

Planning Layouts

Layouts

- ♦ Arrange page items into a logical, consistent scheme
- ♦ Site & Page purpose is starting point
 - ♦ Determines space allocations
 - ♦ Assigns necessary visual prominence of items

Your layout design should arrange your page elements into a single, cohesive presentation. The design of your layout should be guided by the purpose of your site and the purpose of each individual page of the site. Space allocations are key considerations in layout design as they, along with the choice of colors and styles, assign visual prominence of items to users. In every case, the purpose of the each page should be reflected in specific choices in design-- these choices should enable the user to better access and interact with the information conveyed on the page. With this said, however, consistency is also important as the user should always be able to identify a single page as a smaller piece of the whole website.

All in all, make every design decision a deliberate one.

Page Items

- ◆ Containing block
- ◆ Heading/Banner/Logo
- ◆ Navigation
- ◆ Content
- ◆ Aside/Sub-content
- ◆ Footer

This is a list of the primary elements that a page might have. The choice to include some of these items will again be governed by the purpose of the page and site.

Page Items in Detail

- ◆ Containing block
 - ◆ Container for all of the page's items
 - ◆ May define visible borders
- ◆ Heading/Banner/Logo
 - ◆ Contains branding information
 - ◆ Identifies the site to the user

The function of the containing block is quite self-explanatory. It is the element that contains all of the other page elements and may or may not define a concrete transition (i.e a visible border) between the screen and the page. It is important that we are only considering this element from a design perspective, not yet attributing it to a specific HTML element.

The header is typically an element that establishes the identity of the page, indicating that the page (or site) is a member of a larger site or network of sites. This is often repeated among many, if not all, pages to solidify this sense of belonging. Having this element consistent also enables the user to focus on other elements on the page.

Containing Block

Home Tour Who uses Basecamp? Extras & Add-ons Help/Support Plans & Pricing Sign in 37signals

Basecamp

The Better Way To Get Projects Done.

Trusted by millions, Basecamp is the leading web-based project collaboration tool.

Share files, meet deadlines, assign tasks, centralize feedback, make clients smile.

See Plans and Pricing
30-day free trial, sign up in 60 seconds.

Our Projects

Dashboard To-Dos Milestones Time All People Search Account (Upgrade/Billing) Templates Settings

Latest activity across your projects

Tue	Wed	Thu	Fri	Sat	Sun	Mon
TODAY Design review 3	Jan 28 28	29 Deliver proposal	30	31	1	2
				7 Chapter 4 & 5 due		

Crown Publishing — 37signals Book

- File [one-perfect-day.jpg](#) Uploaded by Jason F. TODAY
- Message [Great cover](#) Posted by Jason F. TODAY
- Milestone [1st draft of manuscript due](#) Completed by David H. 21 Jan
- Comment [Re: The first draft of the Unconform manuscript](#) Posted by Matt L. 21 Jan
- To-do [Write introduction](#) Posted by Jason F. 20 Jan

Kincade Paper — Office remodeling

- Message [Daily Systems Checklist: January 22, 2009](#) Posted by Mark I. TODAY
- To-do [Order desks and chairs](#) Posted by Joshua S. TODAY

Projects

- Container Consulting
 - [Web site redesign](#)
 - [Logo design](#)
 - [Marketing plan 2009](#)
 - [Affiliate Program \(Cash\)](#)
- Crown Publishing
 - [37signals Book](#)
 - [Cover ideas](#)
- Kincade Paper
 - [Office remodeling](#)
 - [Newspaper advertising](#)
 - [Radio spots](#)
 - [Marketing videos](#)
- Cloud Imagination
 - [SEO](#)
 - [Project California](#)

98% CUSTOMER RECOMMENDED

Every day the world's most respected brands, small

Logos: National Geographic, Warner Bros, Panda, Adidas, NBC, Fox

Containing block without defined border

<http://basecamphq.com/>

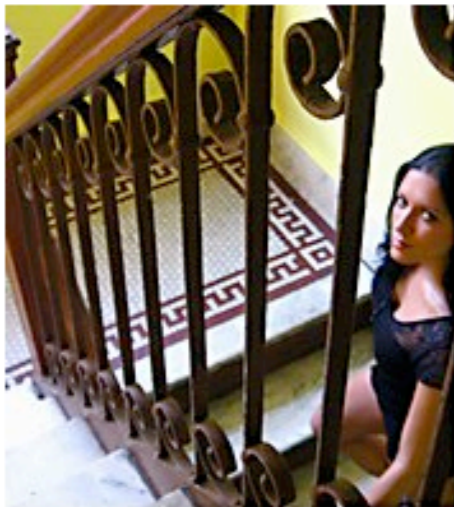
Containing Block

Communication Arts fresh

- VIEW YOUR SUBSCRIPTION STATUS
- FIND JOBS/TALENT
- ENTER A COMPETITION
- ADVERTISE WITH US

HOME CREATIVE **PROFILES** PERSPECTIVES NEWS
FRESH FEATURES

SEARCH



FRESH
Bonnie Gloris

Illustrator
New York, NY

"I strive for a balance between the idea I'm trying to convey and the work's aesthetic appeal."

Any fool can write a bad ad, but it takes a real genius to keep his hands off a good one. — Leo Burnett

creativeh+tlist *A career site for the creative community*

~ FEATURED PORTFOLIOS ~



Derek Berghaus
Graphic Designer

[View Portfolio](#) | [View Profile](#)

Filter by Category - All

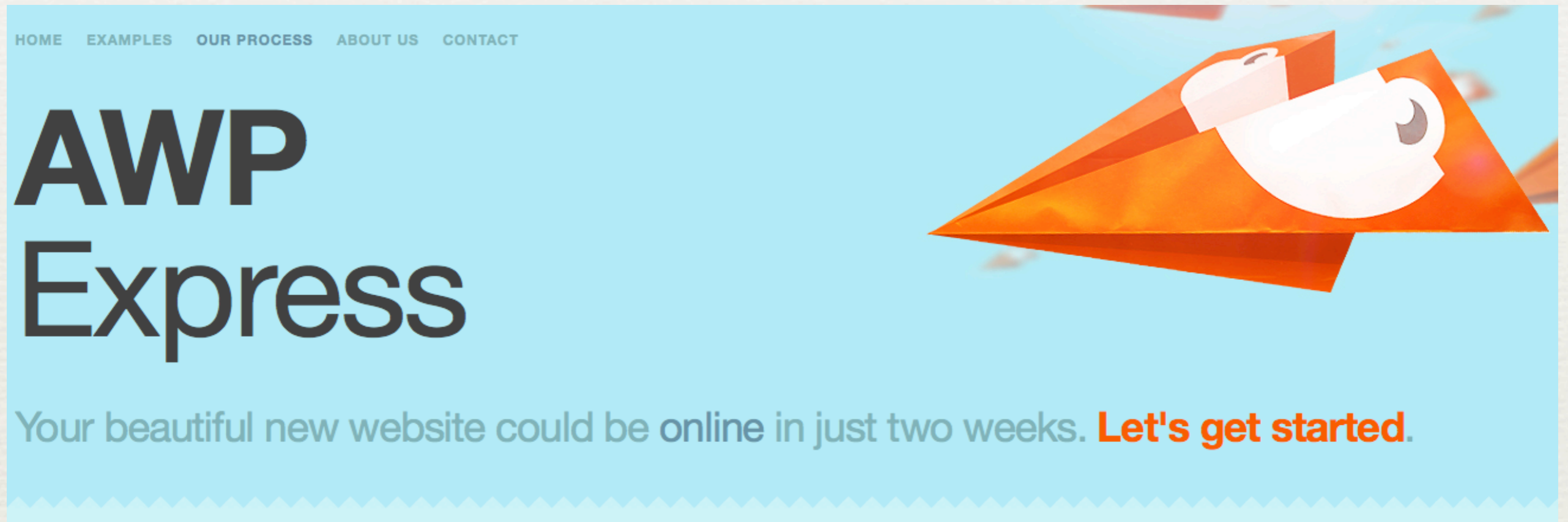
146 matches | 1 - 15 displayed

1 2 3 ▶

Containing block with defined border

<http://www.commarts.com/fresh>

Header/Banner/Logo



A distinct, memorable header consistently positioned on all pages

<http://www.awpexpress.com/>

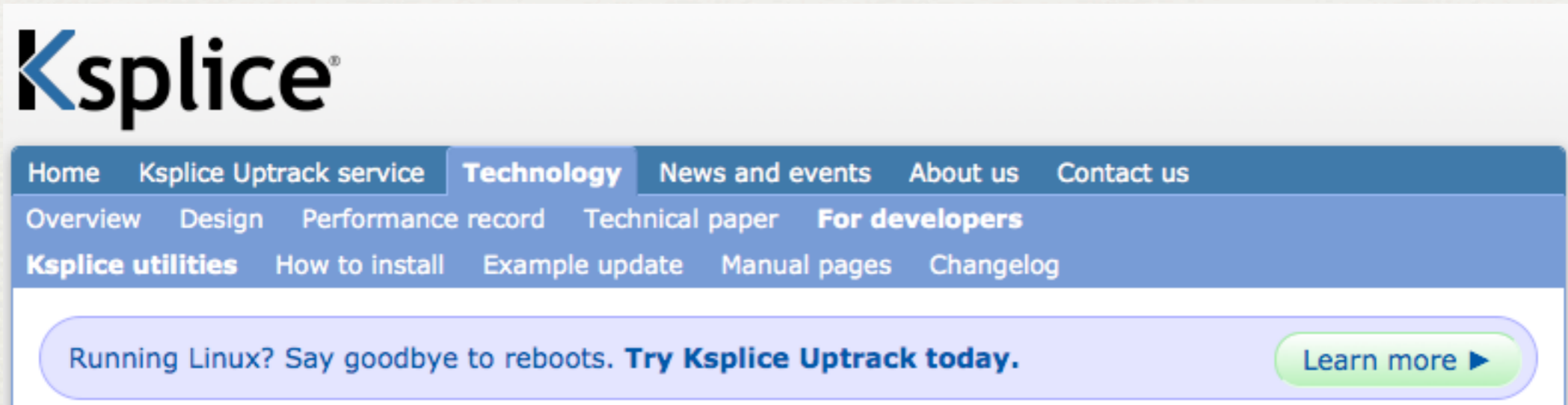
Page Items in Detail

- ◆ Navigation
 - ◆ Orients the user within the site
 - ◆ Provides a uniform method for locating content
 - ◆ Should be a prominent item on all pages
- ◆ Content
 - ◆ Primary information to be conveyed by page
 - ➔ Most prominent in layout

The navigation element is a tool that typically enables the user to simultaneously determine their location within the site and how to “navigate” to find additional content that they might be seeking to find. Having a consistent navigation design creates a perceived sense of reliability as the user can always use the same methods to access different areas of the site. This element should be easy to find and therefore a prominent item on pages so that the user is able to interact with the element as intended (and so that there is not frustration when the current page is not quite what the user is looking for).

The content is the defining element of the page, it is the purpose of the page and quite typically the purpose of the site. The page’s content may range from text, to images, to other types of media (music, video) or any combination of these. In all cases, however, this should be the focal point of the page-- the page and site design should attempt to showcase and draw the eye to the site and page’s content.

Navigation



Three-tiered navigation with current area/page information

<http://www.ksplice.com/software>

Page Items in Detail

- ◆ **Aside/Subcontent**
 - ◆ Contents may be related to main content
- ◆ **Footer**
 - ◆ Provides parenthetical information about the site or page
 - ◆ Typical examples: Copyright, Contact Info

The aside, or subcontent of the page, can range from a simple note related to the content or an entire subsection directing the user to related pages or sites. These elements are seen quite frequently in sites with a large amount of content spread across multiple pages, such as YouTube, media sharing sites, or even search engines. In some cases, the subcontent can be just as important as the content, such as in online manuals where the subcontent can note caveats, prerequisites, or pages or concepts related to the current content.

The footer, generally the last element on the page, will provide parenthetical or contextual information about the site or page, providing information such as Copyright information, contact and location information, sponsors, and corporate information. Current trends in the internet are seeing footers being increasingly utilized for smaller versions of the main navigation as well as for including substantial descriptions of the site and/or site author(s).

Aside/Subcontent

Dedicated Hosting Plans Include:

- ✓ **Root Access**
- ✓ **Your Choice of Installed Software**
- ✓ **Less than 24 Hr Setup Time [?]**
- ✓ **AMD Opteron 170 - 2 x 2.0GHz CPUs**
- ✓ **1 GB DDRI 400 RAM**
- ✓ **1 x 250GB SATA II Disk**
- ✓ **100 Mbps Public & Private Networks**
- ✓ **World-Class Tier-Four Datacenter**

What Is Dedicated Hosting?

Dedicated Hosting is where you are given full access to your very own server. All the RAM and CPU are reserved for your processes and you can install and customize software to fit your needs.

How Is Dedicated Hosting Better (Or Worse) Than Virtual Dedicated Hosting?

Dedicated Hosting offers all the advantages of a **virtual private server**, plus access to 100% of the server's RAM and CPU power. With more power comes more responsibility, however, so unless you opt for our fully-managed services you should plan to administer the server yourself.

Can You Administer And Monitor My

Main content with several notes related to page focus

http://www.hostingrails.com/dedicated_hosting

Aside/Subcontent

Tim Berners-Lee (M.I.T.), father of the World Wide Web...



heikoxxxxxx
August 20, 2006
(more info)
Subscribe

...comments on Net Neutrality and the Freedom of the Internet. From Wikipedia: Sir Timothy "Tim" John Berners-Lee (born June 8, 1955 in London) is the inventor of the World Wide Web and director ...

URL http://www.youtube.com/watch?v=Jev2Um-4_TQ

Embed `<object width="425" height="344"><param name="url" value="http://www.youtube.com/watch?v=Jev2Um-4_TQ"></object>`

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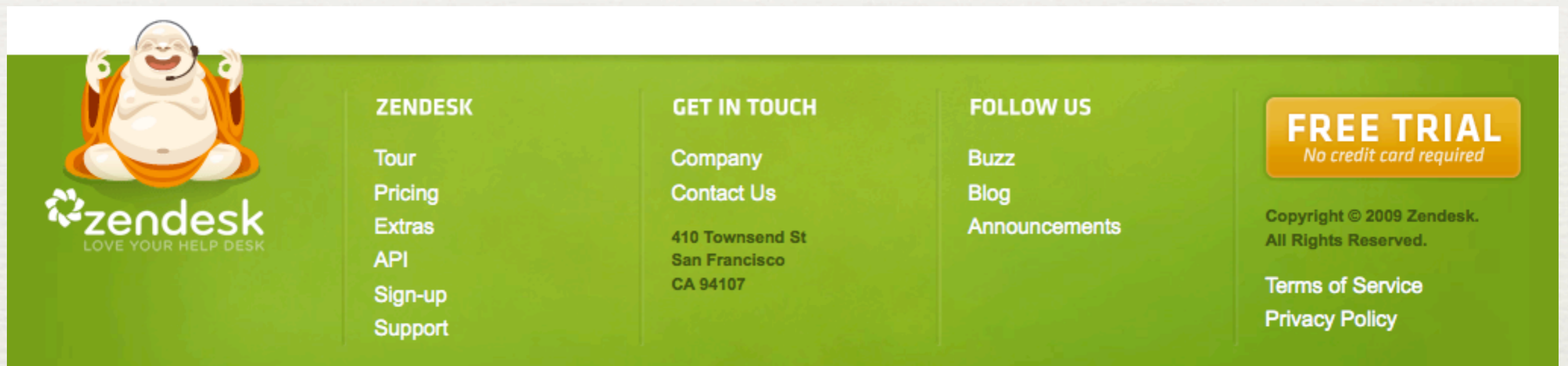
Facebook Twitter MySpace (more share options)

► Statistics & Data

Content with related sub-content

http://www.youtube.com/watch?v=Jev2Um-4_TQ

Footer



Footer with navigation, contact information, and other links

<http://www.zendesk.com/>