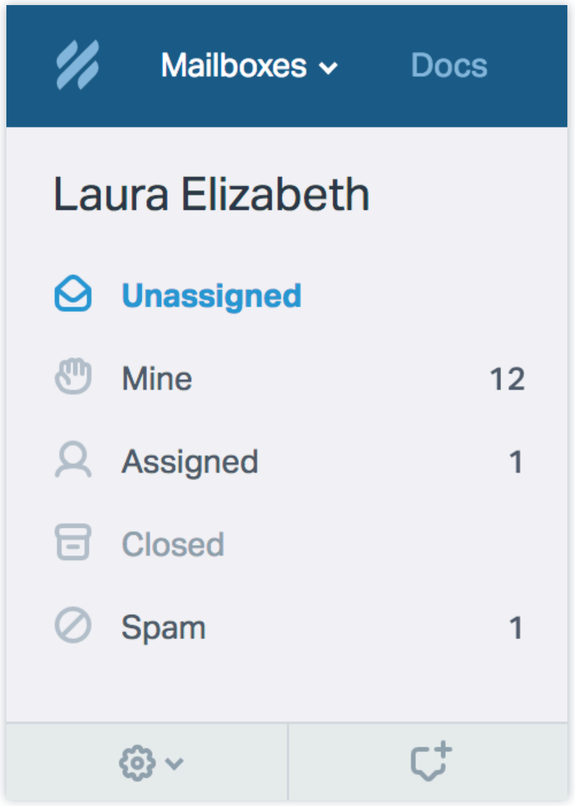
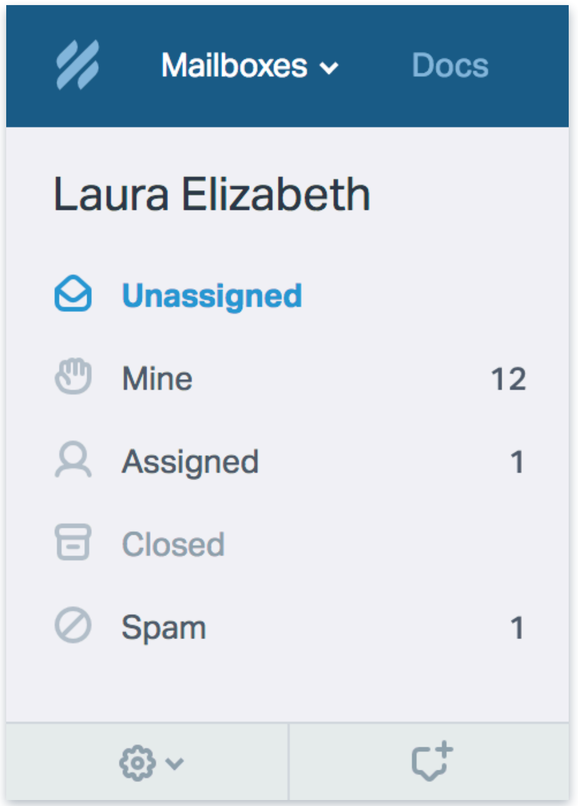





```
box-shadow: 0 0 3px rgba(0,0,0,.14)
```

```
box-shadow: 0 3px 3px rgba(0,0,0,.14)
```

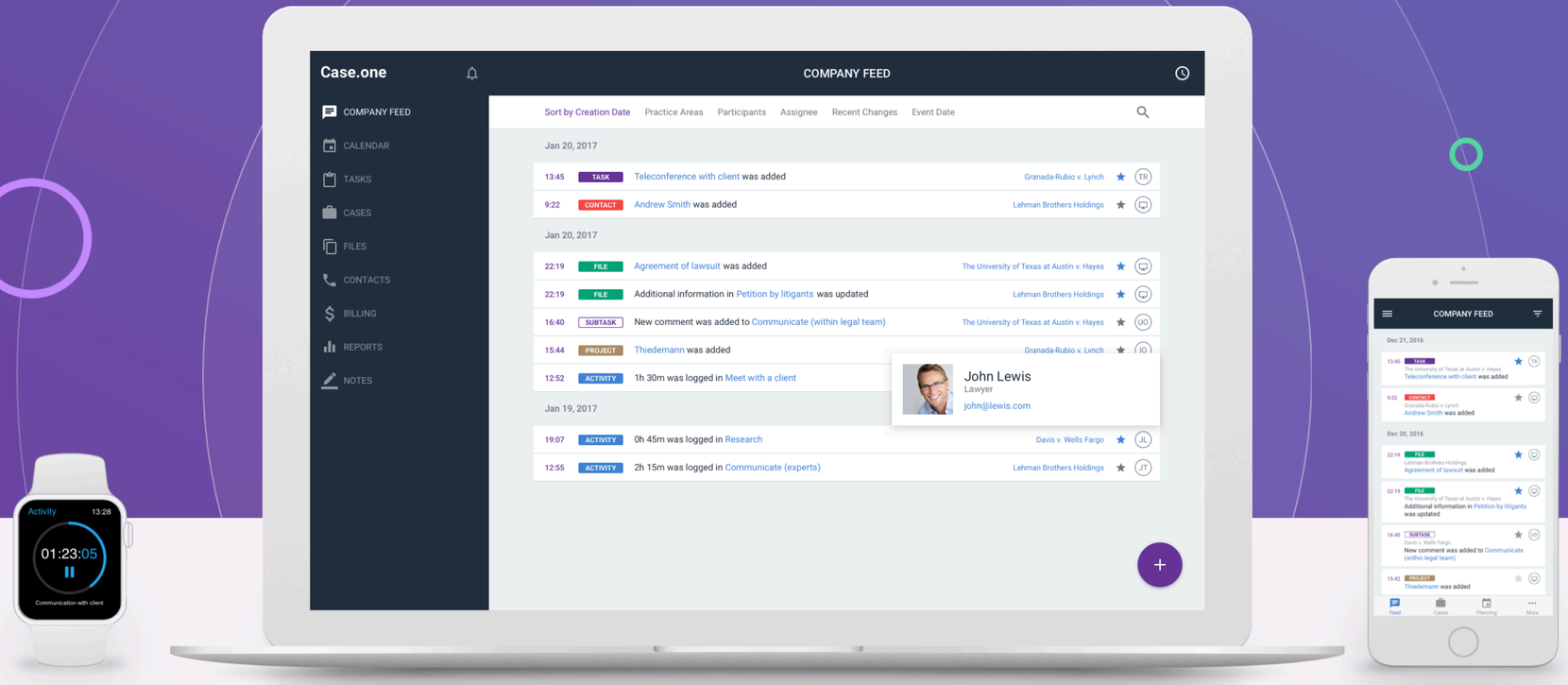
#5 Use devices, but don’t let the device take centre stage

All-In-One Solution for your Legal Practice

Next-generation Case Management Solution for the Legal Industry

Watch video

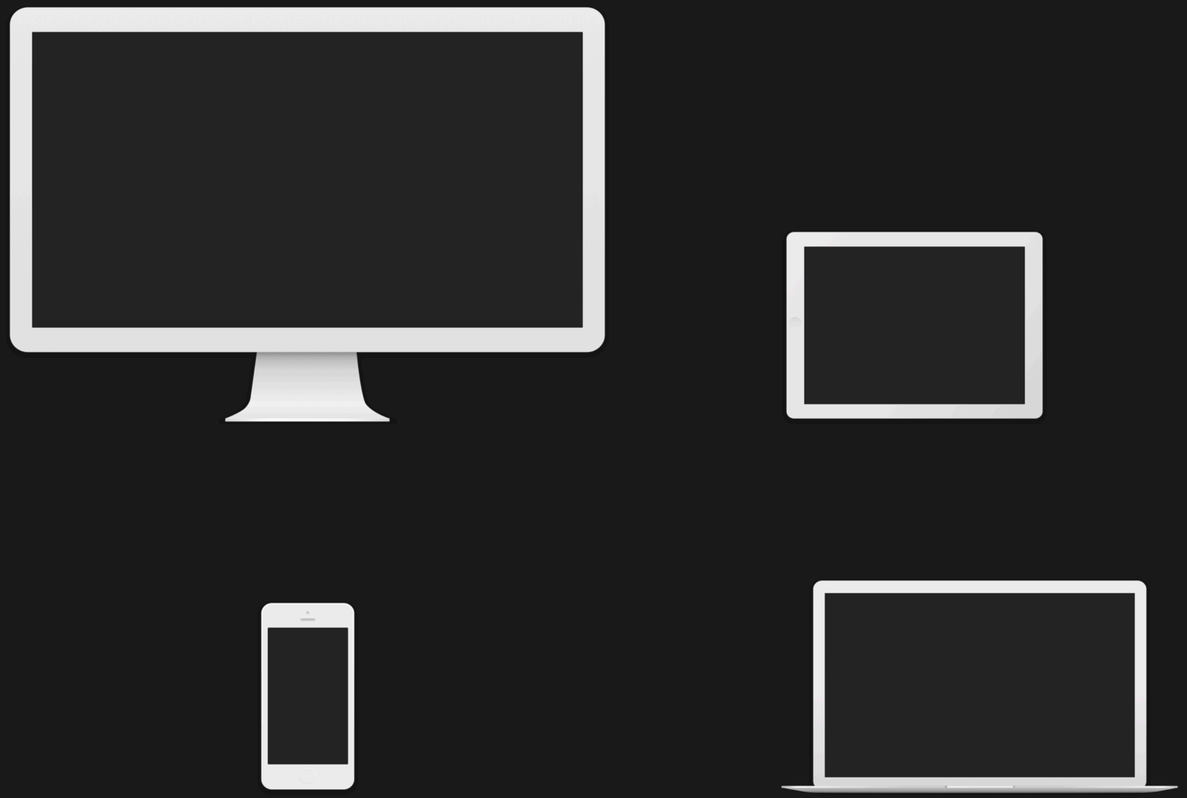
Request a demo



Dark & Light

Device Mockups

Macbook, iPad, iPhone, Cinema Display, & iMac Pro



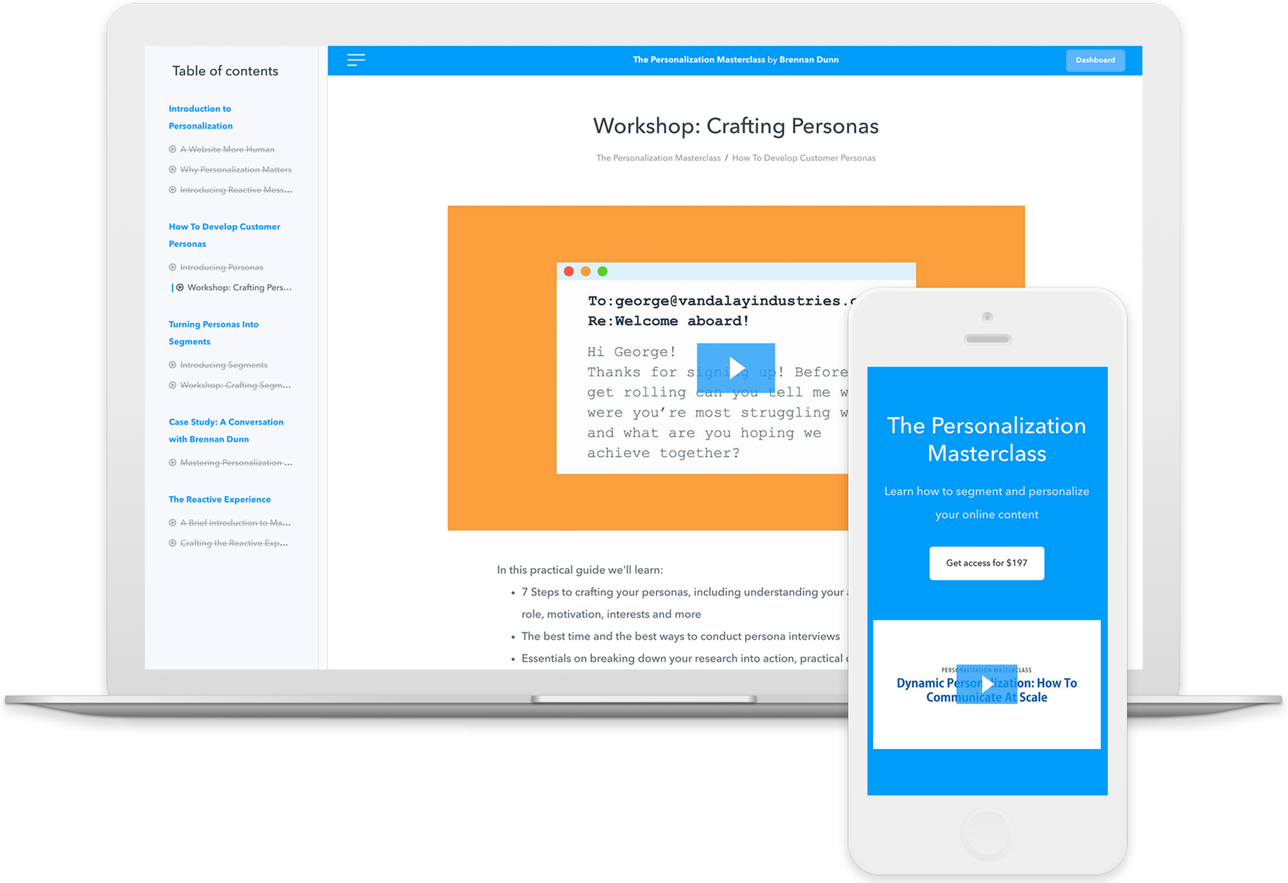
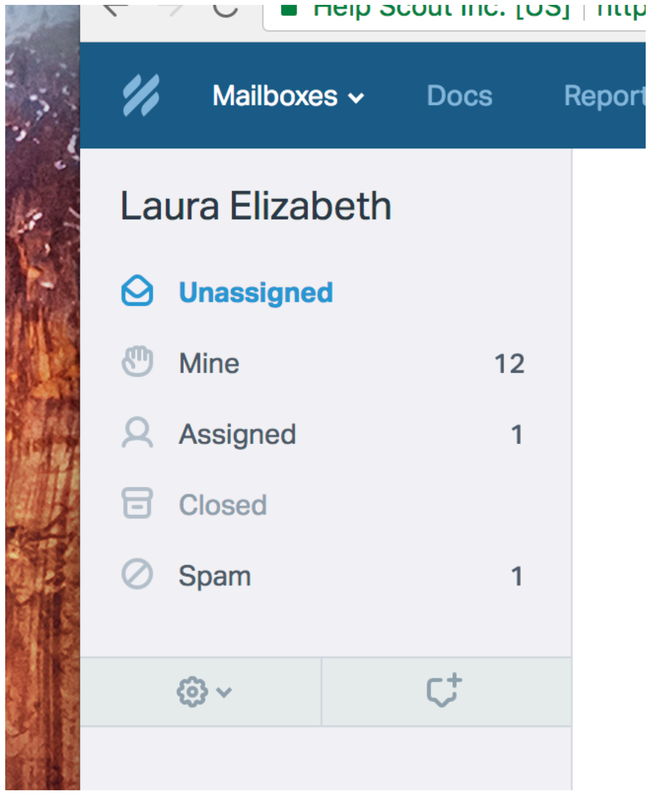


Table of contents
Introduction to Personalization
A Website More Human
Why Personalization Matters
Introducing Reactive Mess...
How To Develop Customer Personas
Introducing Personas
Workshop: Crafting Pers...
Turning Personas Into Segments
Introducing Segments
Workshop: Crafting Segm...
Case Study: A Conversation with Brennan Dunn
Mastering Personalization ...
The Reactive Experience
A Brief Introduction to Ma...
Crafting the Reactive Exp...
The Personalization Masterclass by Brennan Dunn
Dashboard
Workshop: Crafting Personas
The Personalization Masterclass / How To Develop Customer Personas
To:george@vandalayindustries.c
Re:Welcome aboard!
Hi George!
Thanks for signing up! Before
get rolling can you tell me w
were you're most struggling w
and what are you hoping we
achieve together?
In this practical guide we'll learn:
7 Steps to crafting your personas, including understanding your
role, motivation, interests and more
The best time and the best ways to conduct persona interviews
Essentials on breaking down your research into action, practical
The Personalization Masterclass
Learn how to segment and personalize your online content
Get access for $197
Dynamic Personalization: How To Communicate At Scale

#6 Declutter your screenshots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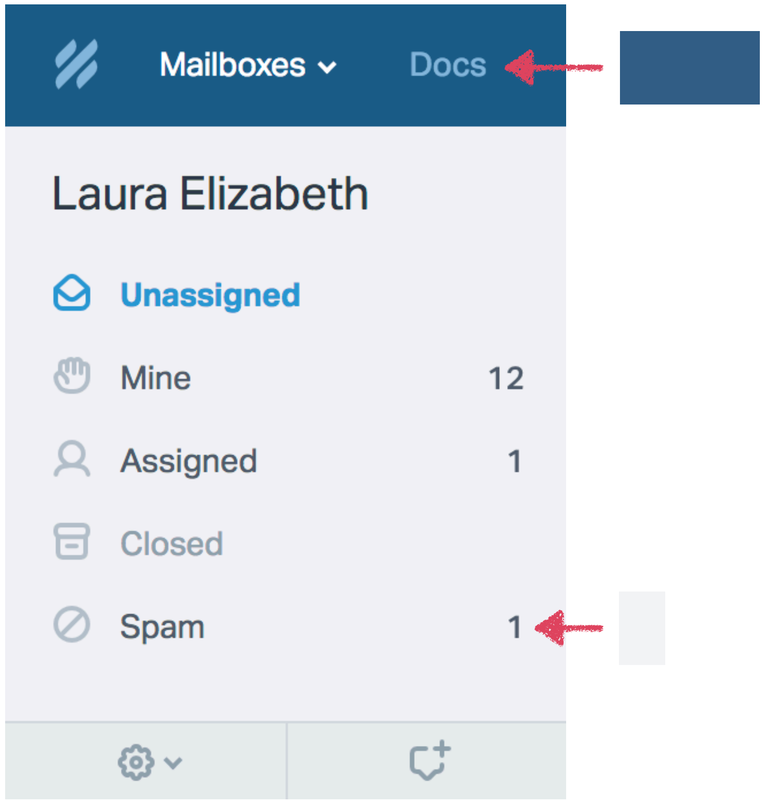
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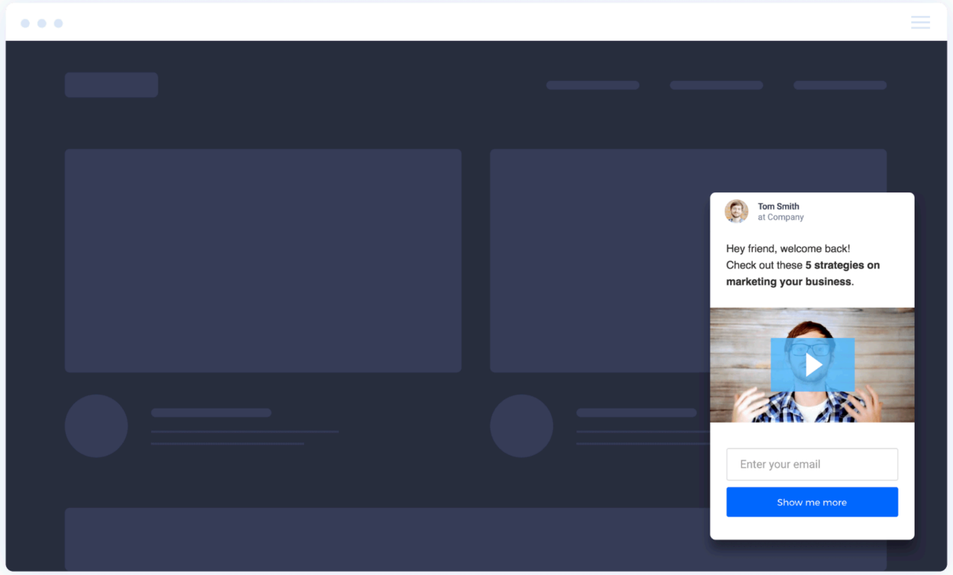


Polite “hook” CTAs

Greet your website visitors, collect their contact info and segment them, using “hook” CTAs, designed to politely get your visitors attention and guide them to take action.

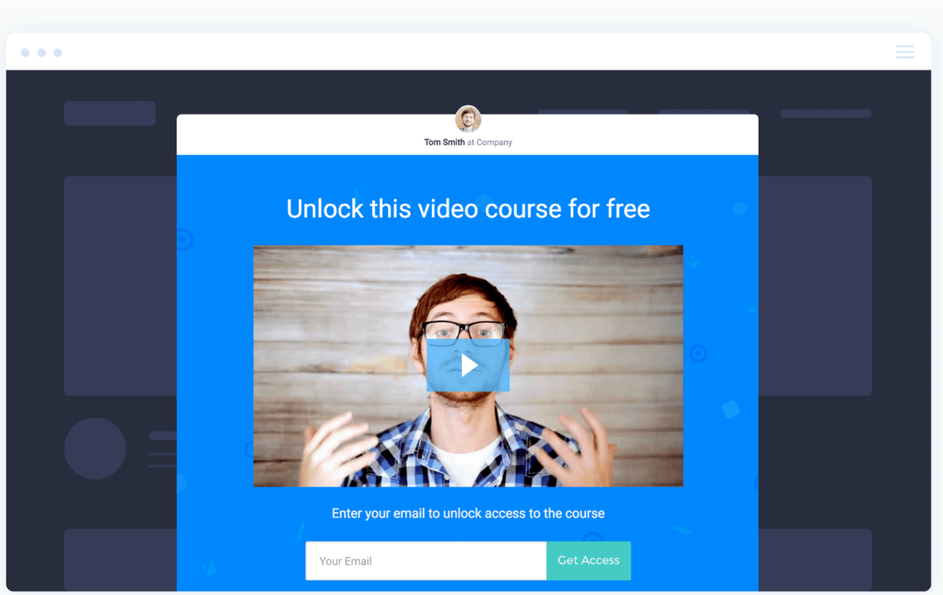
- Slide-Up Hooks
- Side Hooks
- Wide Hooks

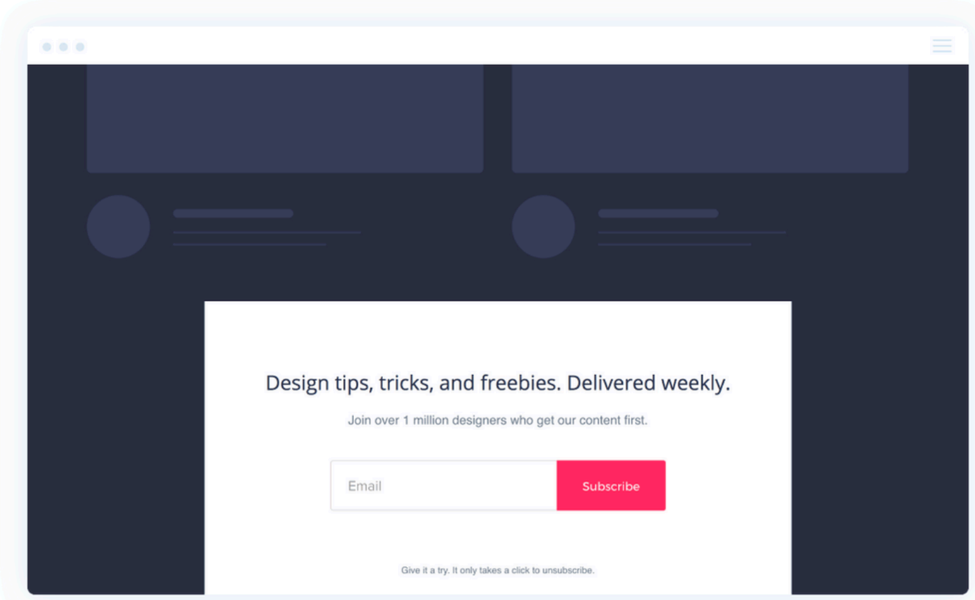
High-converting overlays

Command your visitor's browsing experience with small, medium & full screen overlays, that display based on time, page scroll, exit-intent and click triggers.

Box Overlays

Splash Overlays

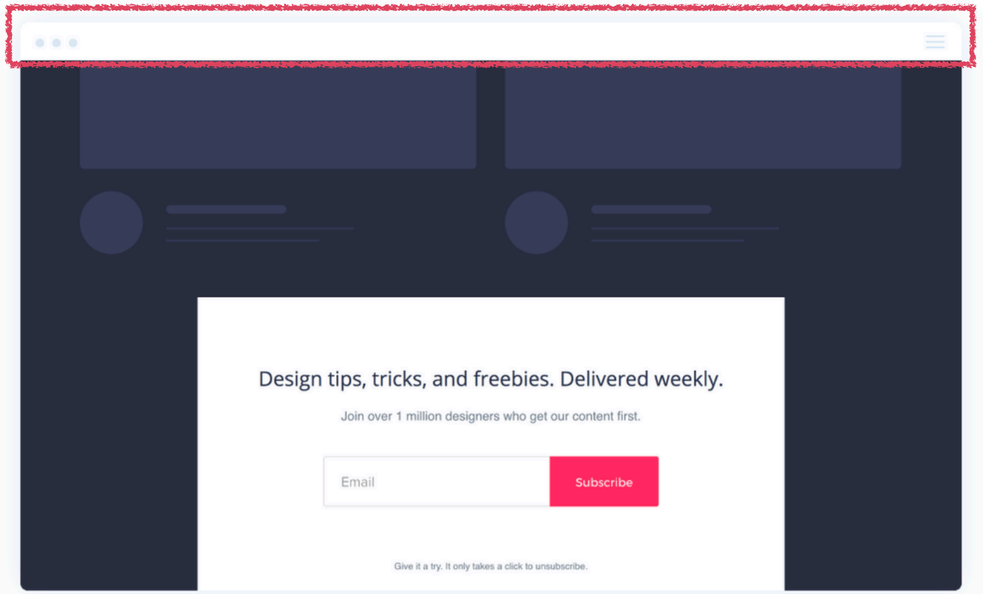




Embedded CTAs

Dynamically display embedded buttons, forms, call-to-action boxes and page sections on your website, throughout your website, blog and marketing funnels.

- Post Calls-To-Action
- Sidebar Calls-To-Action
- Section Calls-To-Action



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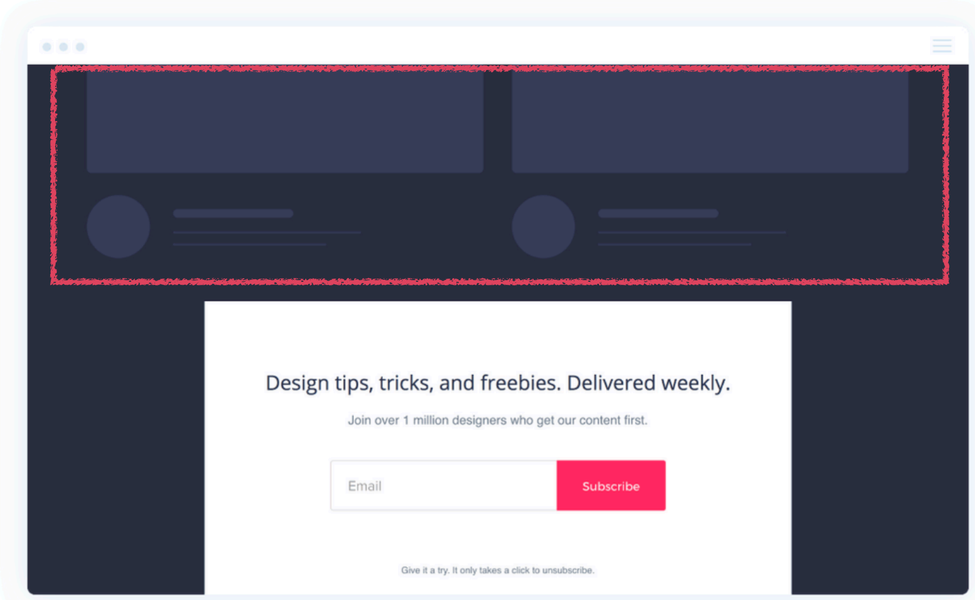

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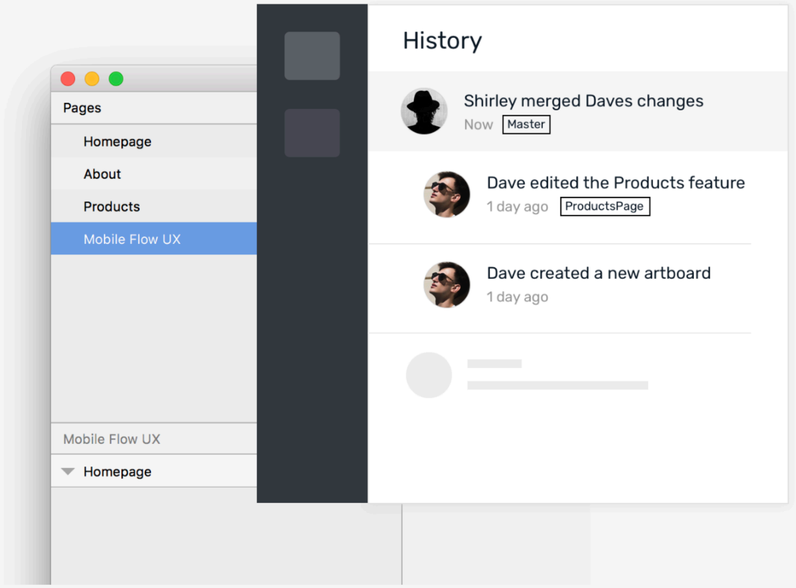
A new way to work that unifies your entire teams design process

Branches, pull-requests, merging?!

Forget the jargon. Trunk simplifies your design workflow by giving you the power of automated version control.



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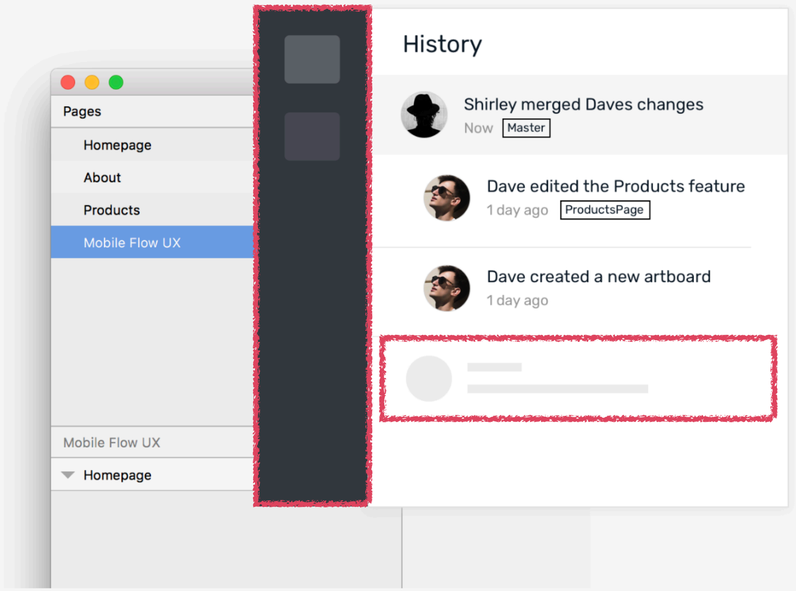

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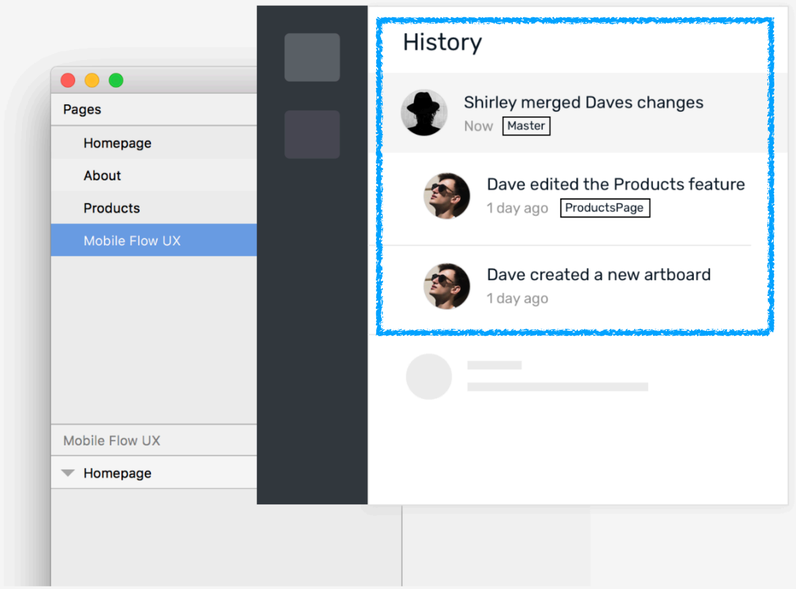
Branches, pull-requests, merging?!

Forget the jargon. Trunk simplifies your design workflow by giving you the power of automated version control.



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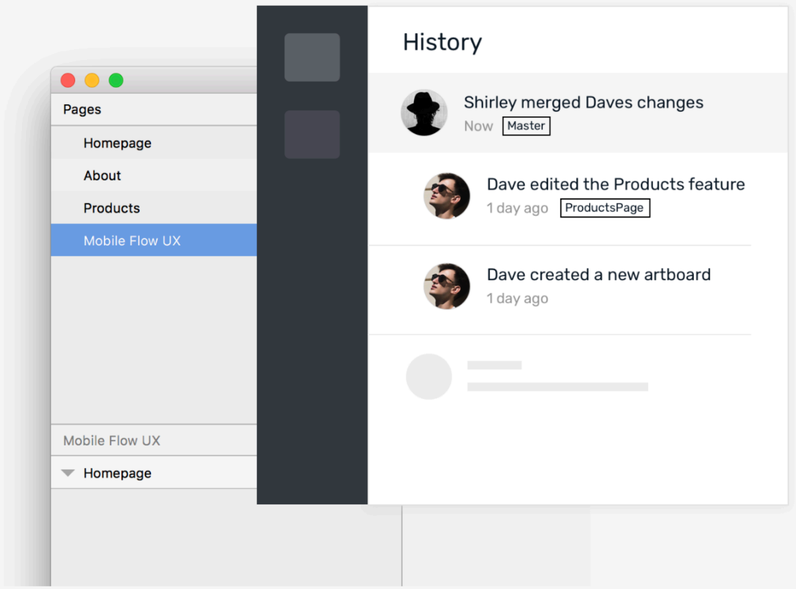
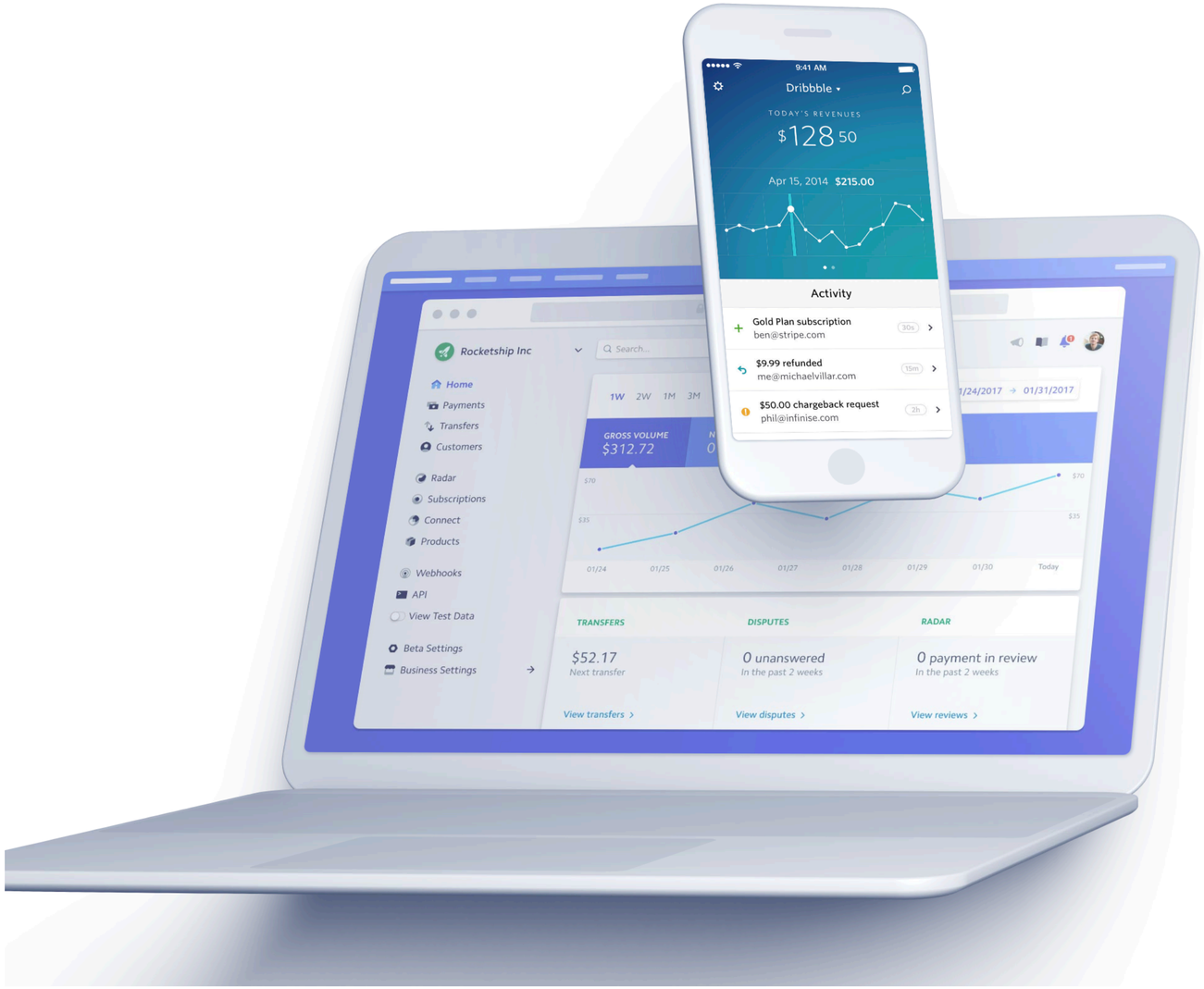



9:41 AM
Dribbble
TODAY'S REVENUES
$128 50
Apr 15, 2014 $215.00
Activity
Gold Plan subscription
ben@stripe.com
30s
$9.99 refunded
me@michaelvillar.com
15m
$50.00 chargeback request
phil@infinise.com
2h
Rocketship Inc
Search...
Home
Payments
Transfers
Customers
Radar
Subscriptions
Connect
Products
Webhooks
API
View Test Data
Beta Settings
Business Settings
1W 2W 1M 3M
GROSS VOLUME
$312.72
01/24/2017 → 01/31/2017
$70
$35
01/24 01/25 01/26 01/27 01/28 01/29 01/30 Today
TRANSFERS
DISPUTES
RADAR
$52.17
Next transfer
0 unanswered
In the past 2 weeks
0 payment in review
In the past 2 weeks
View transfers ›
View disputes ›
View reviews ›

Remove all unnecessary information

#7 If you have a long page, cut the screenshot in half and overlap them

Log Out

helpspot.

HelpSpot Website Design

Hello and welcome! Here you can find everything you need during our project from all your files to how to contact me. You'll have full access to this area throughout the whole project and for 6 months after completion. However all of your files will still live on in your Dropbox folder.

How to contact me

If you have any small questions or comments throughout the project, you can email me. For anything larger, it's best to wait for our next catch up call so we can go through it properly. Our call is scheduled for every **Tuesday at 1pm EST**

Availability

My working week is **Monday-Friday 8am - 4pm**

Occasionally I take time off for holidays so if this is due to happen during our project I will let you know in good time. Other than that you can expect intermittent availability around all major holidays including Christmas, New Year, Easter and (ok, not a major holiday) my birthday - 25th April.

Discovery	Website	September 1, 2017
Current Phase	Next Phase	Estimated Completion Date

HELLO 1

Discovery

The brief
The outline of the project and all key tasks

Inspiration
A Dropmark board where you can add all your design likes.

About your business
A questionnaire for you to fill out about your business.

Website questionnaire
A questionnaire for you to fill out about your website.

20 second gut test
Rate these websites so I can get an idea of your likes (and dislikes).

Content sheet
Download this worksheet to help you write your website content.

HELLO 2

Website

Prototype
View the website prototype for the design.

Style guide
Your style guide keeps your brand nice and consistent

The final deliverable
These are all the files to hand over to the developers to build.

HELLO 3

Assets

Proposal
The initial proposal and quote for your project.

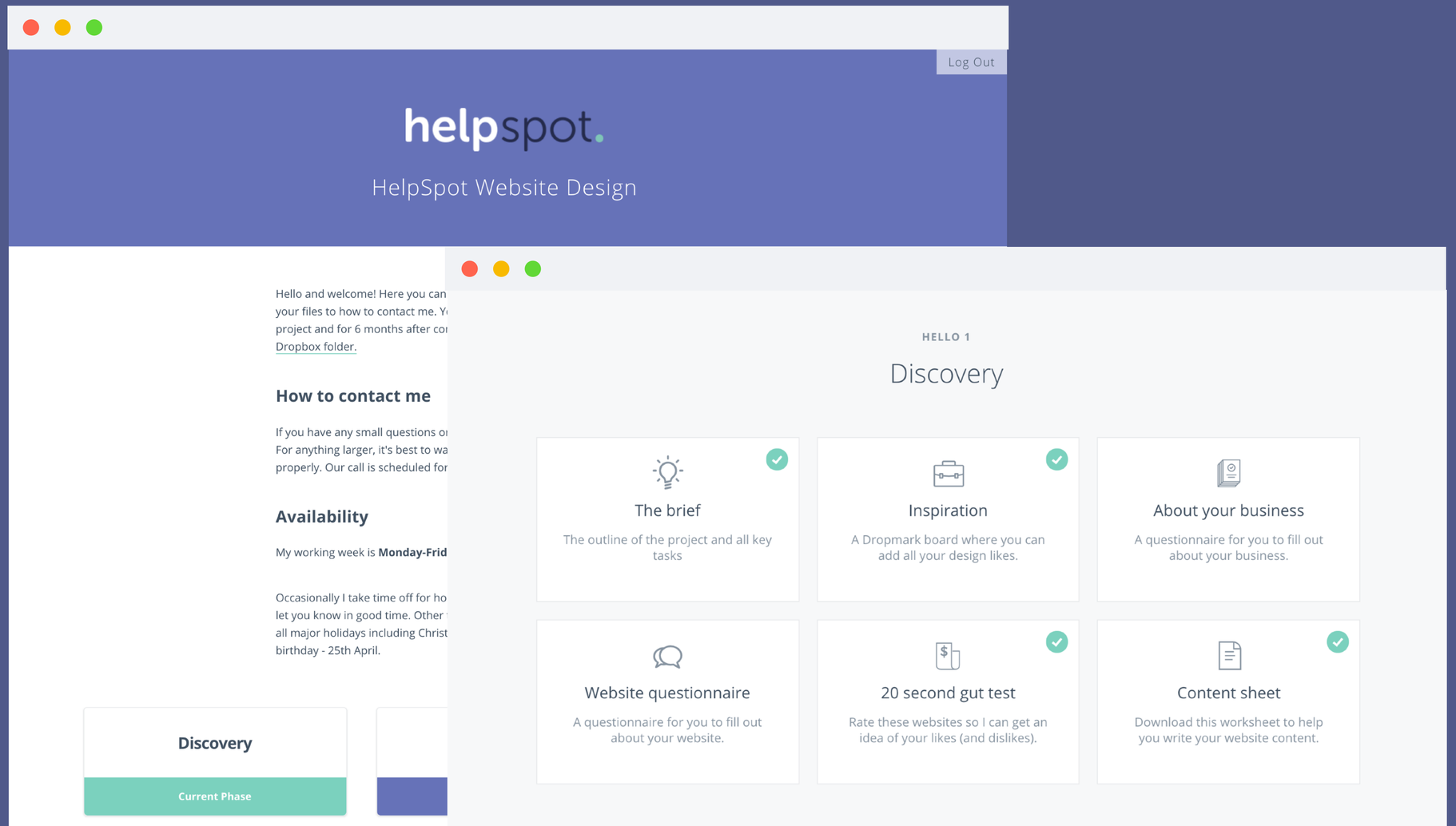
Contract
A copy of our signed agreement for your reference.

Invoice receipts
Keep up to date with all payments made and download receipts.

Giving effective feedback
A cheat sheet on how to give amazing feedback.

Want to see all your files?

Go to your Dropbox folder ›


Log Out
helpspot.
HelpSpot Website Design
Hello and welcome! Here you can
your files to how to contact me. Y
project and for 6 months after co
Dropbox folder.
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If you have any small questions o
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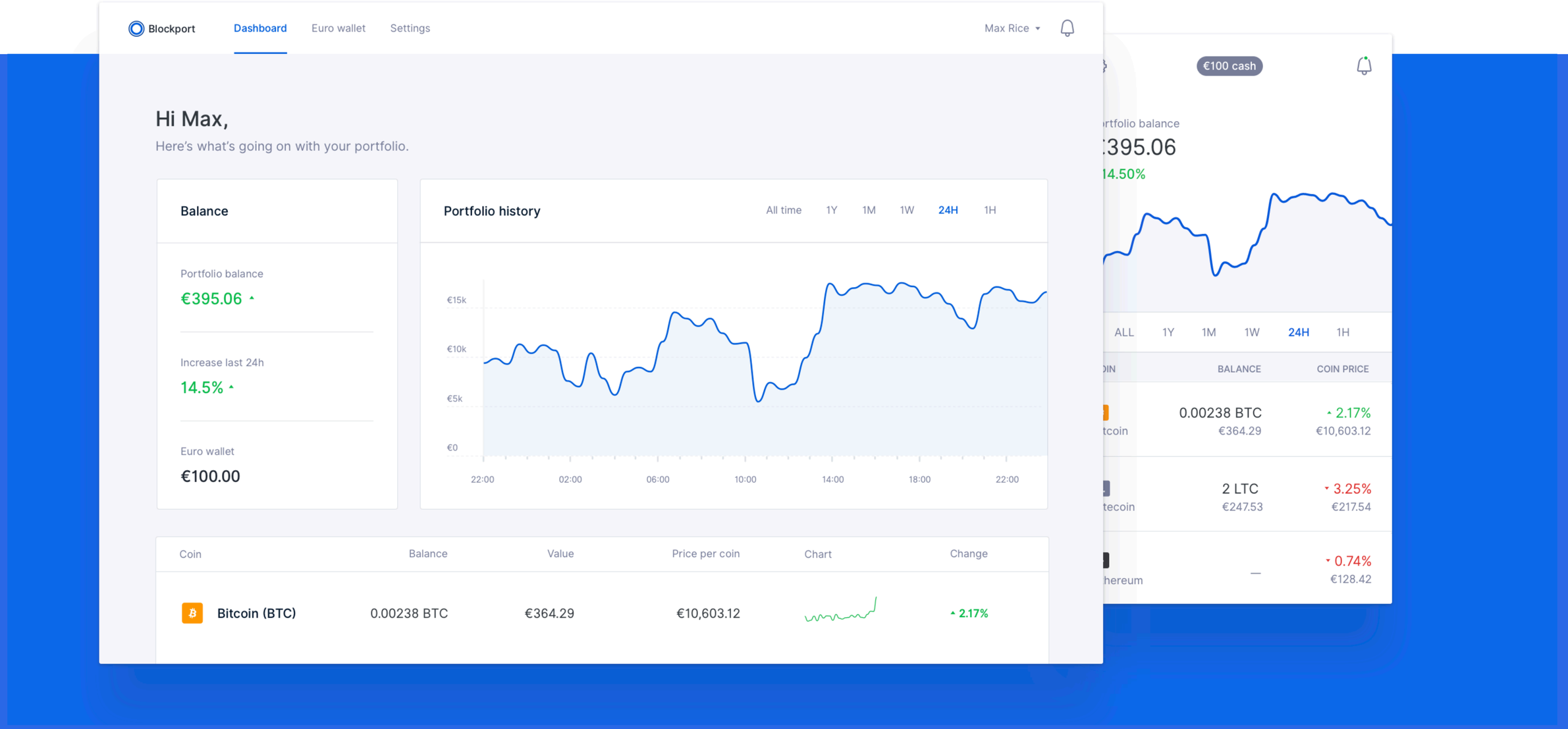
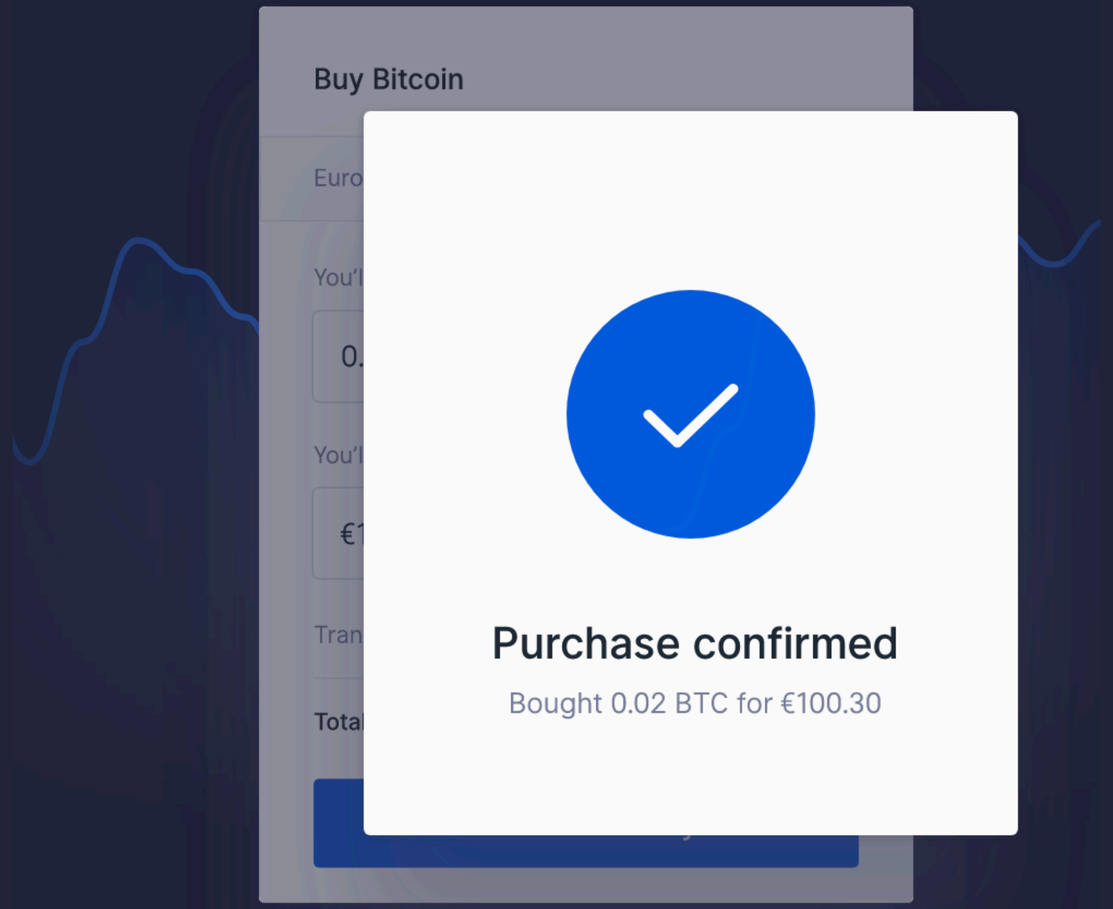
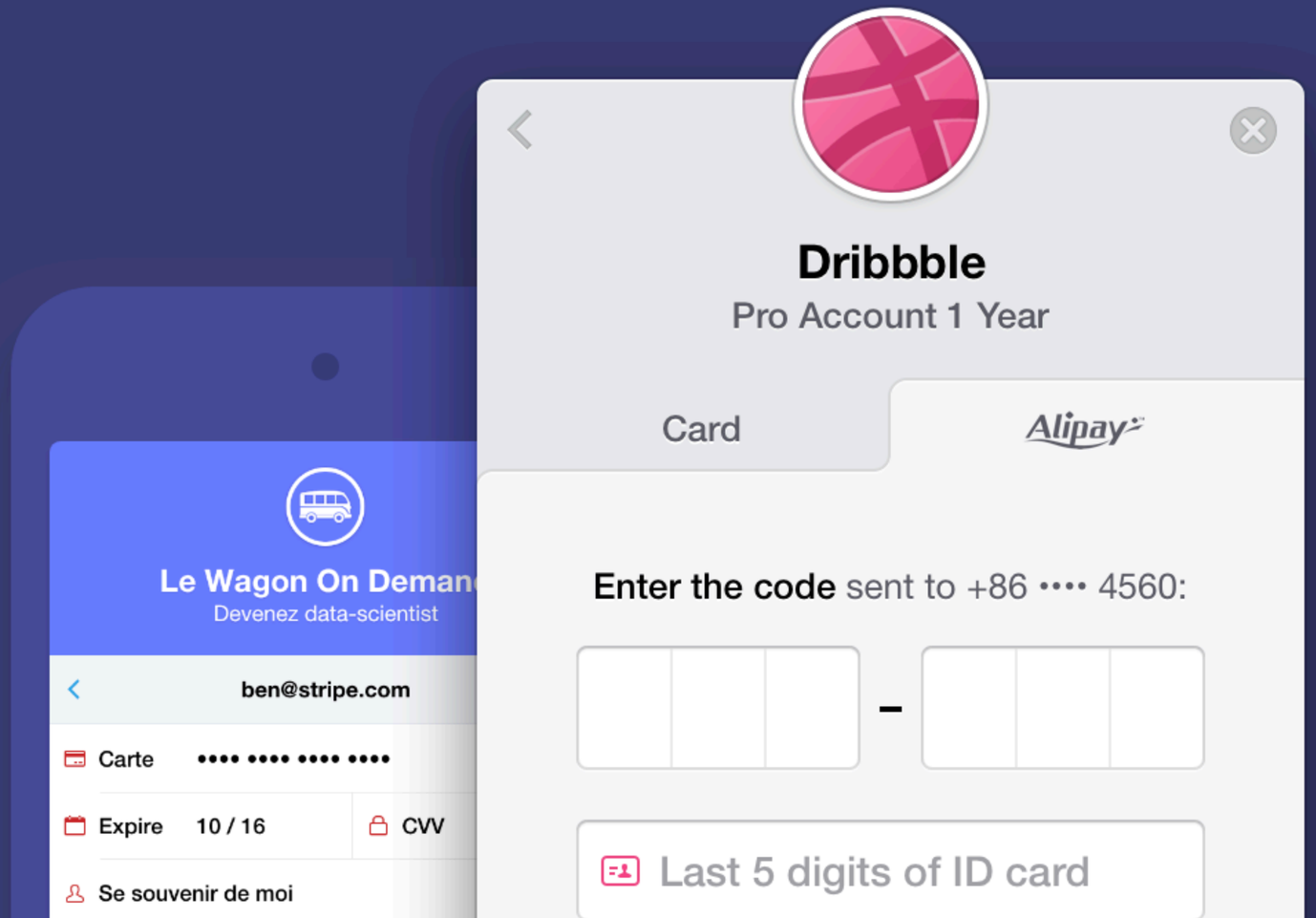

Blockport
Dashboard
Euro wallet
Settings
Max Rice
Hi Max,
Here's what's going on with your portfolio.
Balance
Portfolio balance
€395.06
Increase last 24h
14.5%
Euro wallet
€100.00
Portfolio history
All time
1Y
1M
1W
24H
1H
€15k
€10k
€5k
€0
22:00
02:00
06:00
10:00
14:00
18:00
22:00
Coin
Balance
Value
Price per coin
Chart
Change
Bitcoin (BTC)
0.00238 BTC
€364.29
€10,603.12
2.17%
€100 cash
ALL
1Y
1M
1W
24H
1H
BALANCE
COIN PRICE
0.00238 BTC
€364.29
2.17%
€10,603.12
2 LTC
€247.53
3.25%
€217.54
0.74%
€128.42


Buy Bitcoin
Purchase confirmed
Bought 0.02 BTC for €100.30


Le Wagon On Deman
Devenez data-scientist
ben@stripe.com
Carte •••• •••• •••• ••••
Expire 10 / 16
CVV
Se souvenir de moi
Dribbble
Pro Account 1 Year
Card
Alipay
Enter the code sent to +86 •••• 4560:
Last 5 digits of ID card

Ask yourself:

What are you hoping the viewer will understand from your screenshot?

EXERCISE

Are you using screenshots? Great! Use some of these tricks to display them on your website.