Unit 4; Lesson 9

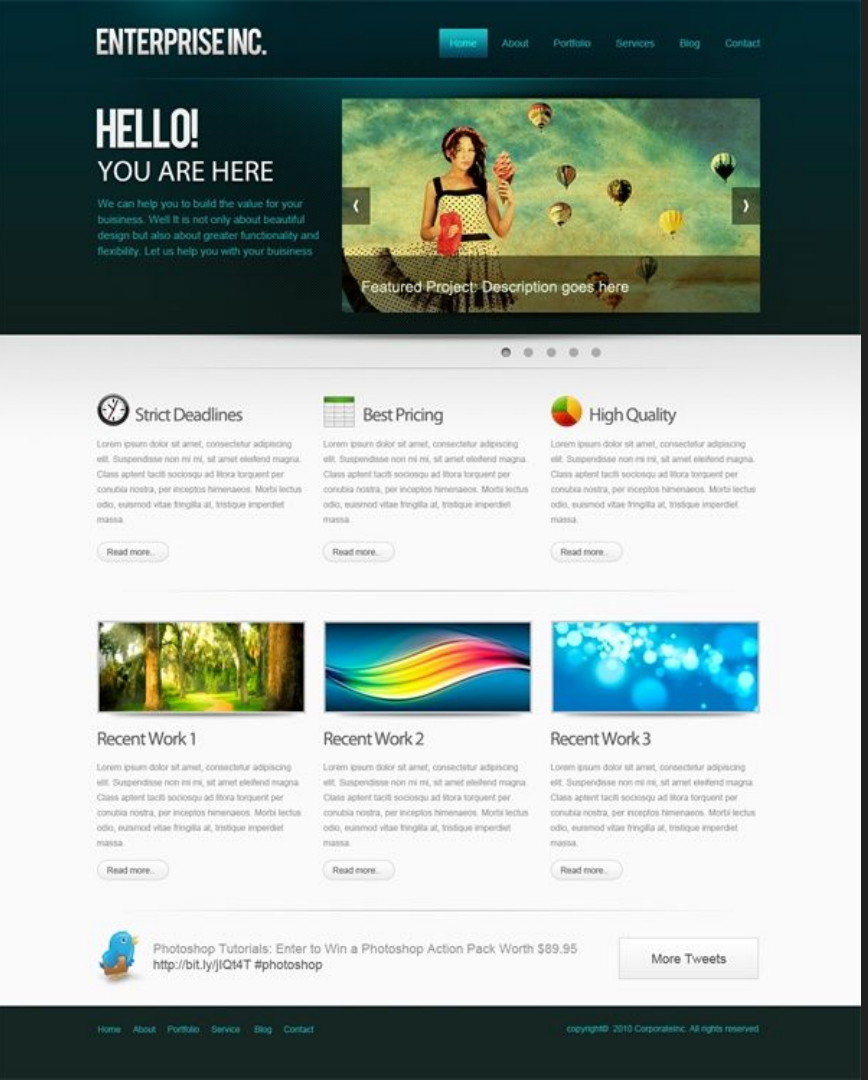
Web Design

Best Practices, Part 1: Layout

Two Key Ideas

Layout

Navigation



Layout

The way you “lay out” the content of your website.

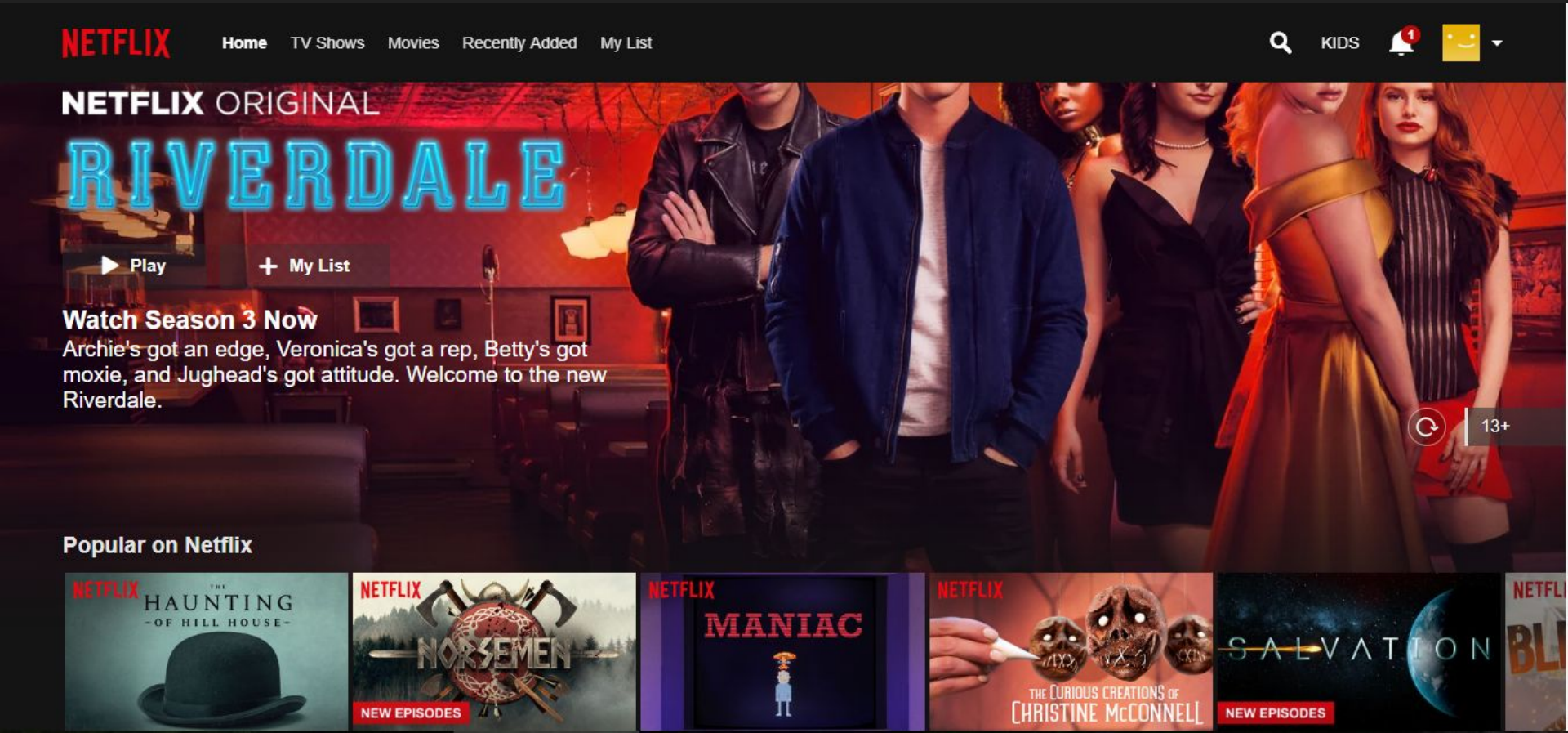
?

How do you decide what content goes where?

How do you *implement* these decisions in HTML?

Let’s look at one together...

How would we sketch the layout?



Analyzing Professional Websites

TASK: In your groups, analyze the layout and navigation of a popular website.
Note: Each person should sketch the site (more practice!)

Layout

Sketch a layout diagram of the website when on a PC.

Sketch another layout diagram of the website when on phone.

Show position of text and images in your diagram.

What are the main differences between the PC and Phone layout?

Would you say that the website has a good layout? Why or why not? How could it be improved?

Navigation

Describe the main ways used to navigate on the site.

Indicate in your diagrams which parts of the site are interactive.

Would you say that the site is easy to navigate? Why or why not?

Suggested Options for Websites

https://www.nike.com/my/en_gb/

https://www.theglobeandmail.com/

https://kotaku.com/

https://www.reddit.com/

http://sis.sunway.edu.my/frontpage/

https://www.petronas.com/

https://www.adidas.com.my/

https://www.nasa.gov/

Interdepartmental Meeting (If Time Permits…)

Meet with 2 other people from different groups. Share your layout designs with each other and be sure to say which website you did the layout for.

After sharing your layout designs, take a look at the actual websites on your devices.

On the back of your layout paper write down the following…

1. What are some common layout themes between your different sites?
2. Which website has the BEST layout? Why?
3. Be prepared to share what you discussed with the class!

Common Layout Trends? *What did we notice?*

1. A banner and title at the top of the page
2. A company logo (usually if you click it you go back to the homepage)
3. Clear Navigation and links near the top of the page
4. Often include a sidebar on PC to make use of the extra horizontal space
5. Majority of important content in the center of the screen
6. Often includes eye-catching photos on the homepage
7. Often includes a gallery or slideshow on the homepage
8. Scroll down to view more content

Check out this article for more great advice:
https://www.websitebuilderexpert.com/designing-websites/awesome-home-page-design-layouts/

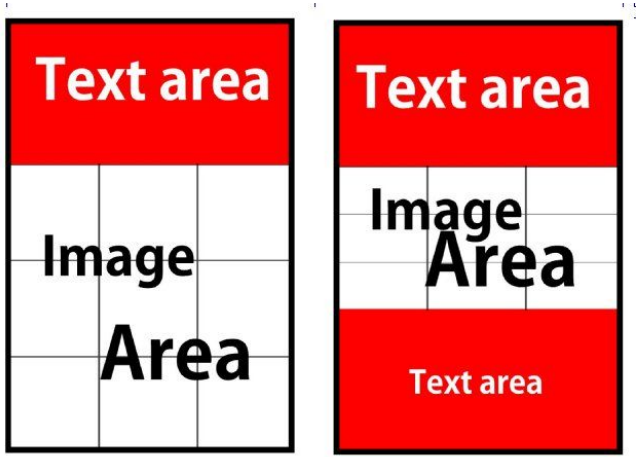
Responsive Design

Websites often change dynamically when the size of the screen changes. **Resize your website's window and see what happens!**

Layout - Rule of Thirds

Structure your page into 9 regions (a 3-by-3 grid)

The “hotspots” tend to be the 4 intersection points of the 9 regions. Key information or visuals should be placed on these points.



Layout - Grid System

When designing your layout, consider HORIZONTAL and VERTICAL alignment as if things on your page were locked to a grid.

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There's a whole unit on Grid Layout in the CSS lessons!

Alignment gives **structure** to the website.

Ask: *"If I broke things into a grid, would they line up in an organized and appealing way?"*

Layout - Grid System

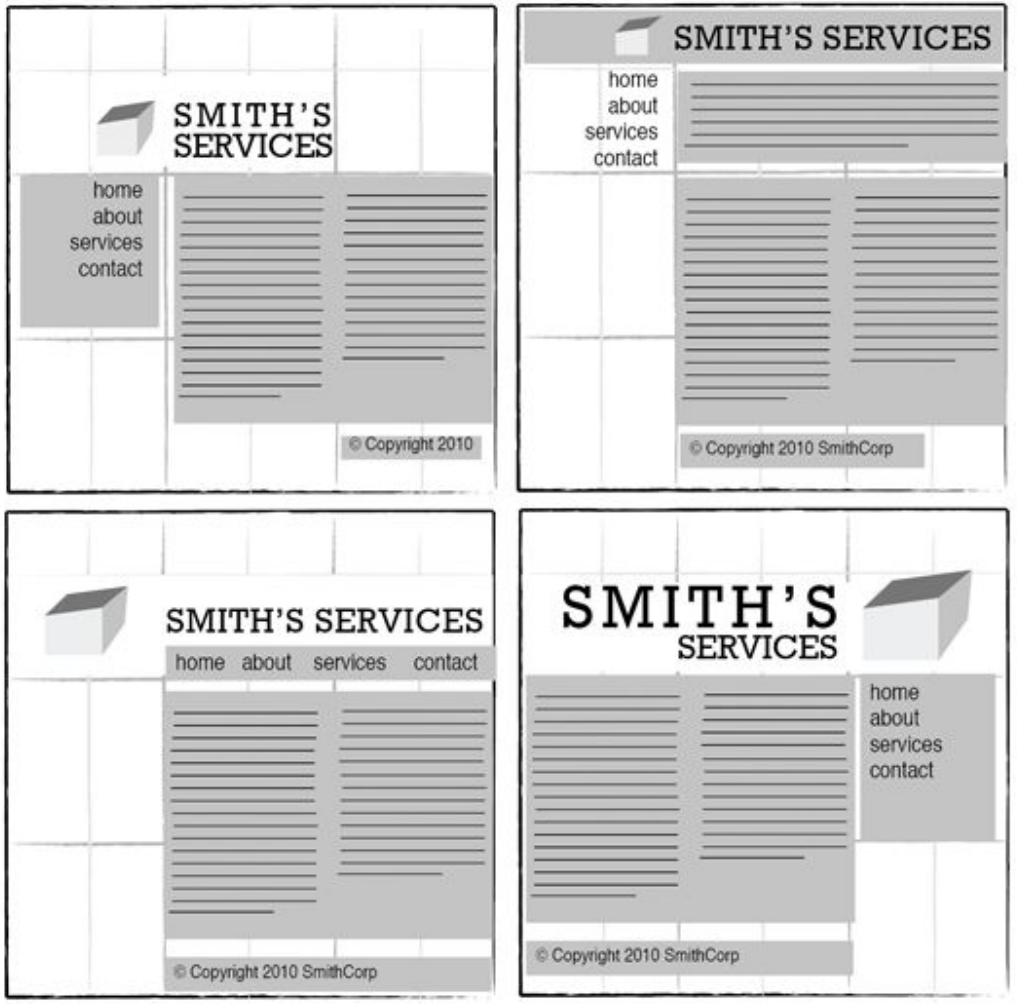
The 960 Grid system is a design framework that proposes:

- that all websites should fit a width of 960 pixels for content (it fits all types of displays nicely both modern and old screens)
- that the content should be divided into 12, 16, or 24 columns.
- That you consistently use these columns to structure your website but you can decide how information spreads across the columns.

The 960 Grid System: https://960.gs/

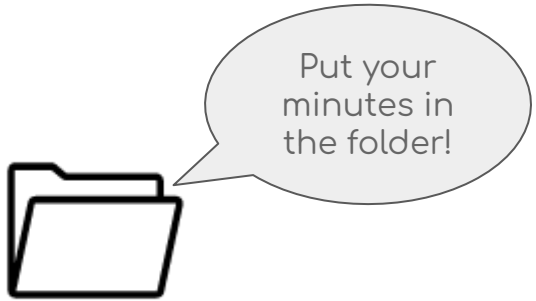
Rule of Thirds + Grid Layout

As you can see, you can come up with many different styles for the same content while still following rule of thirds and grid layout as rough guidelines.



Goal for ICS2O Web Design Meeting #2

1. As a group, decide on the product or service your company is providing and decide on the **company name**.
2. Discuss layouts from popular websites. What are some things your company likes? What are some common themes good websites use?
3. Submit meeting minutes into the same shared folder that you created and shared yesterday

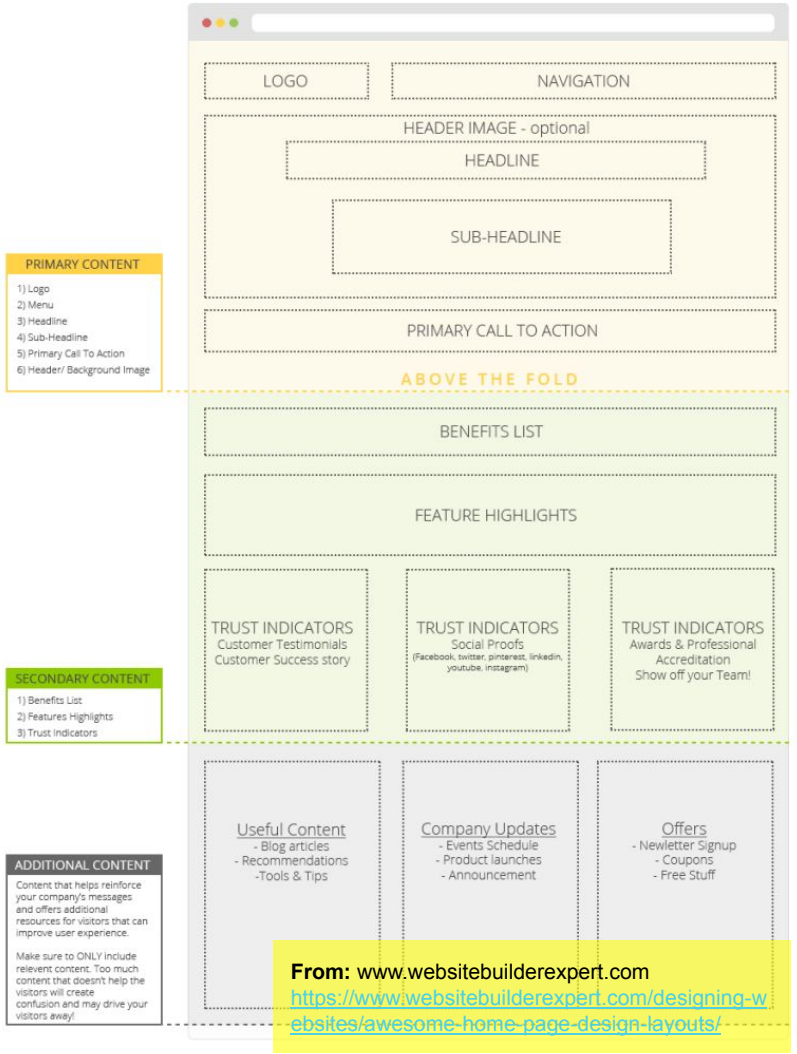


Preparing for Meeting #3: Design and Layout - Due Next Class -

Each person in your team MUST contribute a layout idea sketch or digital layout drawing for your website.

DO NOT start coding the website until you have had a chance to discuss and collaborate with your team.

HINT: Before you leave today make a list of 2-3 key **design pillars** for your site: What *feelings* and *themes* are you trying to express in your design?



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