

Web Design Where to Start

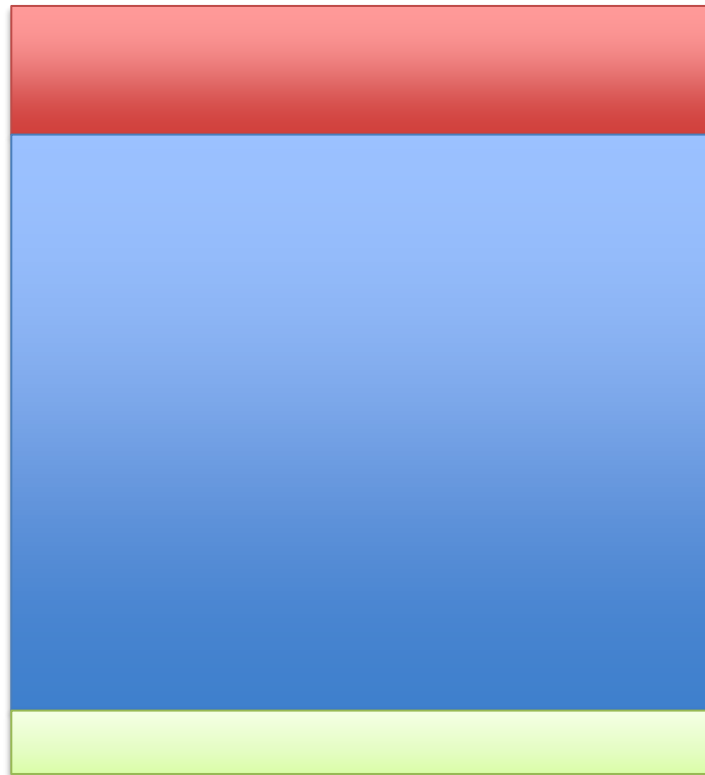
Design Technologies

Basic Layout Structure

Header Section
+ Navigation

Main Content

Footer Section



Basic Layout Structure

Header Section

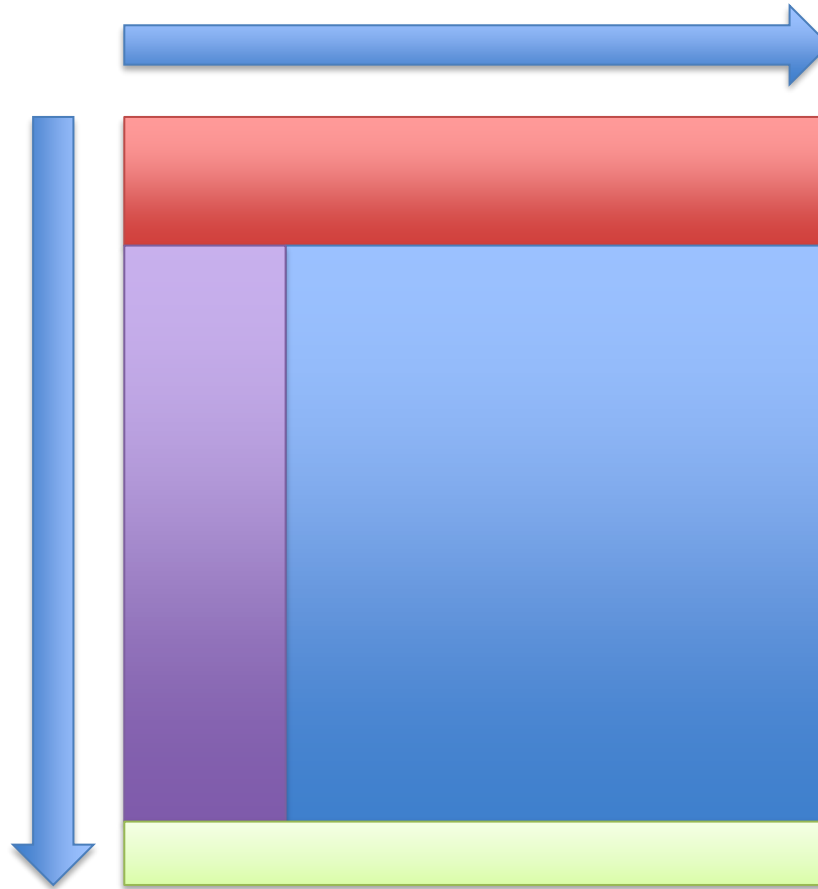
Navigation Side
Bar

Footer Section



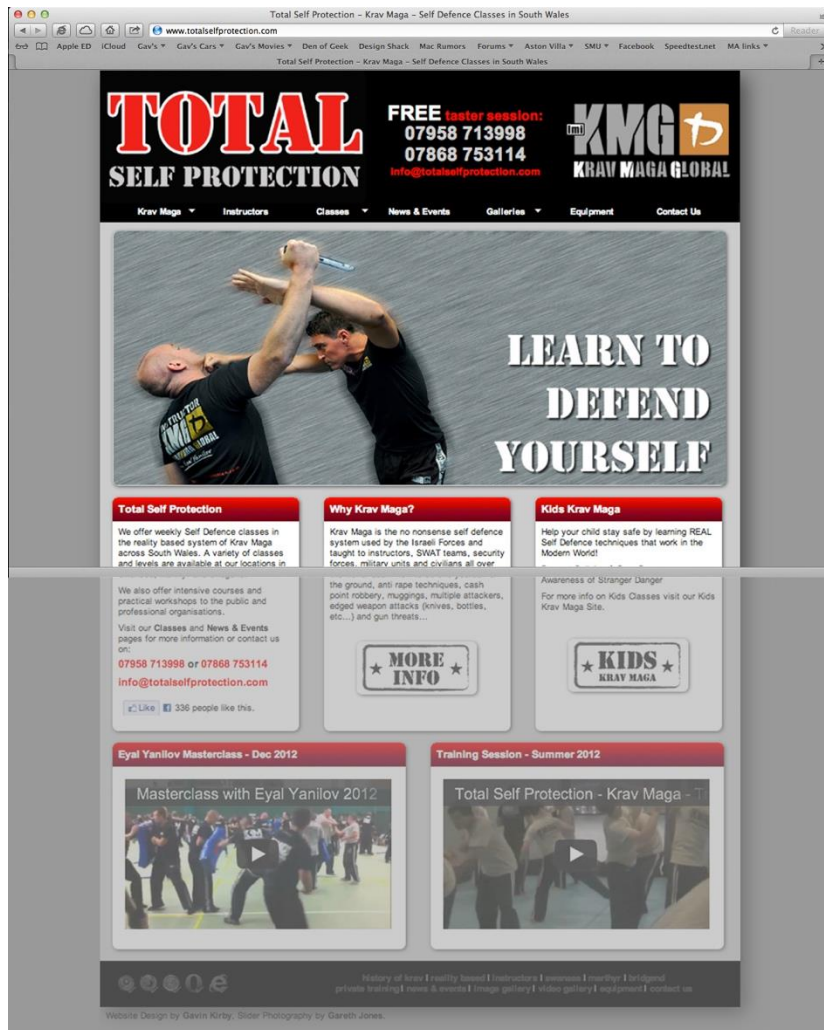
Main Content

Basic Layout Structure



Vertical or
Horizontal only
Not Diagonal.

The Design Fold



Above the Fold. The part of the layout that is visible when the page loads into the browser window.



The Fold.

Below the Fold. The part of the layout that is NOT visible when the page loads into the browser window.

Basic Layout Structure



Previously, the standard minimum width for a website was 960px. This was mainly due to the screen sizes available at the time. It is still a very handy size as it works well on tablets, laptops, and smaller desktop monitors.

Basic Layout Structure



This is because it can be divided into a 12 column grid pattern to help you design your pages.

Basic Layout Structure

Column One

This is column one of a three column layout. It contains a h3 heading, a paragraph and a place holder image from placeholder.it

All headings h1-h6, p, and img have a 14px margin and no padding

270 x 100

Column Two

This is column two of a three column layout. It contains a h3 heading, a paragraph and a place holder image from placeholder.it

All headings h1-h6, p, and img have a 14px margin and no padding

270 x 100

Column Three

This is column three of a three column layout. It contains a h3 heading, a paragraph and a place holder image from placeholder.it

All headings h1-h6, p, and img have a 14px margin and no padding

270 x 100

It is a very versatile structure that gives you plenty of layout design options.

Column One

This is column one of a four column layout. It contains a h3 heading, a paragraph and a place holder image from placeholder.it

All headings h1-h6, p, and img have a 14px margin and no padding

192 x 100

Column Two

This is column two of a four column layout. It contains a h3 heading, a paragraph and a place holder image from placeholder.it

All headings h1-h6, p, and img have a 14px margin and no padding

192 x 100

Column Three

This is column three of a four column layout. It contains a h3 heading, a paragraph and a place holder image from placeholder.it

All headings h1-h6, p, and img have a 14px margin and no padding

192 x 100

Column Four

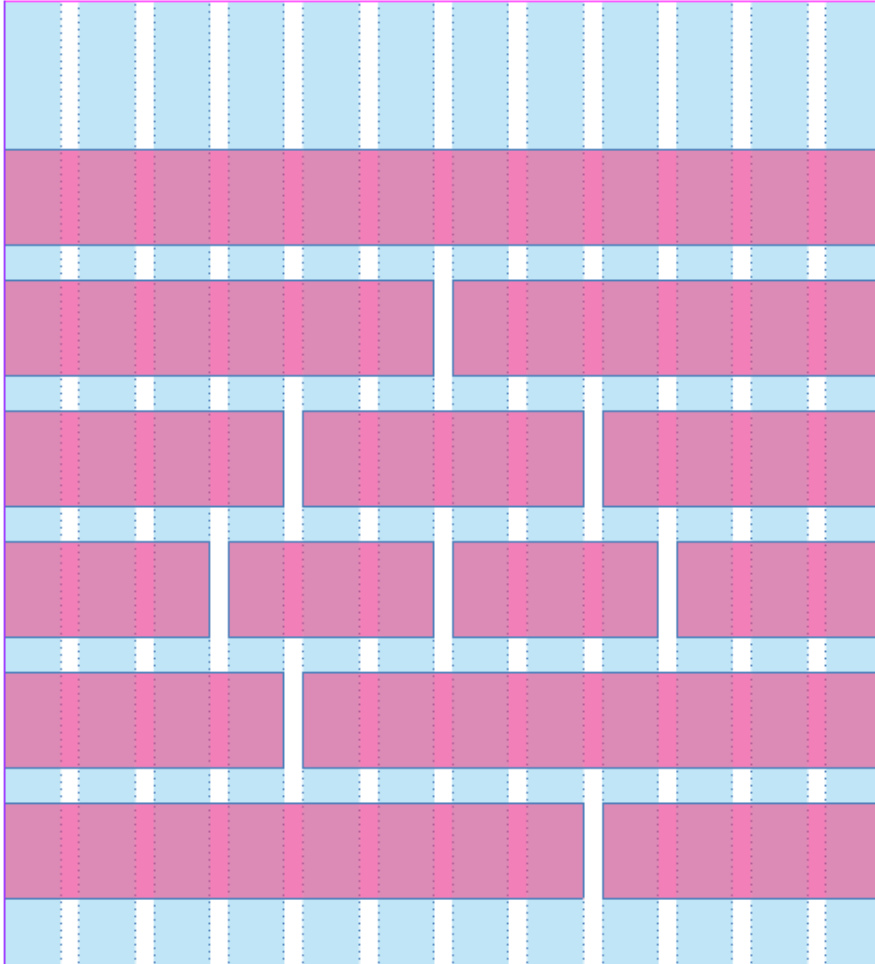
This is column three of a four column layout. It contains a h3 heading, a paragraph and a place holder image from placeholder.it

All headings h1-h6, p, and img have a 14px margin and no padding

192 x 100

The big change now is moving away from a set pixel width to a percentage system which allows for dynamic resizing.

Basic Layout Structure



1 column spans 12 column guides.

2 columns of 6 spans 12 column guides.

3 columns of 4 spans 12 column guides.

4 columns of 3 spans 12 column guides.

2 columns of 4 and 8 spans 12...

2 columns of 8 and 4 spans 12...

Standard Types of Pages to Find

1. **Home page.**
2. **Product pages.** What the site sells/offers/does.
3. **Focus pages.** Greater detail of the product or service.
4. **Terms and Conditions.** A must for selling products or a service.
5. **News or Blog.** A way of keeping people informed.
6. **About Us** or a company statement.
7. **Contact Us.** Maybe a map link and social media links.

Standard Types of Pages to Find

Each of the pages mentioned will have a specific job to do.

That job is determined by the level of information and the type of information it is designed to contain.

Home pages and product pages will be mostly visual and rely heavily on images to allow the user to scan the content for what they are looking for.

As the user travels deeper into the site more and more information will be revealed.

Breaking The Job Down

Designing the Templates.

Set a page size and design the common global elements first.

Things like headers, footers, and navigation will be the same on all pages so will only need to be designed once then copied.

Only the content areas will need to change so design them with the content in mind.

Start brainstorming all the common elements you need to design and start sketching them out.

Common Screen Sizes

Last week we had a quick look at current commonly used screen resolutions.

Date	<u>Other high</u>	1920x1080	1366x768	1280x1024	1280x800	1024x768	Lower
January 2023	47.2%	18.4%	18.2%	1.1%	1.0%	0.7%	13.4%
January 2022	43.4%	18.1%	21.2%	1.2%	1.1%	2.2%	12.8%
January 2021	41.5%	19.2%	24.8%	1.2%	1.5%	1.1%	10.7%
January 2020	37.5%	20.3%	27.6%	2.4%	1.8%	1.4%	9.0%
January 2019	34.3%	19.8%	30.7%	3.1%	2.5%	1.6%	8.0%
January 2018	32.9%	18%	34%	4%	3%	2%	6.1%

This information will help us to determine the sizes for your desktop designs and your mobile designs.

Common Screen Sizes

Remember, for this project I'm only asking you to design two variations of your Ulterior Website.

One design variation for viewing via a desktop / laptop where the design will be more landscape in nature and will have quite a wide pixel width.

The other design variation for viewing via a mobile device where the design will be in a portrait format with much less screen space.

Common Screen Sizes

In reality you would be needing to design several layout variations for several different screen sizes.

Desktop variations between 1024x768 and 1920x1080 +.

Tablet variations between 601x962 and 1280x800 +.

Mobile variations between 360x640 and 414x896 +.

At minimum you would need to design a variation to accommodate each of these areas.

Depending on the needs of the website you may need to create more responsive change points at the upper and lower ends of each pixel range.

Ulterior Screen Sizes

To keep things as easy as possible I have set the sizes of your desktop and mobile designs.

The desktop Ulterior design will be:

1280 px wide with a 960 px wide safe space.

750 px Fold and page height set by content.

The mobile Ulterior design will be for an iPhone 14:

390 px wide by 844 px high.

Page height set by content.

Resources

The internet is full of useful resources that will aid you in your web design work.

They range from basic level tutorials to advanced plugins...

...and they will come in a wide variety of media, from videos to step by step guides.

If you want to get more into writing code the internet is full of tutorials and advice that will help you.

Resources

There are also many books that you can choose from.

HTML & CSS Design and Build Websites

By Jon Duckett is by far the best book I have used to learn HTML & CSS and I would recommend you get it...also, it is beautifully designed.



