# Layout Techniques

Columns and Basic Grids

Common Use of Columns
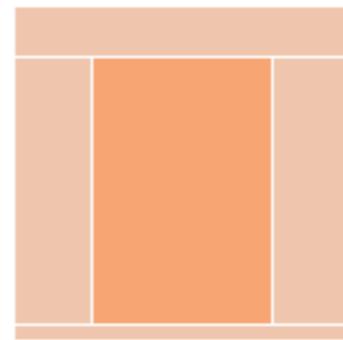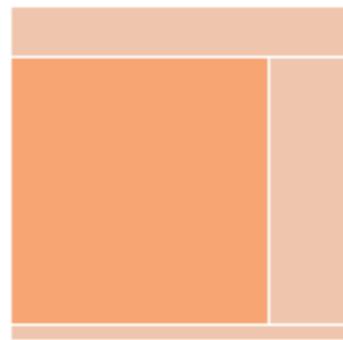
One Column Layouts

Doesn't leave much room for design.

Very hard to use.

One Column Layout

Mark Boulton

One Column Layout

poshcss.com

Two Column Layouts

The standard for simple websites.

Usually one column for content and one sidebar.
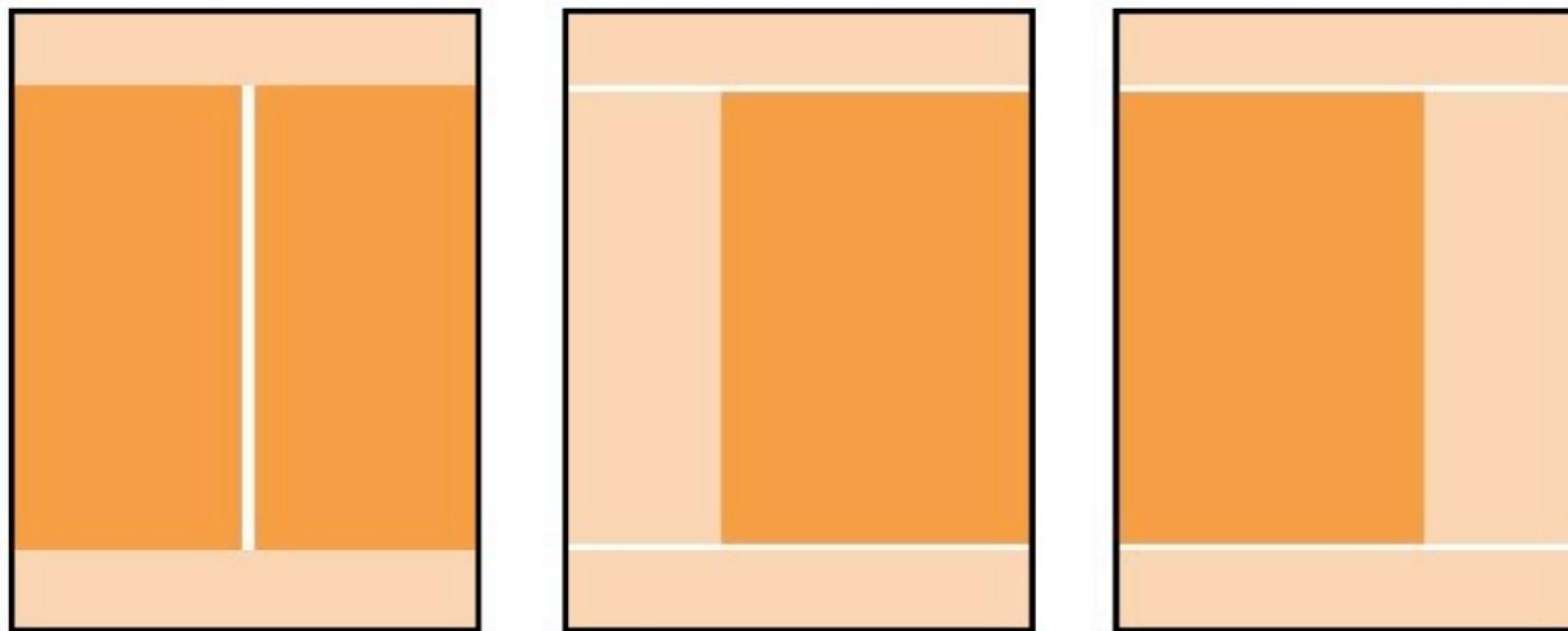
Two Column Layout
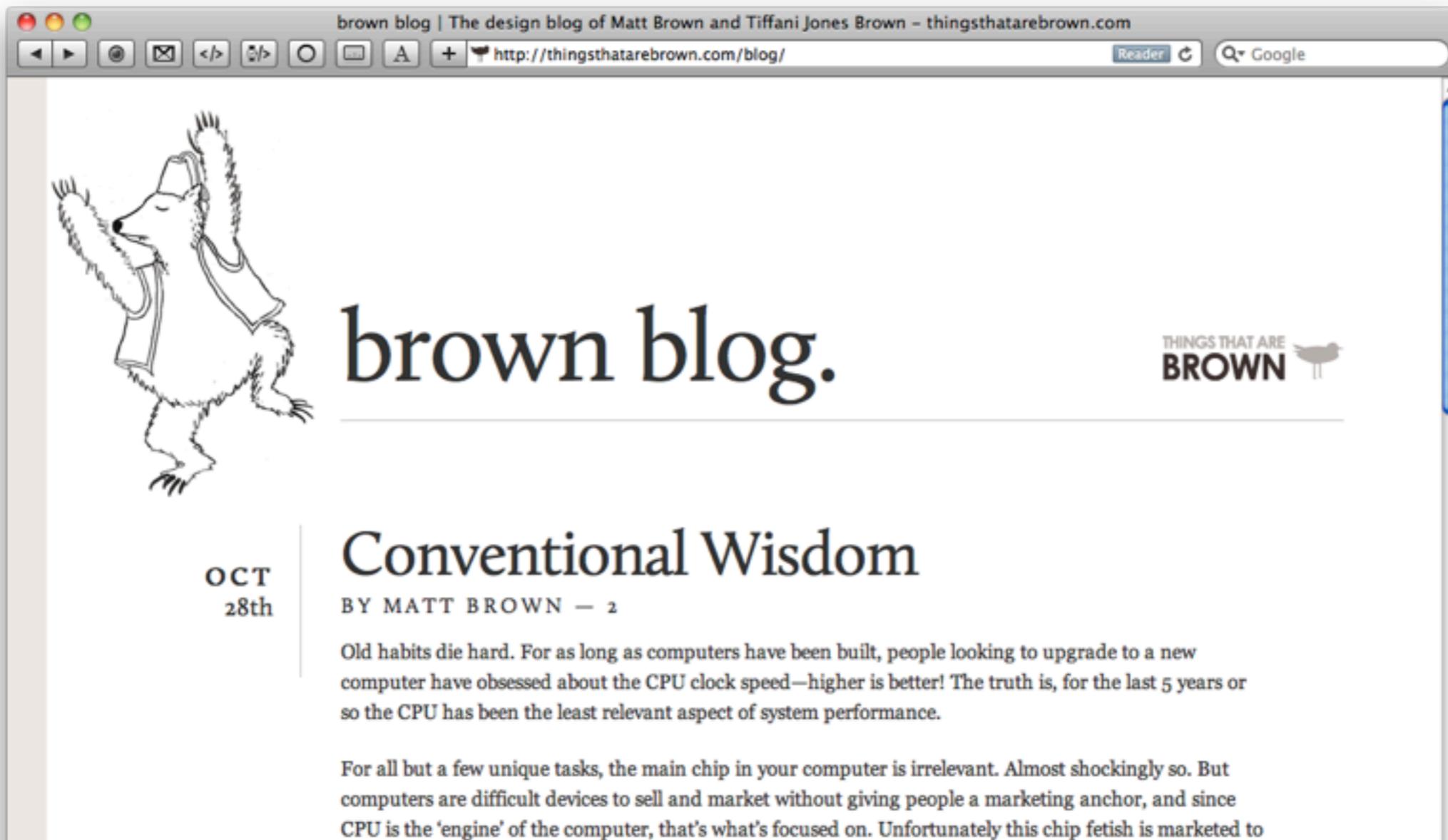
Brown Blog

Two Column Layout

OCT 25th | **The New Office of Things That Are Brown**
BY TIFFANI JONES BROWN — 4

SEP 26th | **Vacation Responder On**
BY TIFFANI JONES BROWN

SEP 15th | **10K Apart Contest Winners Announced!**
BY MATT BROWN

SEP 14th | **RFP: Recipe For Pain**
BY TIFFANI JONES BROWN — 1

SEP 9th | **Content Strategy Seattle**
BY TIFFANI JONES BROWN

AUG 12th | **SXSWi 2011 Panel Roundup**
BY TIFFANI JONES BROWN — 2

Brown Blog

Two Column Layout
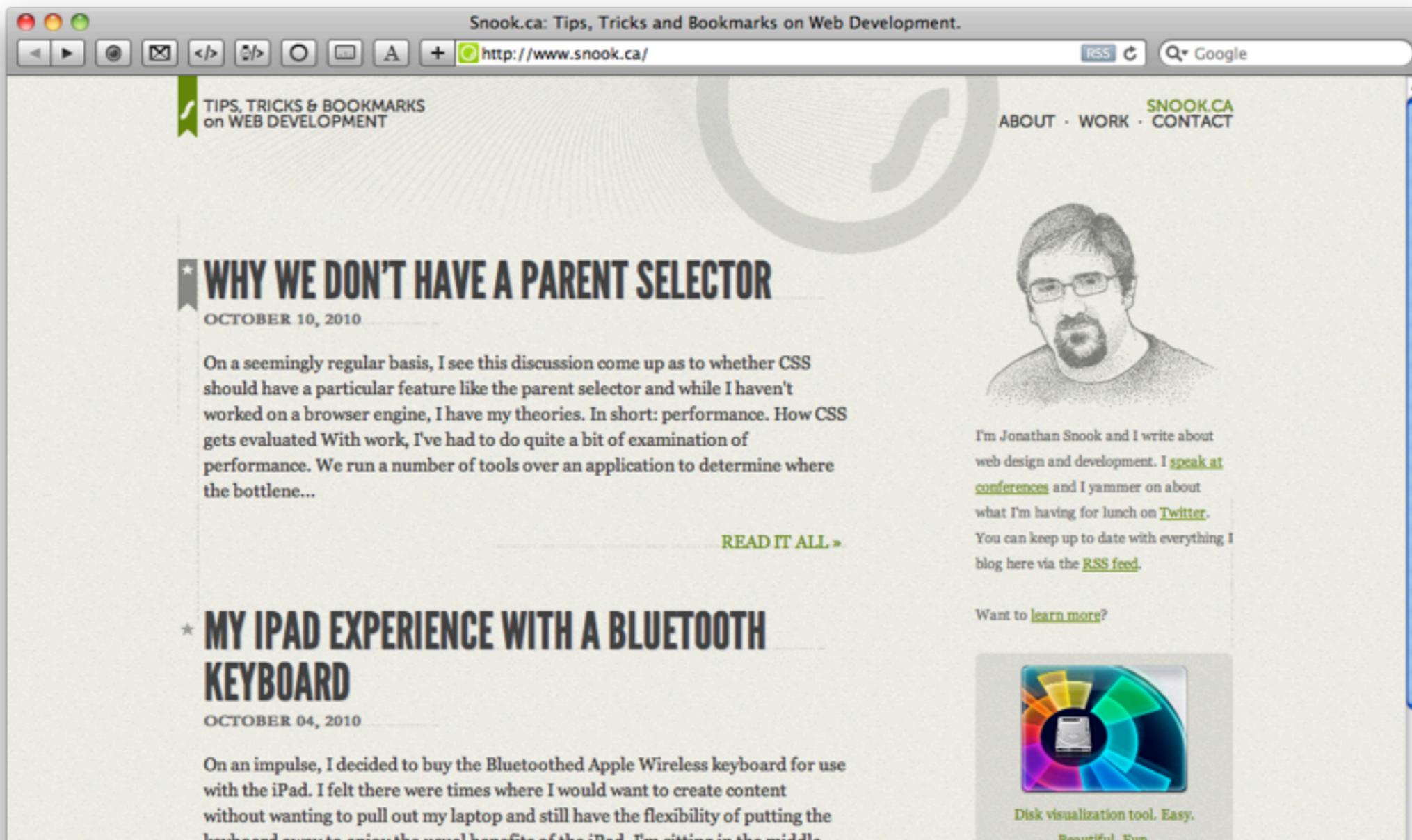
Snook.ca

Two Column Layout
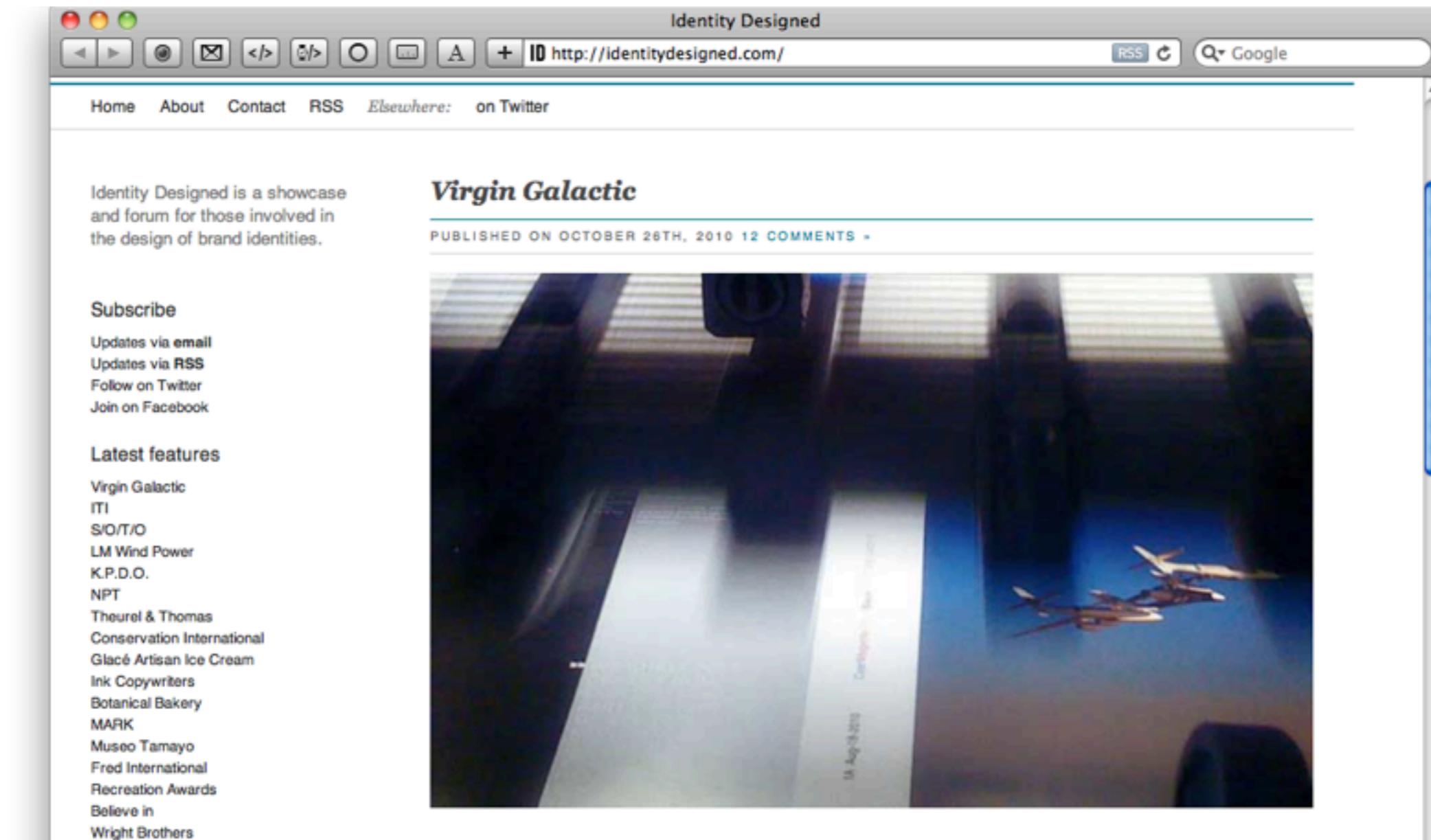
Identity Designed

Three Column Layouts

Usually two small columns and one large.

Putting the two small columns next to each other is more visually appealing.
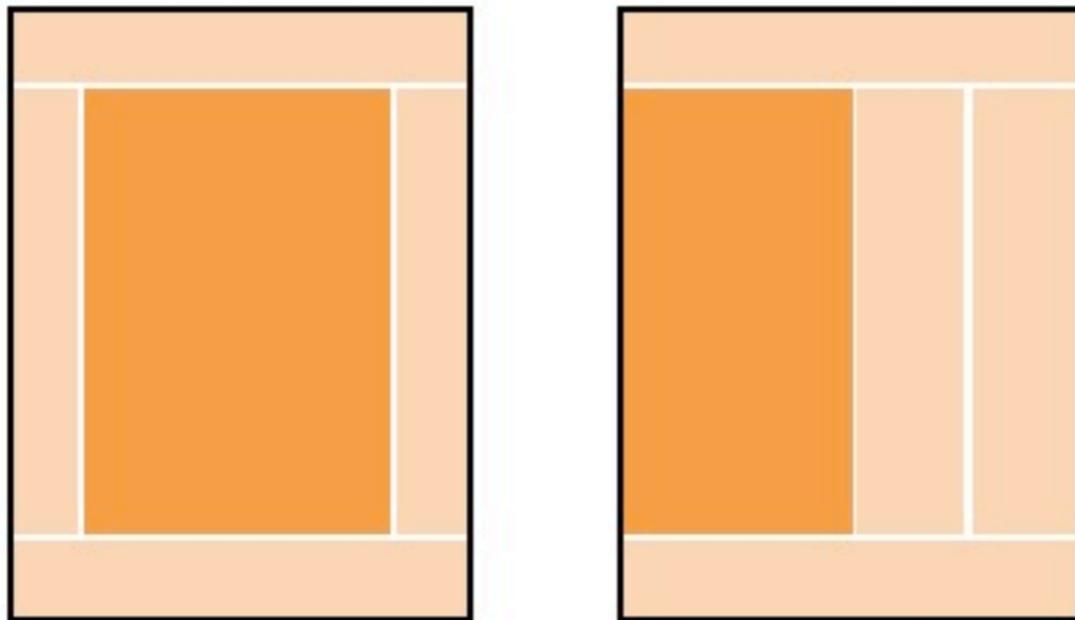
Three Column Layout
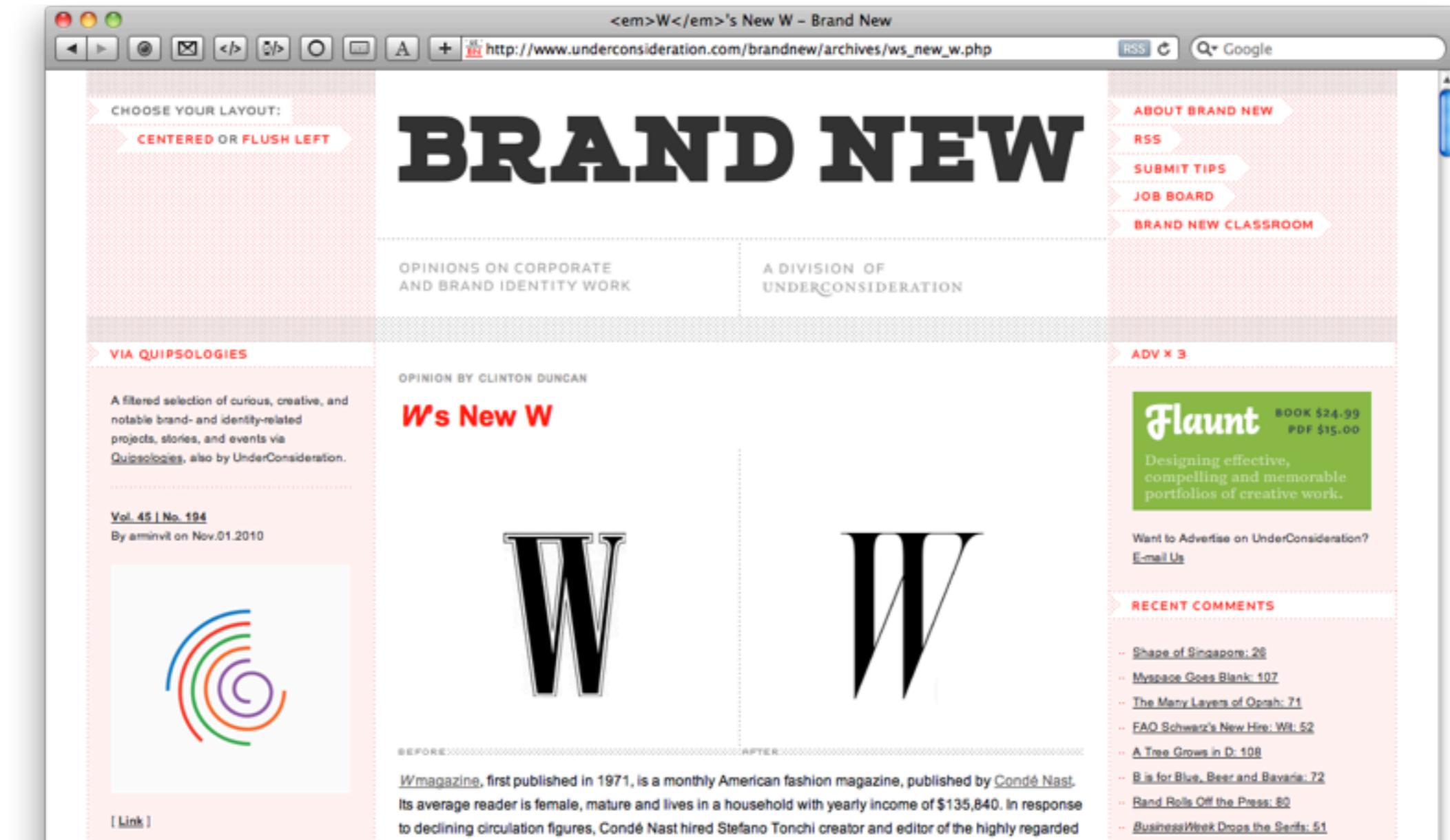
Brand New

Three Column Layout

Grain Edit

Three Column Layout

Austin Town Hall

Three Column Layout

Lord Likely

Four Column Layout

Area 22

Basic Composition Theory

Devine Proportion and Grids

The Divine Proportion

- A visual representation of the number Phi (1.618033988749895)

- Also known as the Fibonacci Sequence

- Appears everywhere: in math, nature, art, design, etc
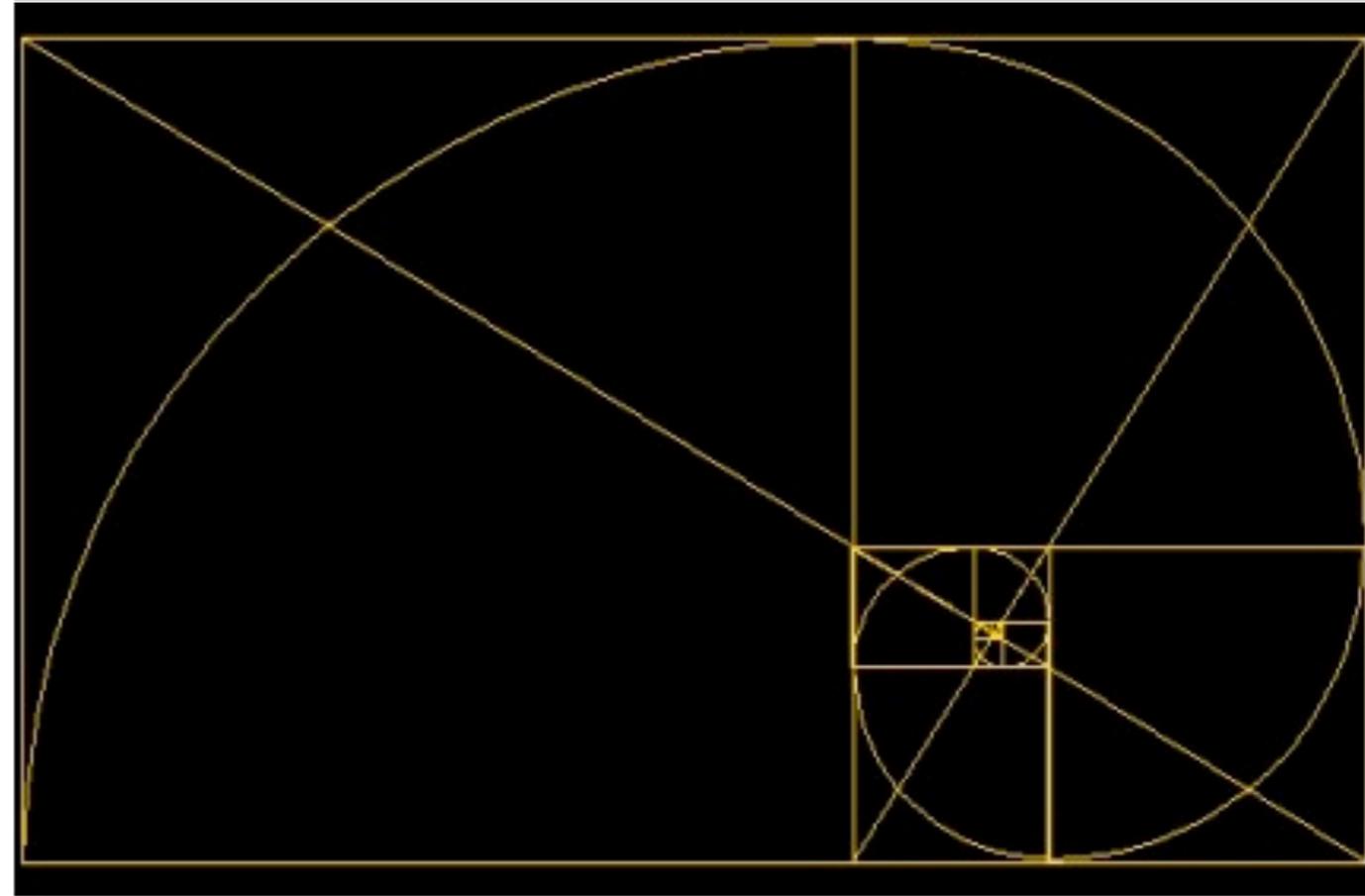
- Named by Renaissance artists "divine" since they thought it was created by God

- Associated with beauty; just "feels" right

How to Apply to the Web?

- Can't really know height of composition, which rules out precise formula

- Variables in screen resolution, browser window size, etc.

- Can only follow "best case" based on assumptions and approximate

- Take target screen resolution: 1024 x 768

- Subtract for "chrome" (968 with scrollbar, 983 without), accommodate the assumed "fold" (578 on a 19" monitor, 410 on a 17" monitor)

- Adjust width maximum to provide for easy subdivision: **I'd recommend 960**

http://goldenratiocalculator.com/

Reader

golden ratio calculator

College Art ...er a century   Studio 5   del.icio.us   metamoments   fandango   portal   metamom login   OED

Golden Ratio Calculator | comm244: Class Five

golden ratio
CALCULATOR

Enter Width:

HOW IT WORKS

There are two scenarios the calculator is designed for. The first is that you have a column with a certain width (perhaps to achieve a nice word:line ratio). You wish to find a matching column. Type in the width and use the left side, which gives you both a smaller and larger column.

The second scenario is that you have a container and wish to divide it in two. Type in the container width and use the right side measurements.

To see how you can use the golden ratio in your design work, check out this article.

Updates

I expect to have a bit of time to update various parts of the site in the near future. Specifically adding some kind of "how-to" feature. But for now, as per request the calculator works with GET in the URL, such that http://goldenratiocalculator.com/?width=42 will work as you'd expect. I'm not sure how useful this is; I just do what I'm told. Cheers.

Golden Ratio Gadget

For all you PC fans out there, Mike Brady took the time to port the Golden Ratio Widget into a Windows sidebar gadget. You can download the file here. Please note

LINKS

Nick Taylor hand-crafts these awesome Golden Mean Calipers.

- Timeshares Royal Holiday

Golden Ratio Calculator

http://goldenratiocalculator.com/

golden ratio CALCULATOR

Enter Width: 960

1553 ← 960 → 593

960
367 593

HOW IT WORKS

There are two scenarios the calculator is designed for. The first is that you have a column with a certain width (perhaps to achieve a nice word:line ratio). You wish to find a matching column. Type in the width and use the left side, which gives you both a smaller and larger column.

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- Timeshares Royal Holiday

Saturday, October 29, 2011

Apply Rule of Thirds

- "Golden Grid Rule"

- Approximates the divine proportion

- Divide a space into thirds (vertically and horizontally)
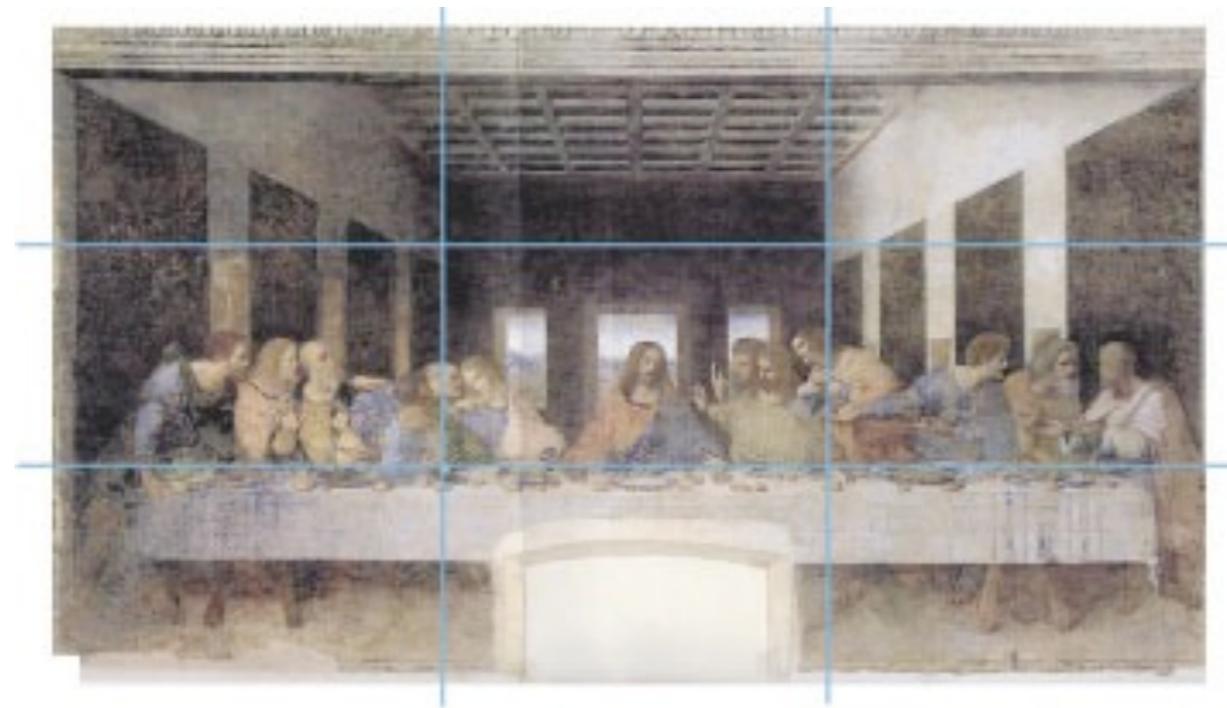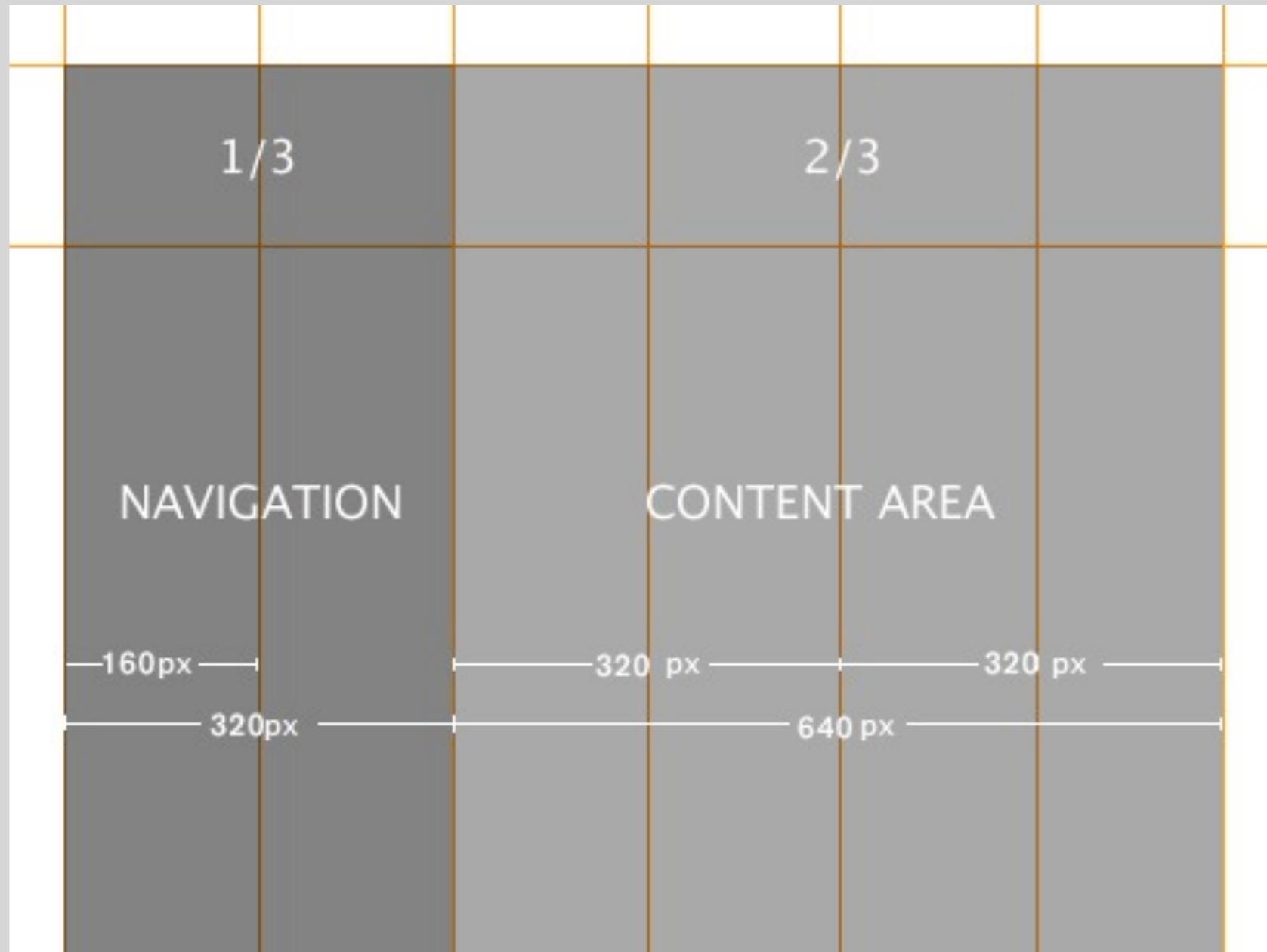
Rule of Thirds | Basic Web Layout

The 960 Grid System

960 Grid System

- The grid system is based on the assumption that visual information is easiest to digest when elements are in either horizontal or vertical alignment.

- Assume a minimum resolution of 1024x760

- This gives us about 960 pixels of width

- 960 is a nice number

- We have lots of options for grids

A Basic Website Layout With 4 Columns
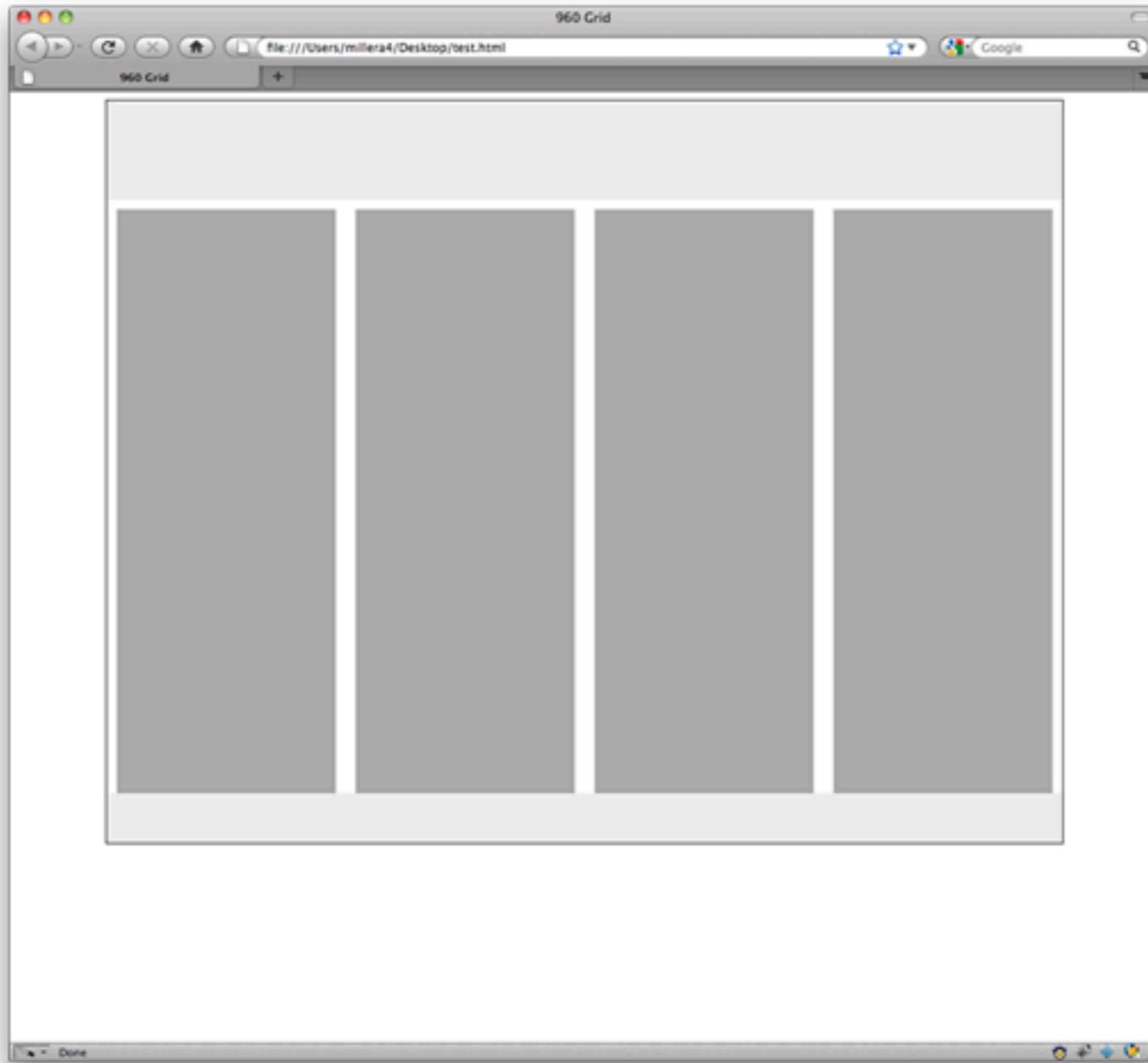
4 Column Grid Overlay
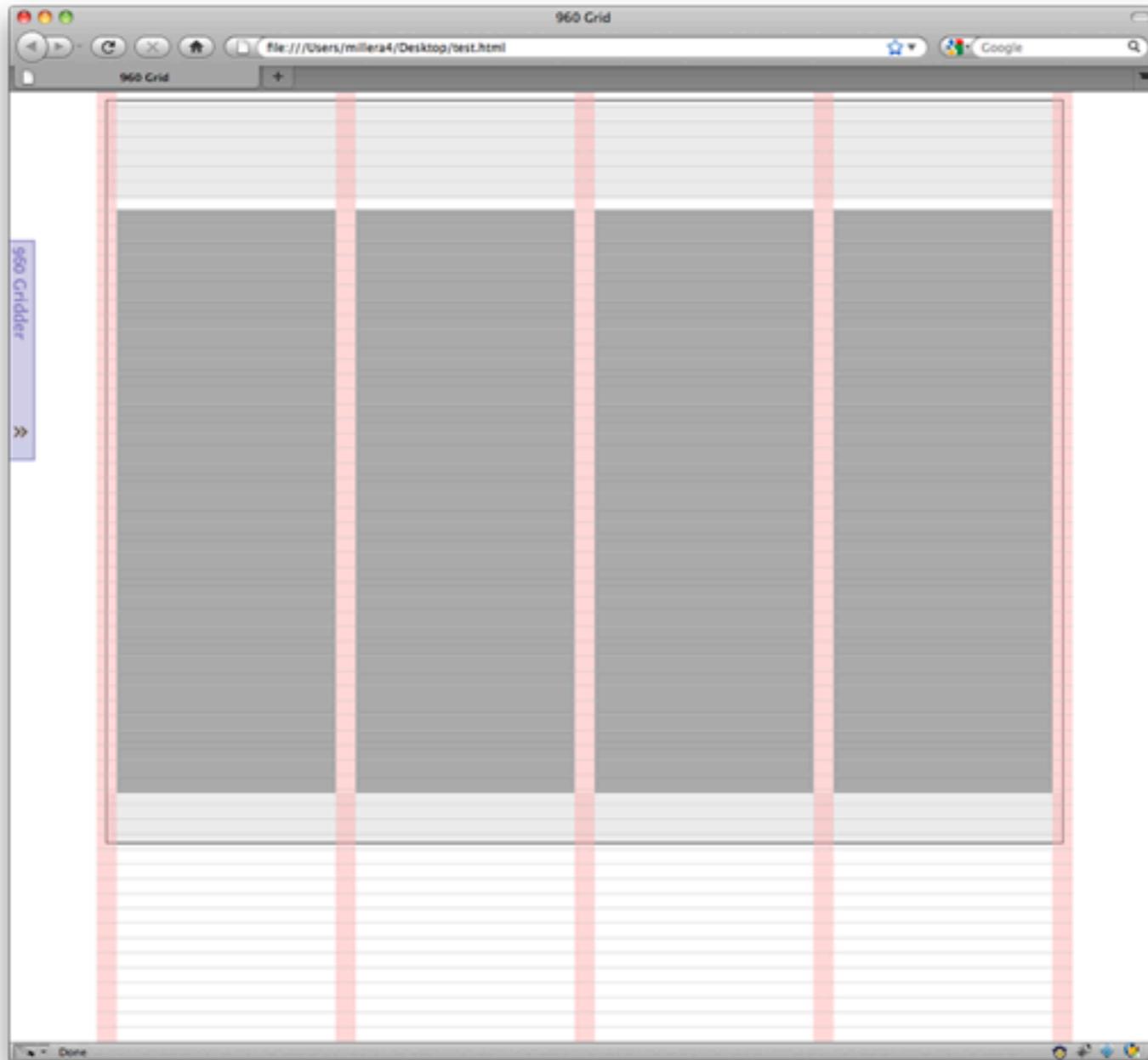
960 / 4 = 240

Add in a 10px margin on each side

4 columns of 220px wide

Total width of each column is 240px

8 Column Grid Overlay
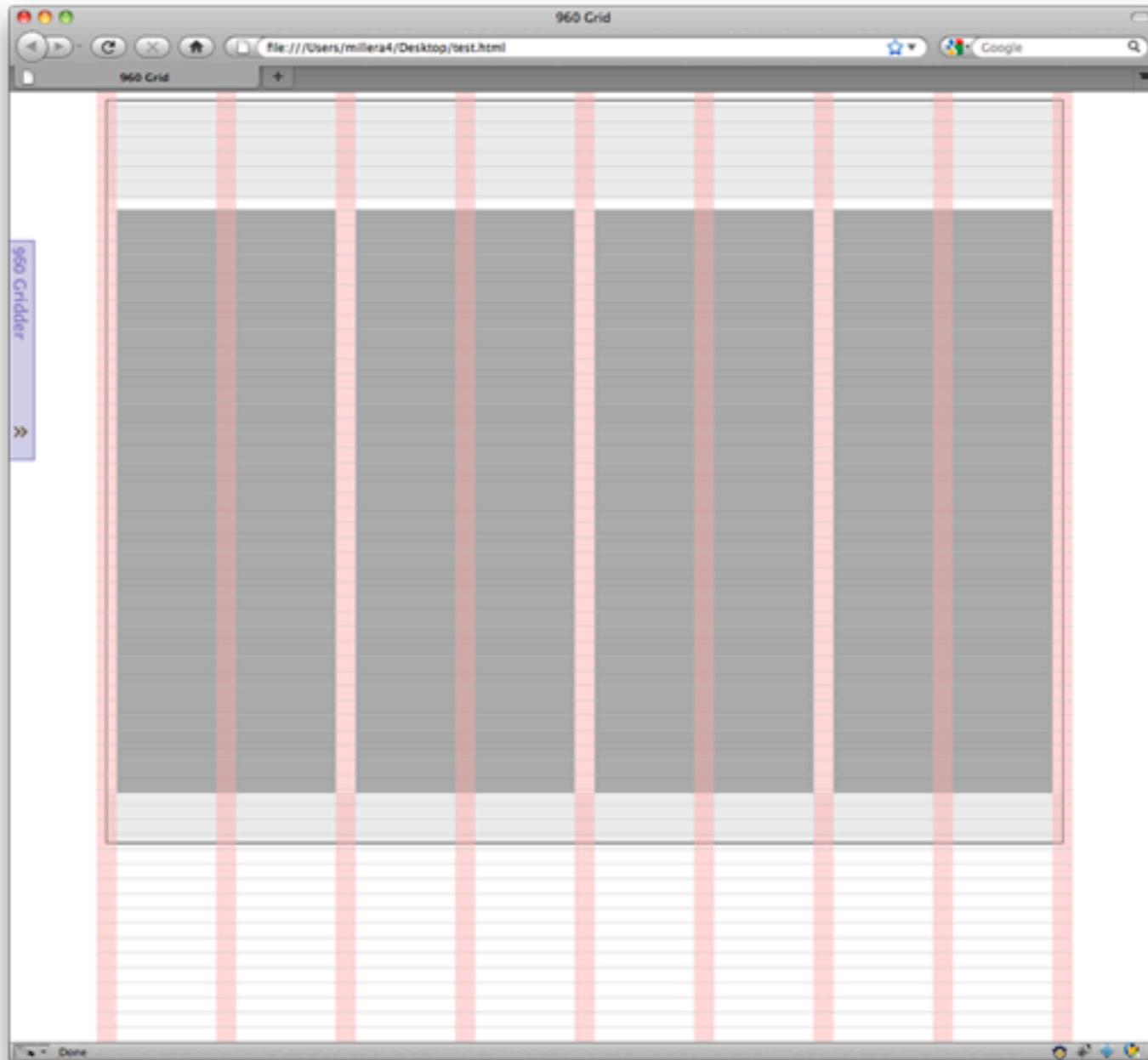
960 / 8 = 120

Add in a 10px margin on each side

4 columns of 100px wide

Total width of each column is 120px

12 Column Grid Overlay
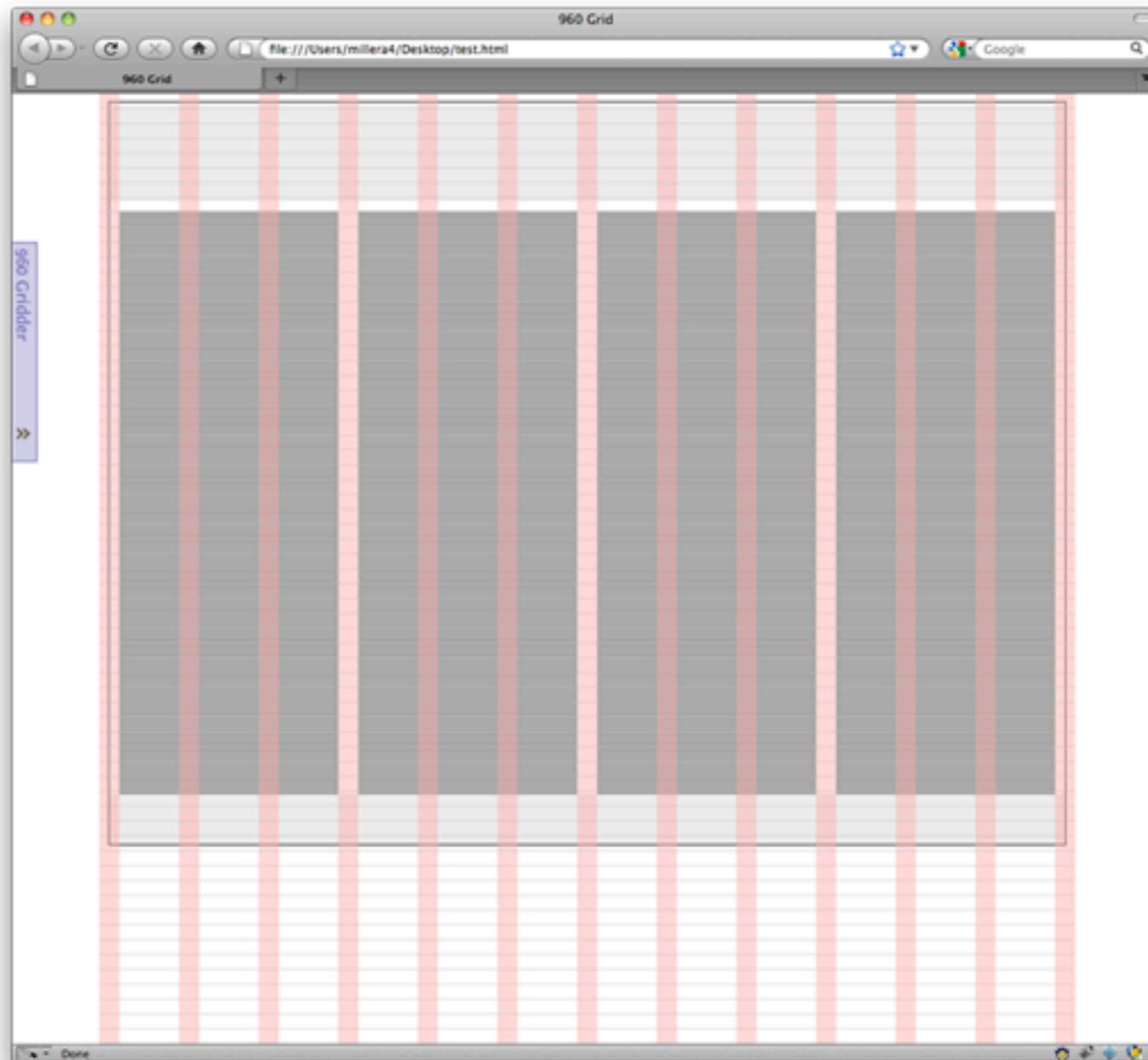
960 / 12 = 80

Add in a 10px margin on each side

4 columns of 60px wide

Total width of each column is 80px

16 Column Grid Overlay
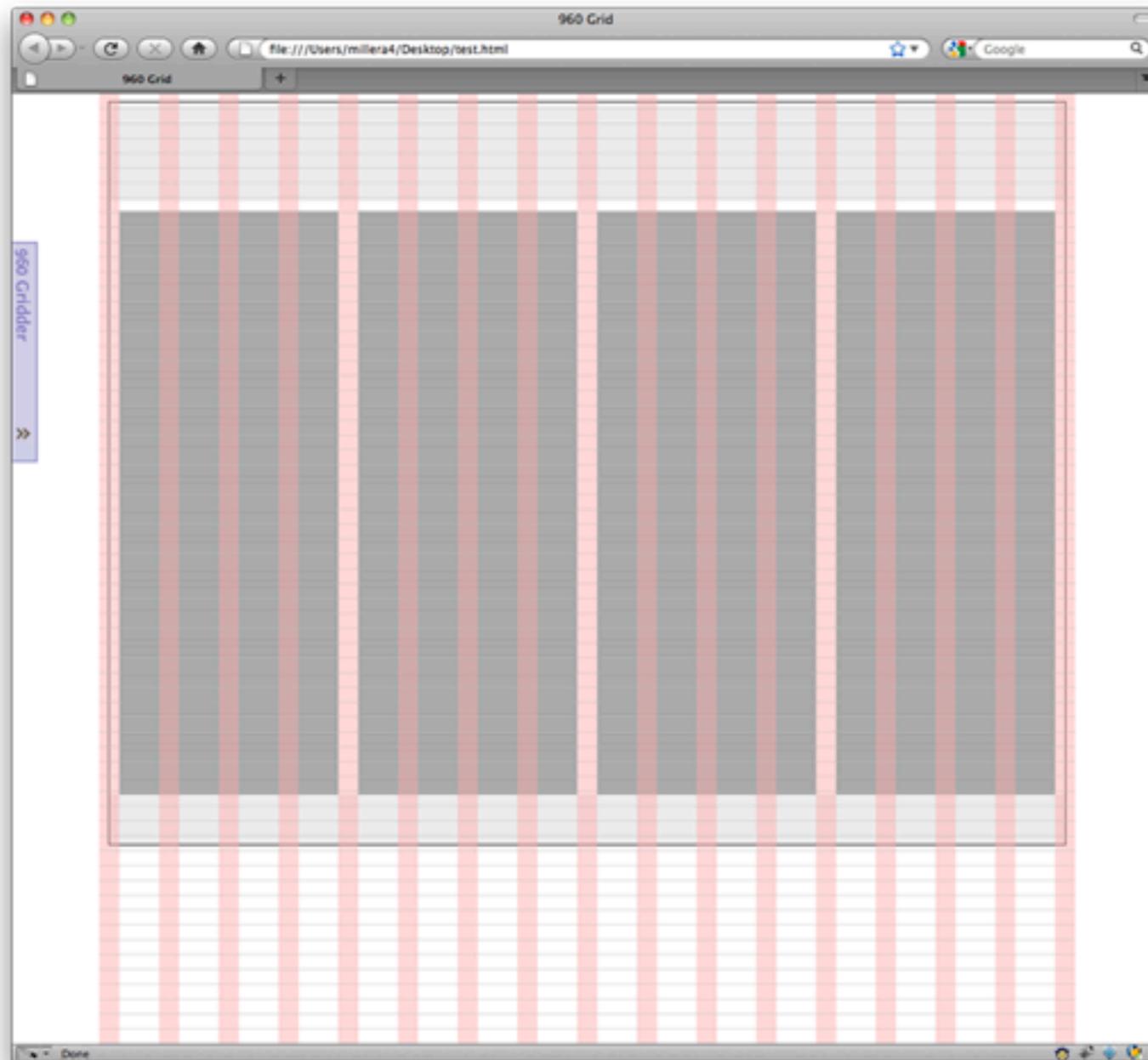
960 / 4 = 60

Add in a 10px margin on each side

4 columns of 40px wide

Total width of each column is 60px

960 Grid

- The grid is just a guide

- It's not meant to be followed strictly

- Use it, but also break it

THE WINNERS

Grand Prize Winner!
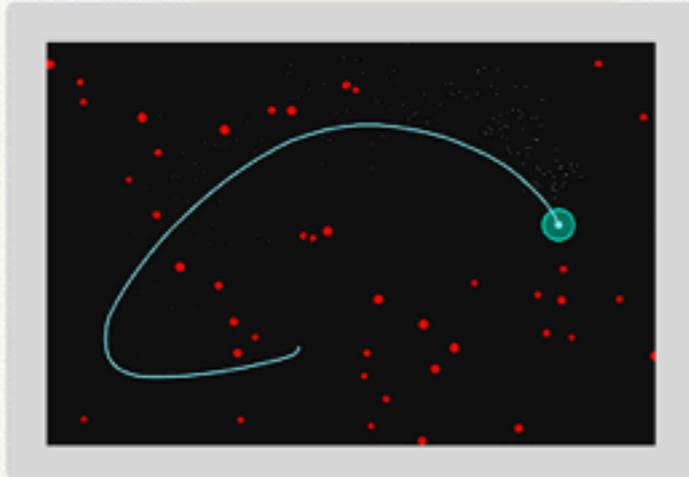
Hakim El Hattab

Sinuous
by Hakim El Hattab

A game built using canvas and JavaScript - no external libraries. The game requires only mouse movement or swiping (iPad/iPhone/Android) as input. Total size: 6.9KB. The goal is to avoid colliding with red dots while looking for green ones. The longer you can stay alive, the higher you will score!

LAUNCH APP

Congrats To Our Grand Prize Winner.

The outstanding **Sinuous** has won the 10k Apart Grand Prize, for the best overall app. Sinuous's makers will receive a paid pass to any AEA Event, a $3000 Visa Gift Card and a copy of *HTML5 for Web Designers*.

Way to go, Sinuous!

The Runners-Up

BEST TECHNICAL
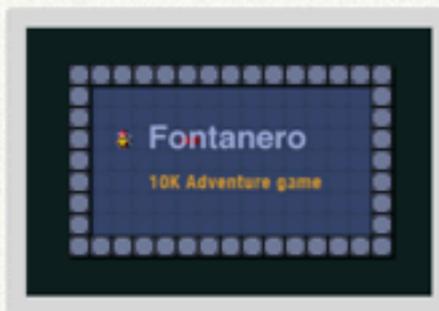
Fontanero

BEST DESIGN



Matchuppps

PEOPLE'S CHOICE
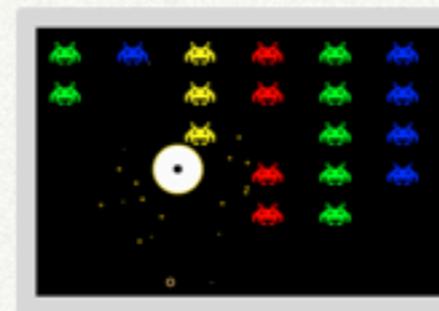
RGB Invaders

Touché, Runners Up.

All three winners will receive paid registration to any AEA event, a $1000 Visa Cash Card, and a copy of *HTML5 for Web Designers*.

Congratulations, all!

10K Apart

10K Apart

favorite t-shirt store, now has a book so you can enjoy more than one shirt at a time. http://bit.ly/cg91ne

from **Poccuo's Twitter**

Featured Work

More Case Studies...

Amplifier Content Marketing

Content marketing with a music twist — this is what you'll find at Amplifier, a new firm in the DC metro area. Amplifier brought in Poccuo to provide the CMS, copy, and design that works best for the message they want to deliver.

The Immokalee Foundation

Education, empowerment, and hope. That's what The Immokalee Foundation provides to underprivileged students in southwest Florida. Poccuo and TIF have teamed up on more than a dozen initiatives to help make that happen.

Atlantic Media

Ever wanted to see what the leading opinion-makers are talking about, all in one place? The Atlantic Wire has you covered, and Poccuo helped to make sure you'll be able to find the commentators and articles that interest you most.

The Latest

More Entries...

CALL me Ishmael. Some precisely—having little or n ing particular to interest n sail about a little and see th is a way I have of driving circulation. Whenever I fi the mouth; whenever it i: my soul; whenever I find i

Poccuo

favorite t-shirt store, now has a book so you can enjoy more than one shirt at a time.
http://bit.ly/cg91ne

from Poccuo's Twitter

Featured Work

More Case Studies...

Polyvinyl Records

Independent record labels have three clear goals: maintain a cutting-edge image, make sure online shopping is easy, and foster a sense of belonging that brings visitors back. Poccuo was glad to assist Polyvinyl Records on every front.

Amplifier Content Marketing

Content marketing with a music twist — this is what you'll find at Amplifier, a new firm in the DC metro area. Amplifier brought in Poccuo to provide the CMS, copy, and design that works best for the message they want to deliver.

Magazines & War

Behind every strong art exhibition lies an interactive multimedia kiosk, right? That's what Poccuo and the curator of *Magazines & War* thought.

The Latest

More Entries...

Poccuo

Saturday, October 29, 2011