

### Use consistent scale to fake distance

That's how you trick the eye into reading depth.

#### This works for:

- People
- Objects
- Text
- Graphics

# 

SWIPE





Nadia Fernandez



The **Website Designer** small businesses **Rely On** 

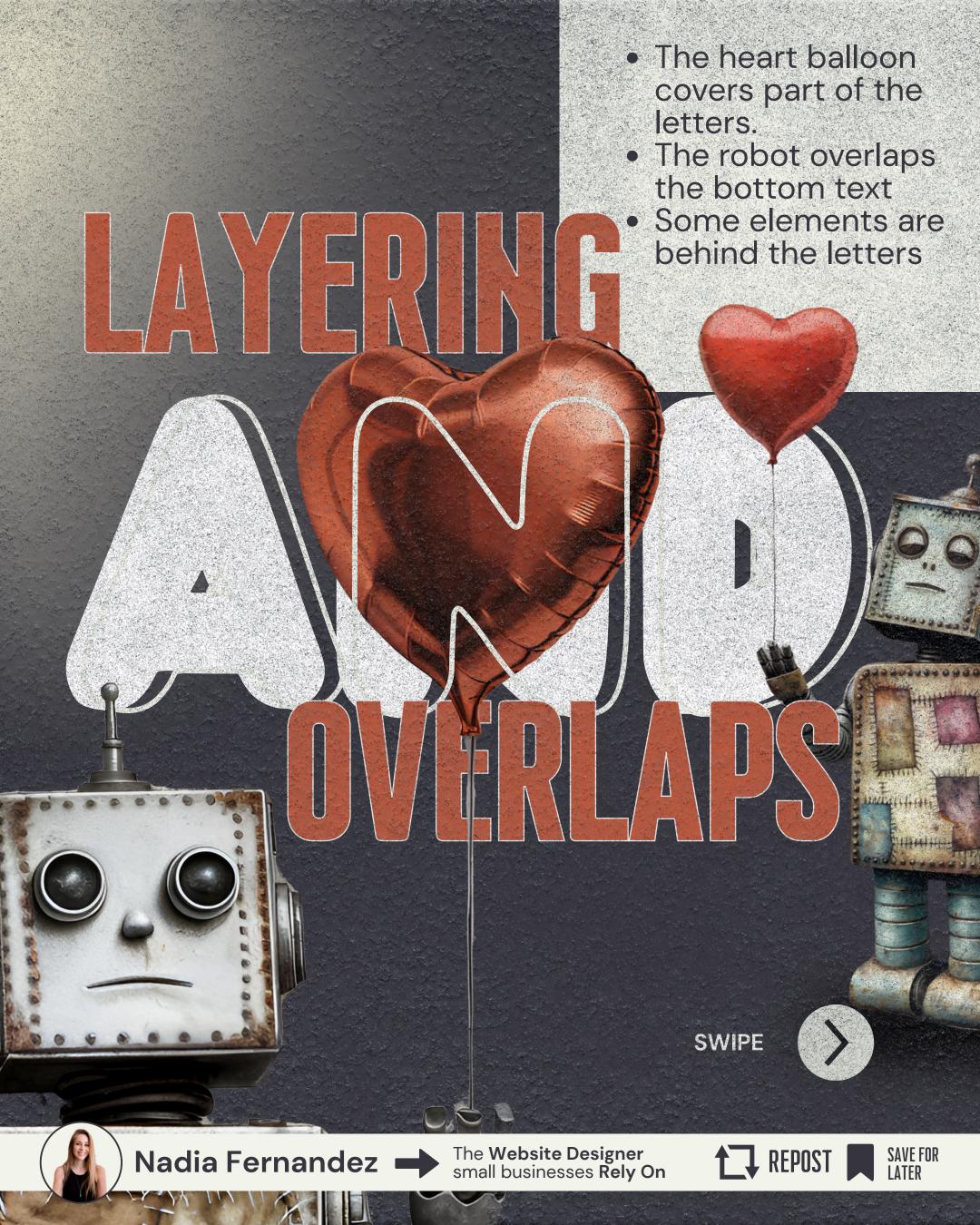




SAVE FOR Later







## 





(sent to back)

(Bring forward)



**Elements that** overlap feel like they exist in real space.





(bring to front)

**SWIPE** 

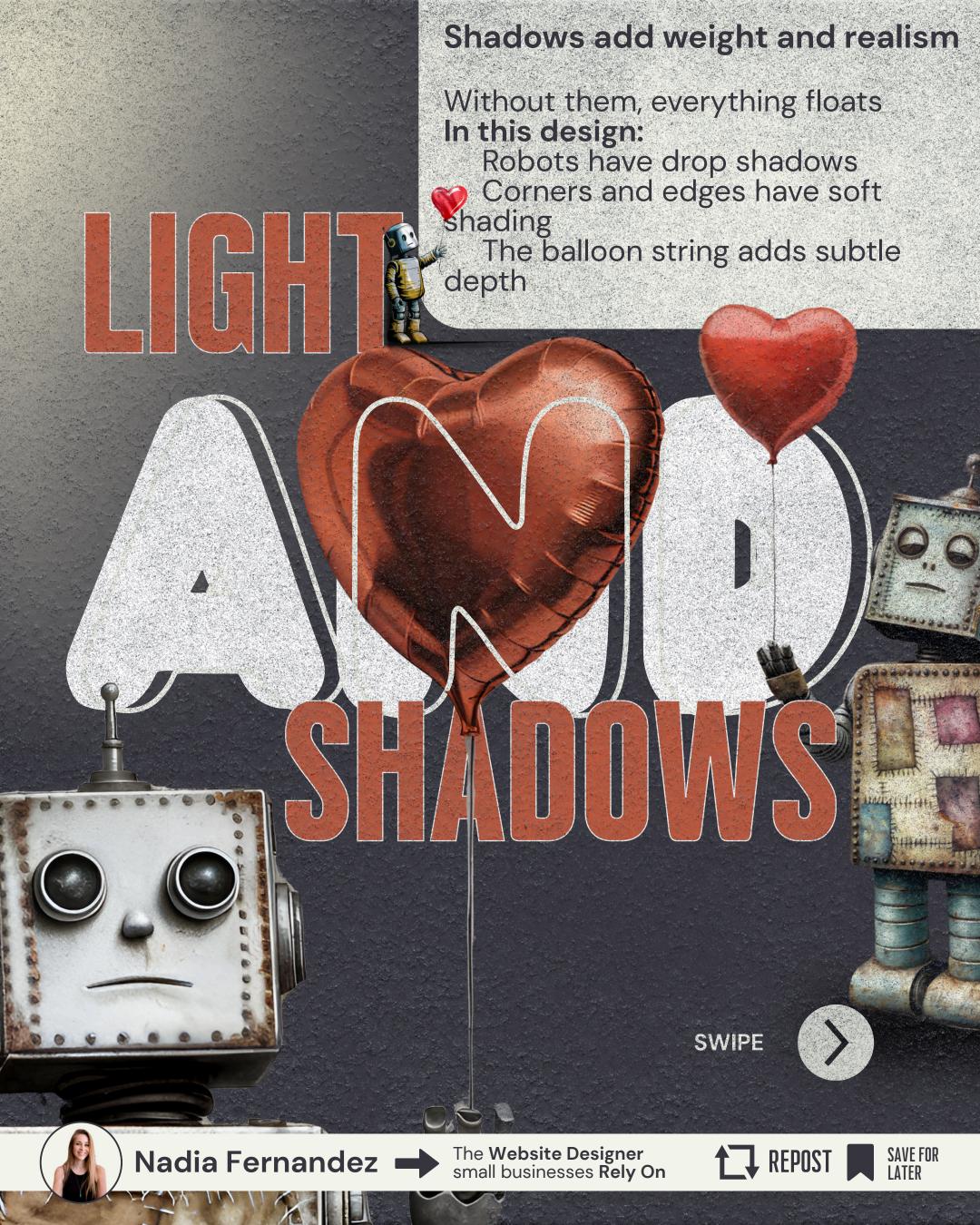


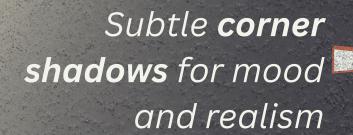












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Shadows give a sense of weight.

Here we see that he is clearly standing close to us but far enough to see his full body + shadow.

SWIPE















### **NADIA FERNANDEZ**

Website Designer

& Fractional CMO

LET'S CONNECT!











