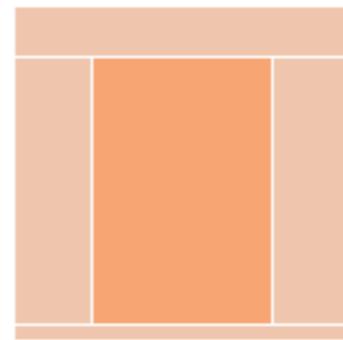
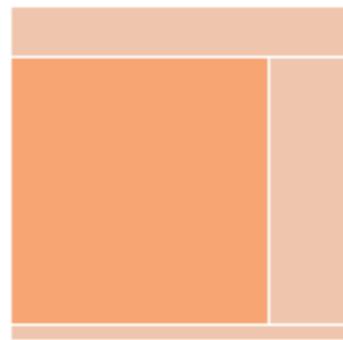


# Layout Techniques

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

OCTOBER 18TH, 2009

## Web Directions & Typographic Structure

**L**ast week I presented at [Web Directions South 09](#) here in Sydney, Australia on Font Embedding and Typography. It's a talk I gave at [@media 09](#) in London over the summer. I enjoyed giving the presentation — despite AV problems which resulted in a ten minute reduction in time allowed and having to give the presentation without notes. But the show went on.

But despite that single hitch, Web Directions was quite possibly the best web conference I've been to. I was congratulating John and Maxine at a speakers BBQ on the Sunday following the conference, and it became evident it was down to their undying attention to *every, single little detail*, from the moment you register to the

Mark Boulton

# One Column Layout

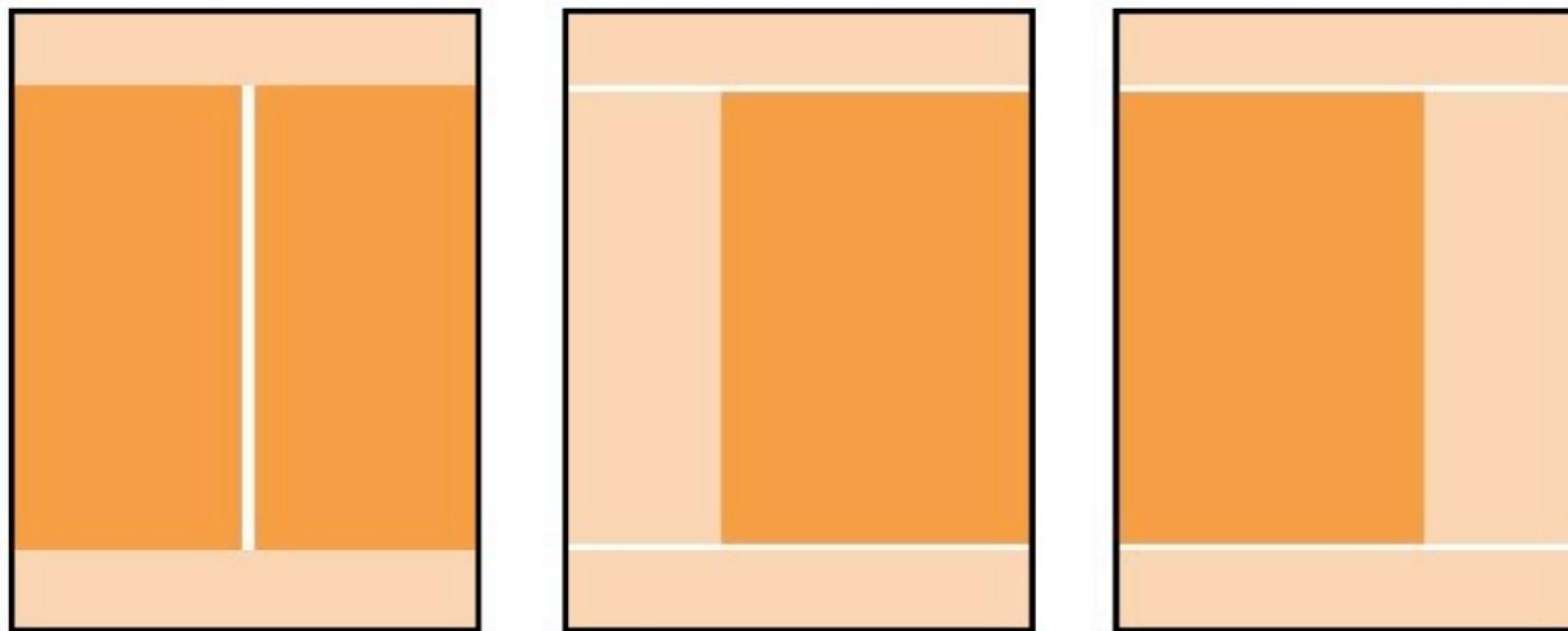


poshcss.com

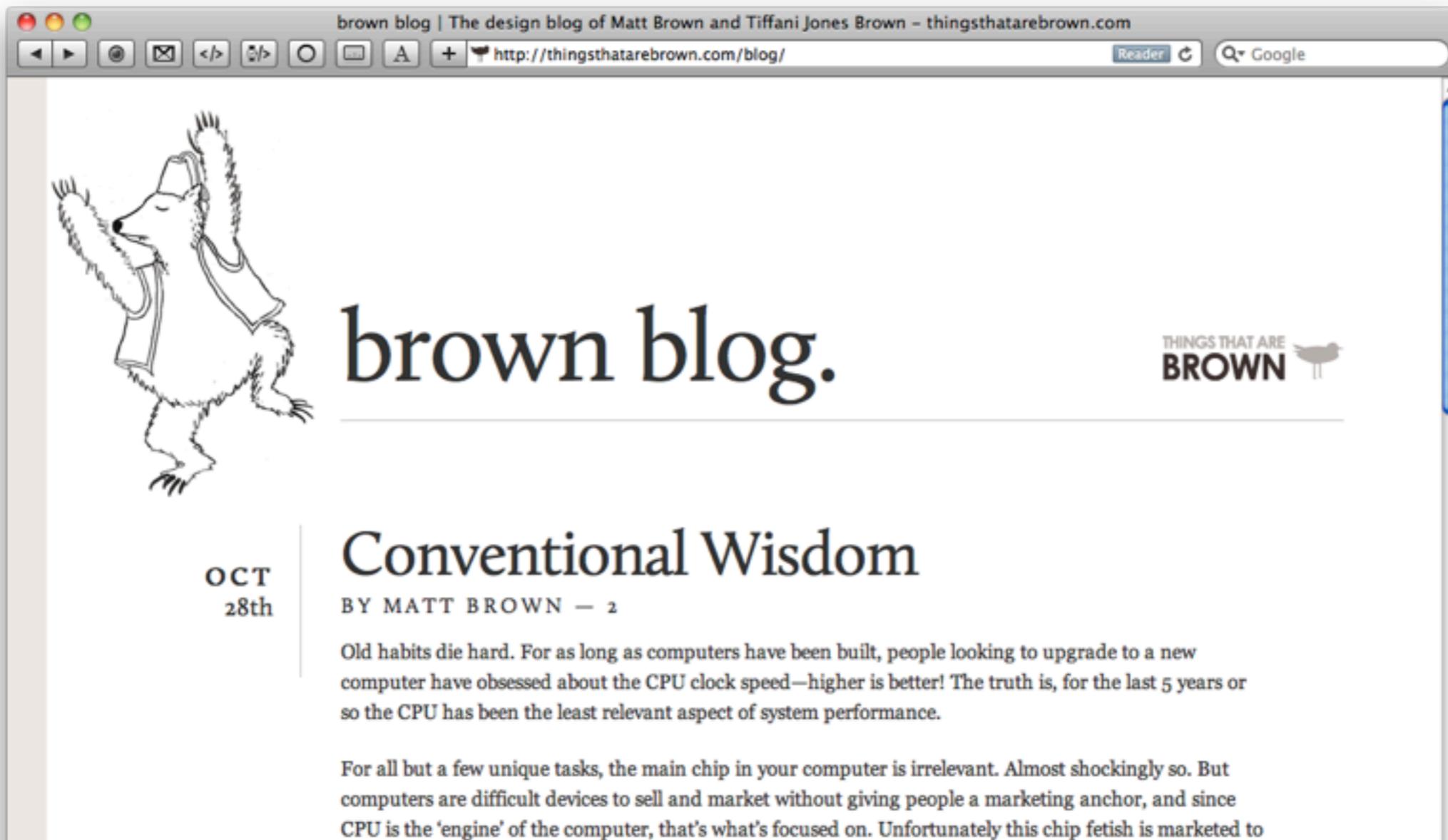
## Two Column Layouts

The standard for simple websites.

Usually one column for content and one sidebar.



# Two Column Layout



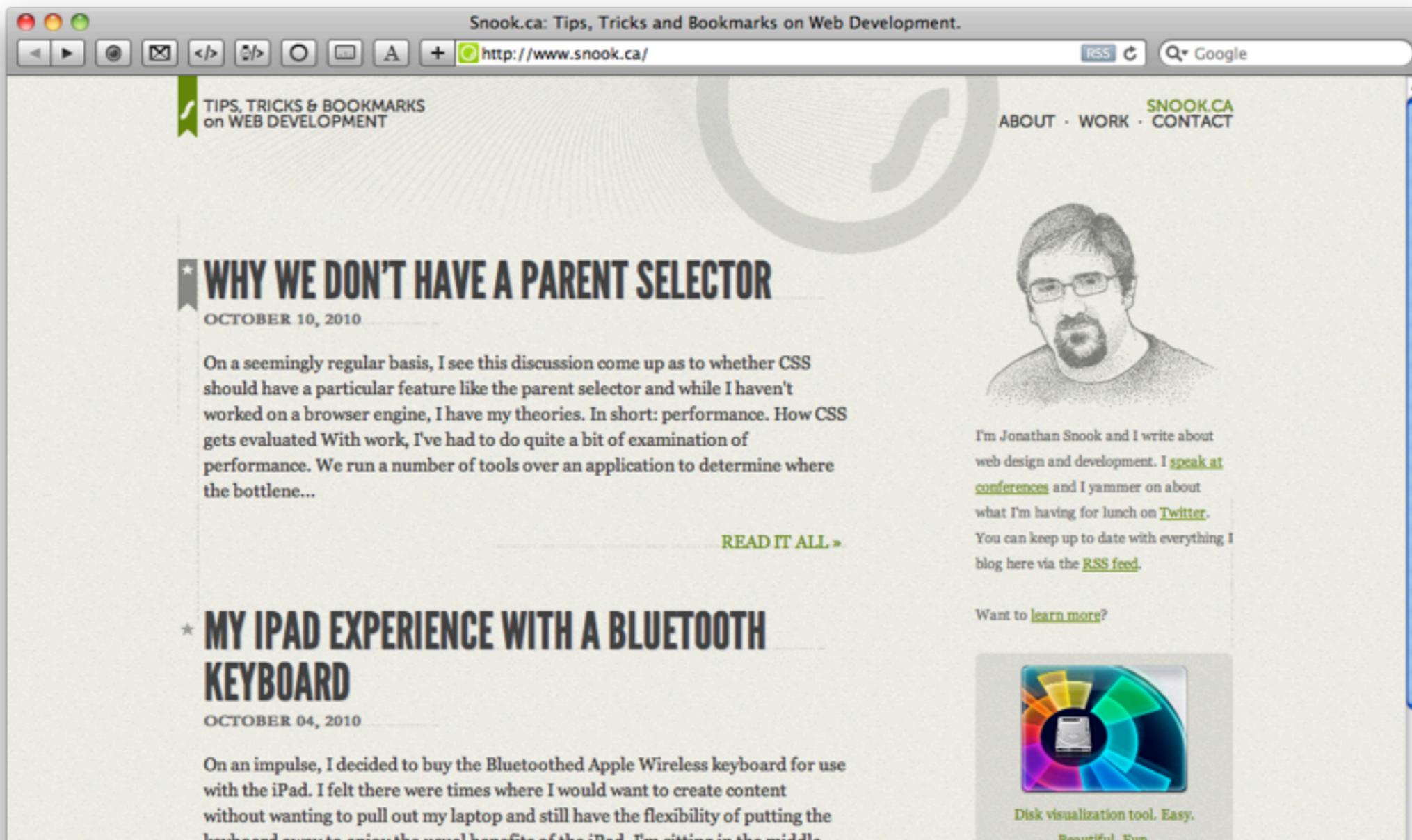
Brown Blog

# 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 | **ioK 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

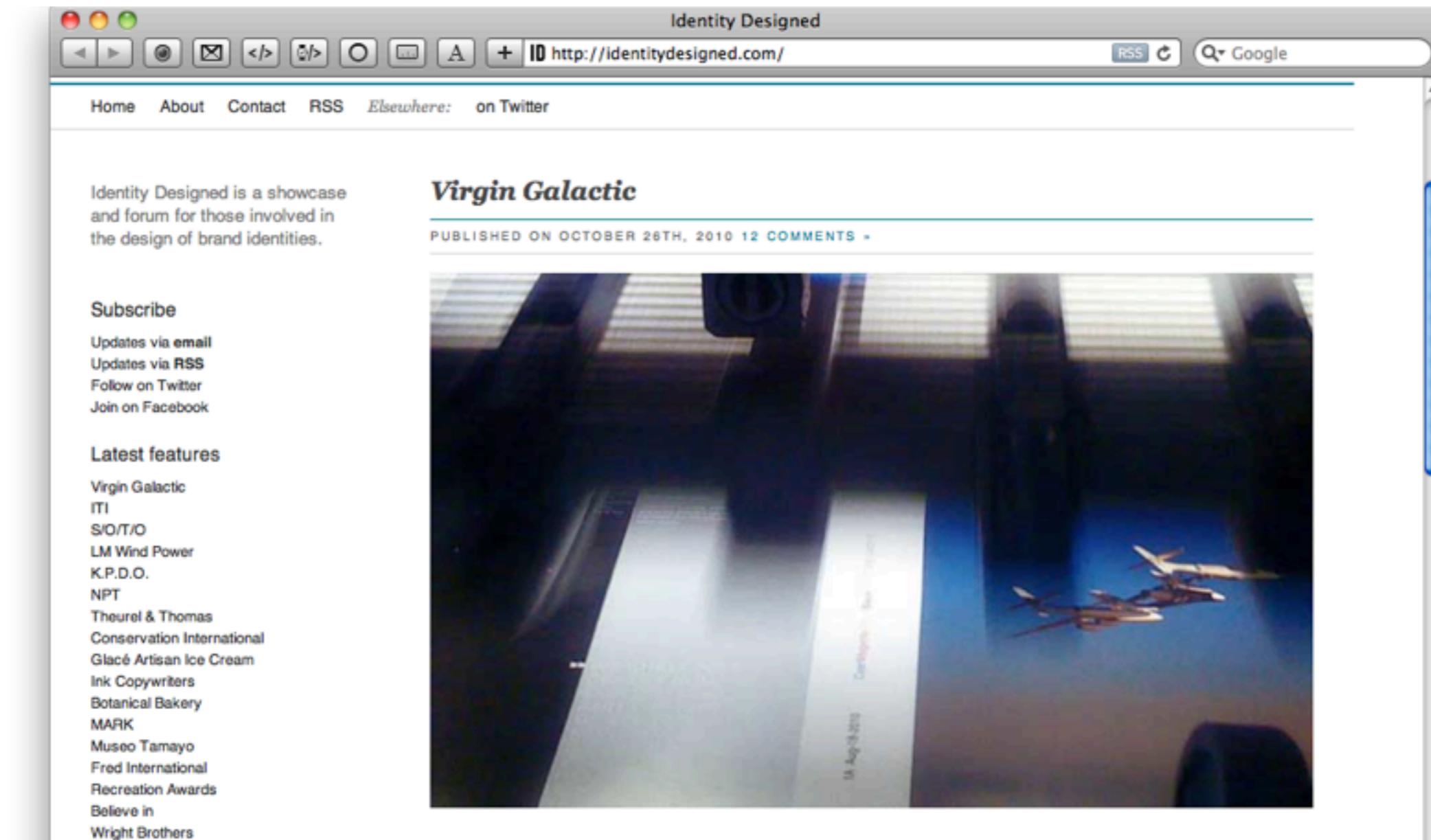
Brown Blog

# Two Column Layout



Snook.ca

# Two Column Layout

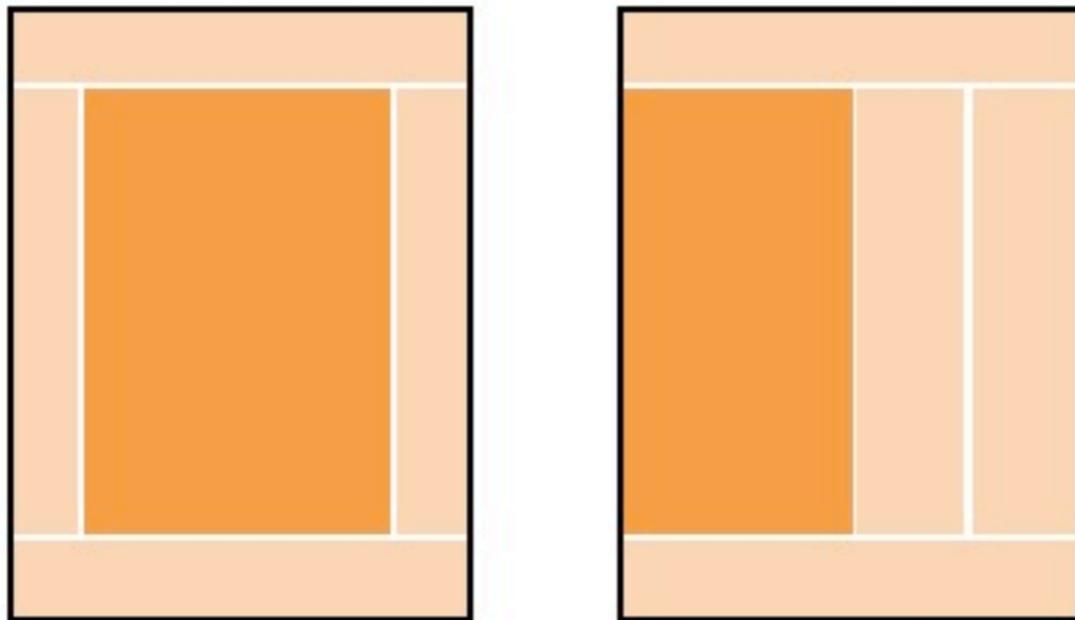


Identity Designed

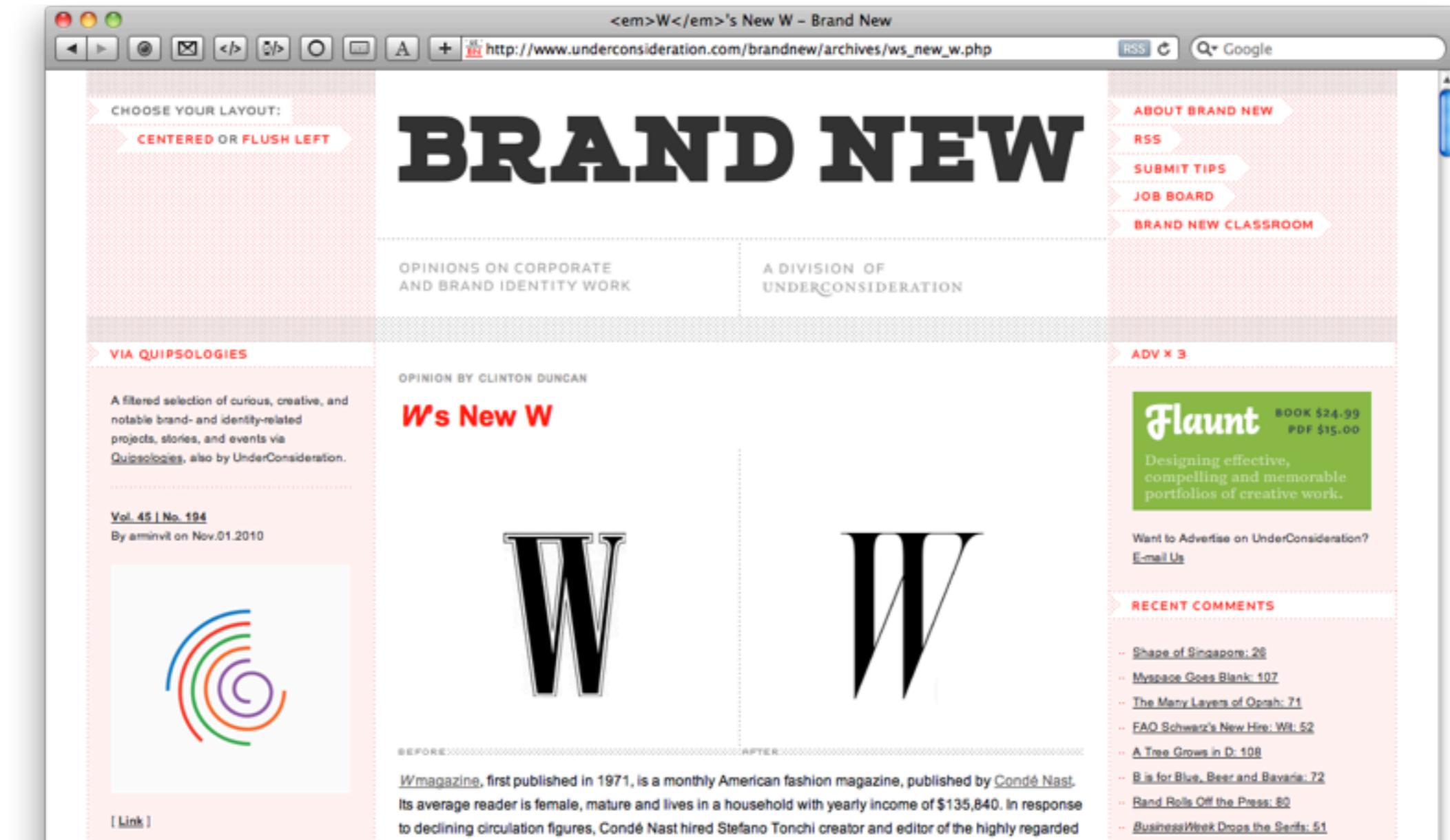
## Three Column Layouts

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**<sup>TM</sup>

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< Jim Flora Prints • Stefan Glerum: Illustration >

Art of the Luggage Label

**HOTEL ALPINA KLOSTERS SCHWEIZ**

**FEATURES**

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Blanca Gomez Interview

Dan Stiles Interview

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OUR POSTER PICK

Grain Edit

# Three Column Layout

The screenshot displays the Austin Town Hall website with a three-column layout. The header features the logo "AUSTIN TOWN HALL THE LIVE MUSIC CAPITAL" and a navigation menu with links for NEWS, ALBUM REVIEWS, SHOWS, MP3S/TUNES, FEATURED, and COMICS. The main content area is divided into three columns. The left column contains a featured article titled "Friday Top 5: Psychopath Songs" with a sub-headline "Nothing brings out our core values like the holidays. Halloween, for example, is a day to celebrate the most important..." and a "Read More" link. Below this is a "BLOG" section with a sub-headline "Show Review: Interpol @ Stubbs (10/28)" and a "Read More" link. The middle column features an "ALBUM REVIEWS" section with three entries: "Diamond Rings Special Affections" (★★★★), "Warpaint The Fool" (★★★★), and "Frank Smith". The right column contains a "SEARCH" box, an "ATH Radio" section with a "Flash" button, a "Popup Player" section, and a "Week's Most Popular" section with links to "FT50: ALBUMS OF THE '00S", "CONTEST: FUN FEST PASSES!", "NEW TUNES FROM THE SOUNDS", "FT5: BAND LOGOS", "PORN", "JENNY AND JOHNNY", and "CONTEST: JENNY & JOHNNY PRIZE PACK". At the bottom of the right column is a "People We Like" section with the text "AUSTIN FAVEBOOK".

Austin Town Hall

# Three Column Layout



Lord Likely

# Four Column Layout

**22 °**

san francisco  
earth

---

**Unfurl \***

Of books, books, books, book, books,  
among other articles of admiration. I hope  
you'll find an item of interest among them?  
—P.S. I love hard-cooked eggs.

**Work**

print, interactive,  
packaging design

**Play**

photography &  
personal doodads

**Unfurl**

admiration  
near & far afield

**About**

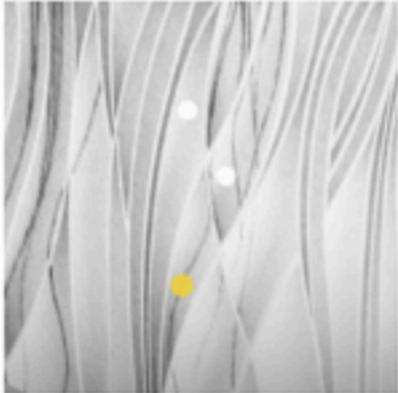
sonia chan  
sonia@area-22.com

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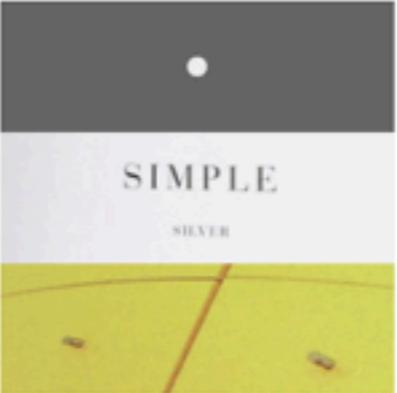
**Tartine Bread**

Perhaps we all admire most in talents we  
ourselves forfeit? Alas, I haven't skills for  
cooking nor baking. I shall present these  
snapshots for their visual allure, with hopes  
that others shall perhaps make more fitful  
use of this book while I may only enjoy it for  
its aesthetic value.



**Nico**

While briefly seeking shelter from the  
howling wind, I came upon this most  
impeccably designed periodical in a tiny  
neighbourhood newsagent. Delivered upon  
a formal yet dancing grid system, perhaps  
you might wish to join me in taking a peek at  
its contents.



**London Minimum**

Having worked rather lengthy hours of  
late, I felt somewhat entitled to a frivolous  
reward. Along with its atypical subject  
matter, this book's steadfastly refined layout  
and stunning photo compositions caught my  
attention at a bookshop! Perhaps you might  
wish to join me in taking a peek at its  
contents.



**Think / Make**

I wish I could invite you to my flat for a  
coffee and a thorough inspection of this  
lovely lesser known book, which covers the  
projects and the thought provoking work  
process behind the architectural firm of  
Della Valle Benheimer. Alas, I hope these  
snapshots will do justice to the book's  
contents.

Area 22

Saturday, October 29, 2011

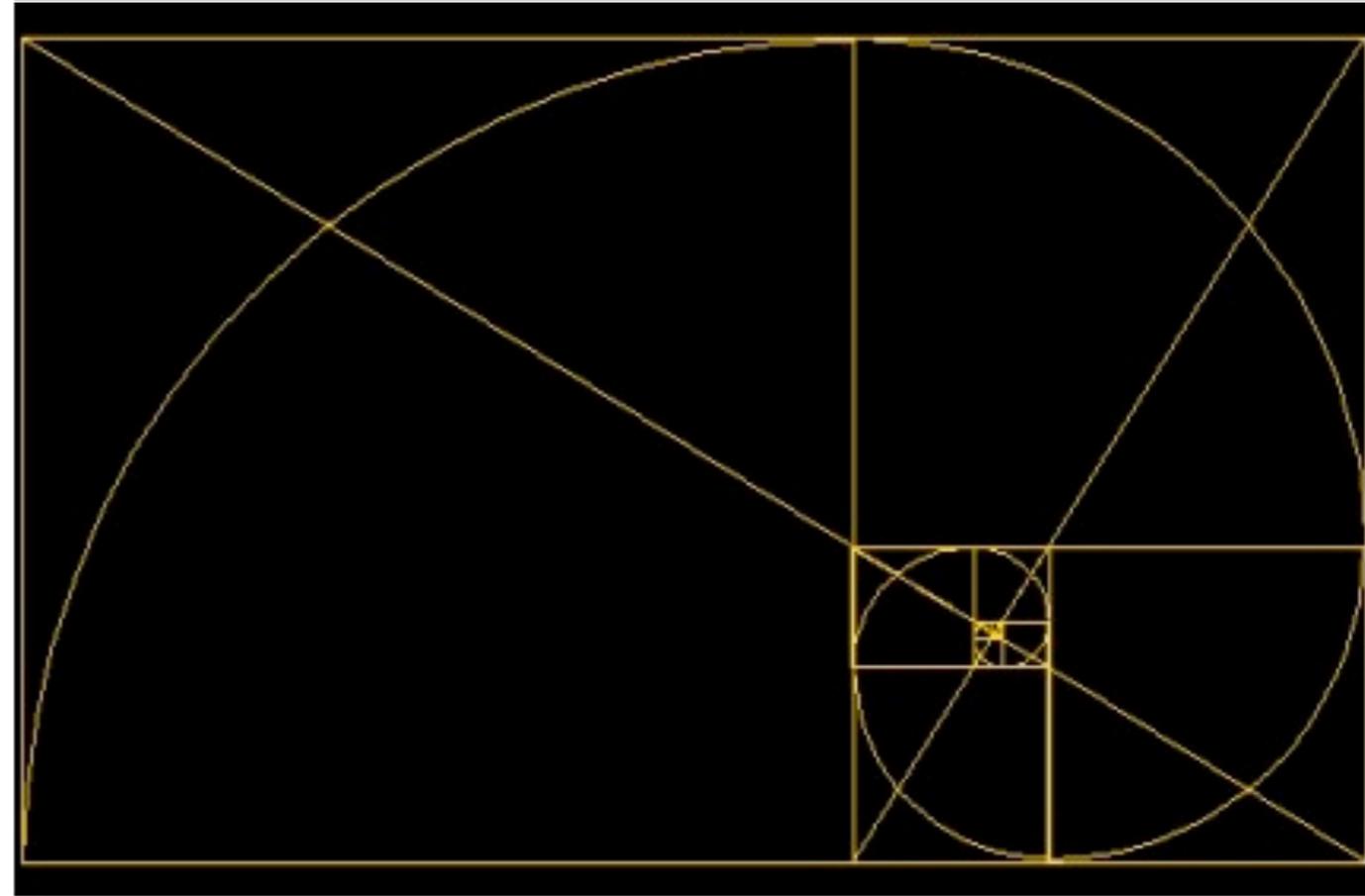
# Basic Composition Theory

Devine Proportion and Grids

# The Divine Proportion

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- 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**

Golden Ratio Calculator

http://goldenratiocalculator.com/ Reader golden ratio calculator

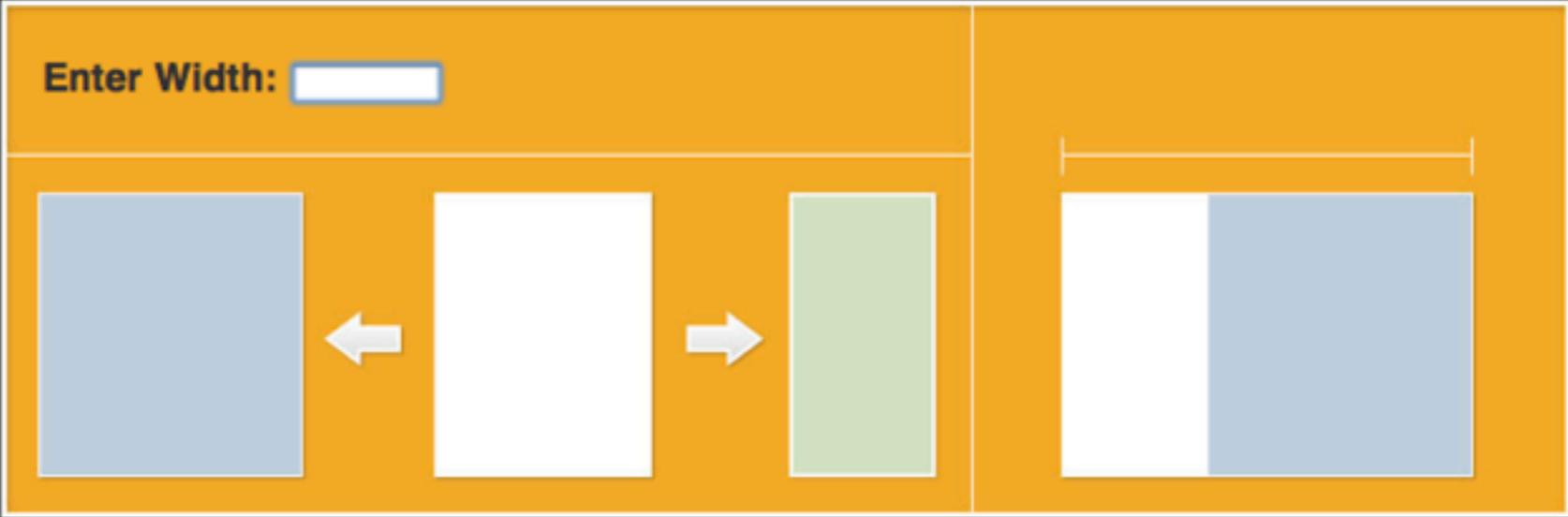
College Art ...er a century Studio 5 del.icio.us metamoments fandango portal metamom login OED

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](#)

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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:

1553 ← 960 → 593

960

367 593

## HOW IT WORKS

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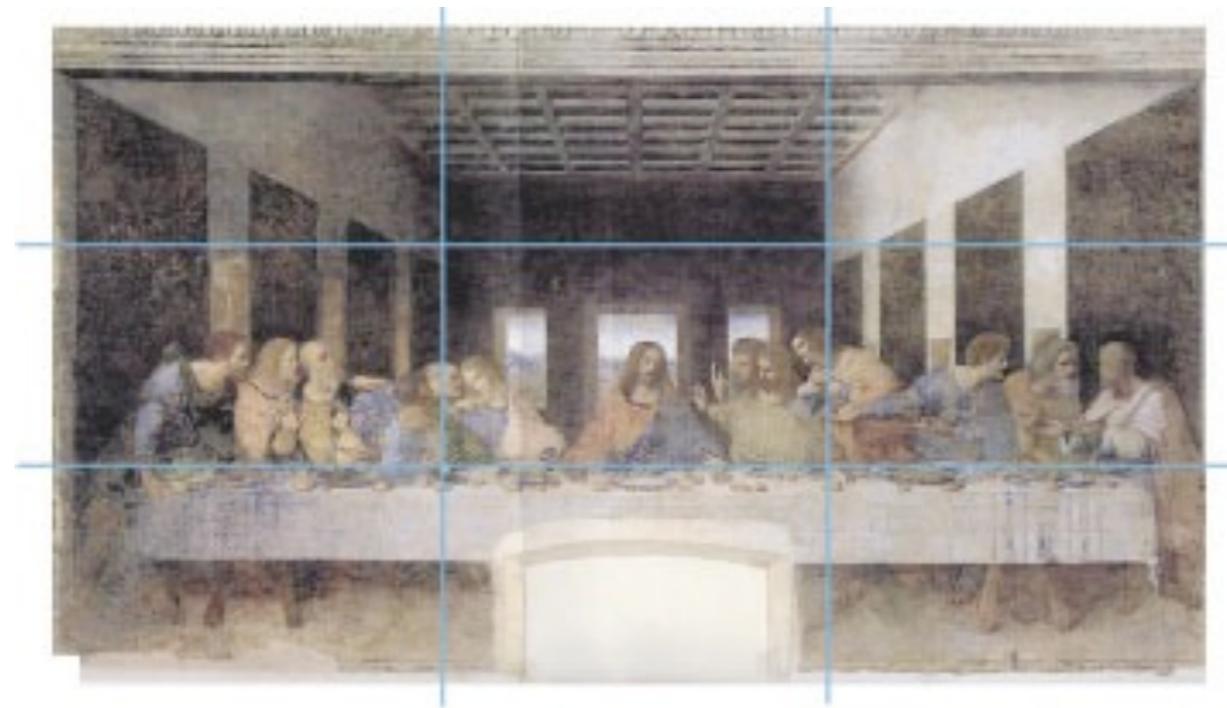
## LINKS

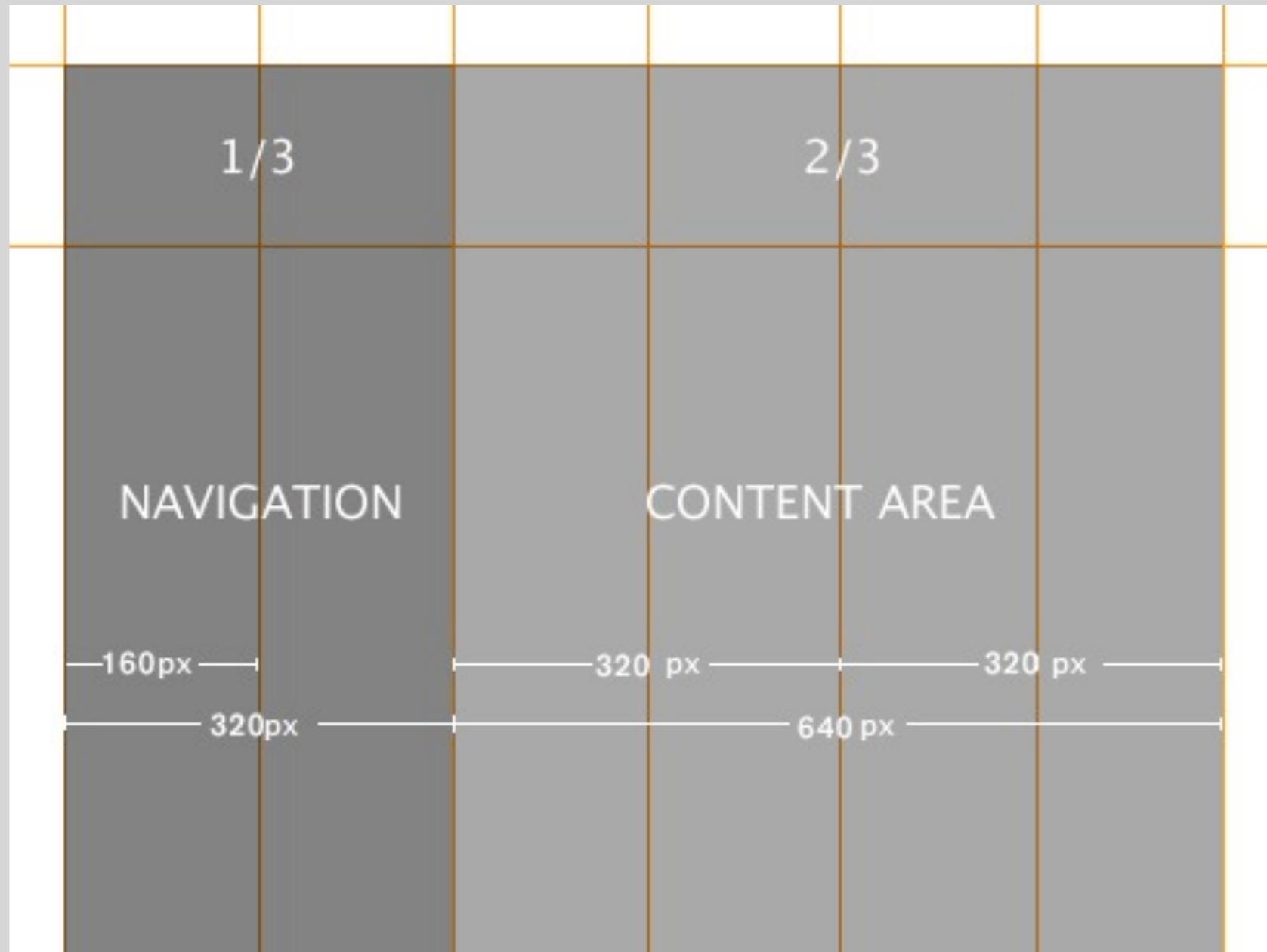
- [Nick Taylor](#) hand-crafts these awesome [Golden Mean Calipers](#).
- [Timeshares Royal Holiday](#)

# Apply Rule of Thirds

---

- “Golden Grid Rule”
- Approximates the divine proportion
- Divide a space into thirds (vertically and horizontally)





Rule of Thirds

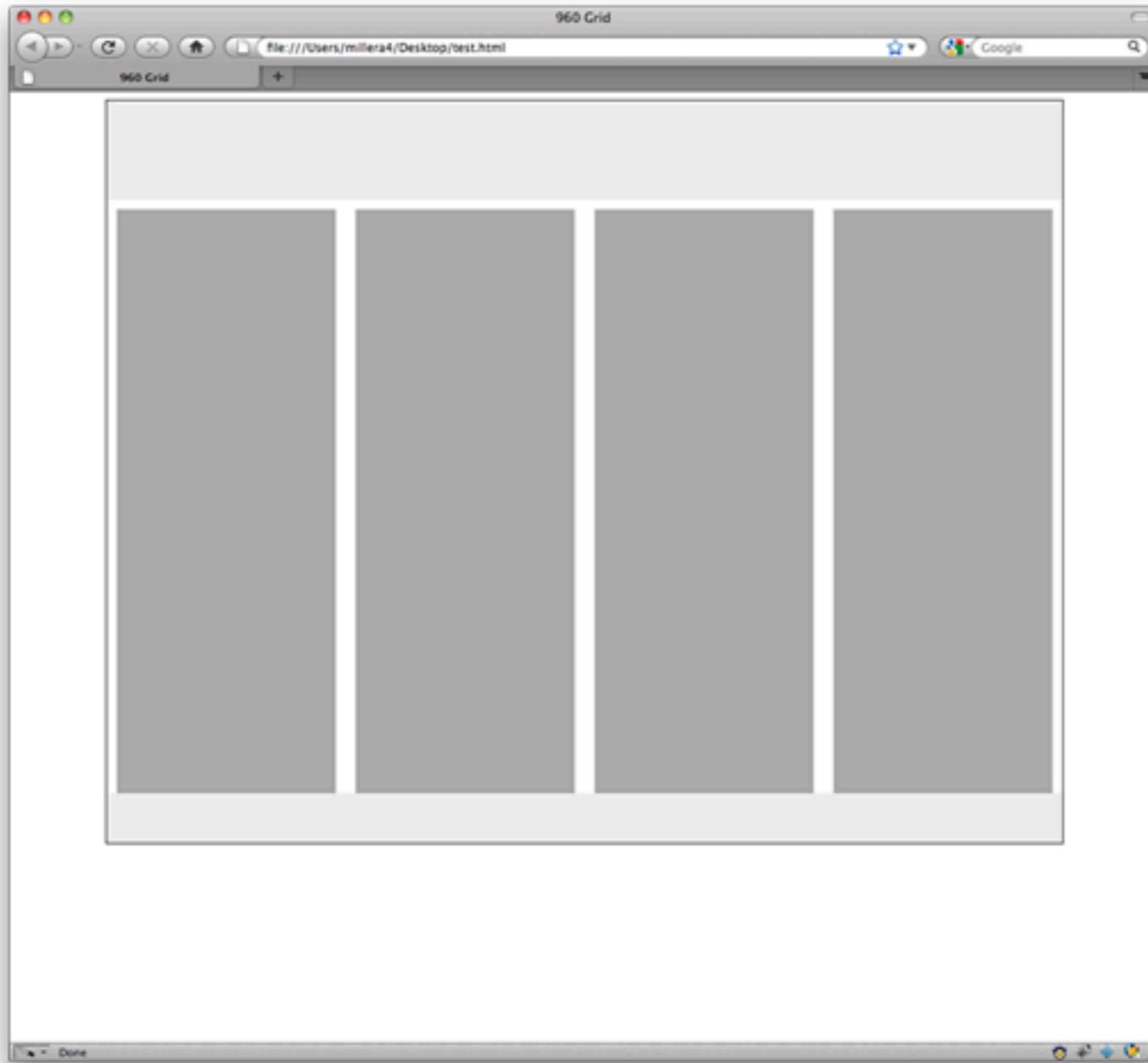
Basic Web Layout

# The 960 Grid System

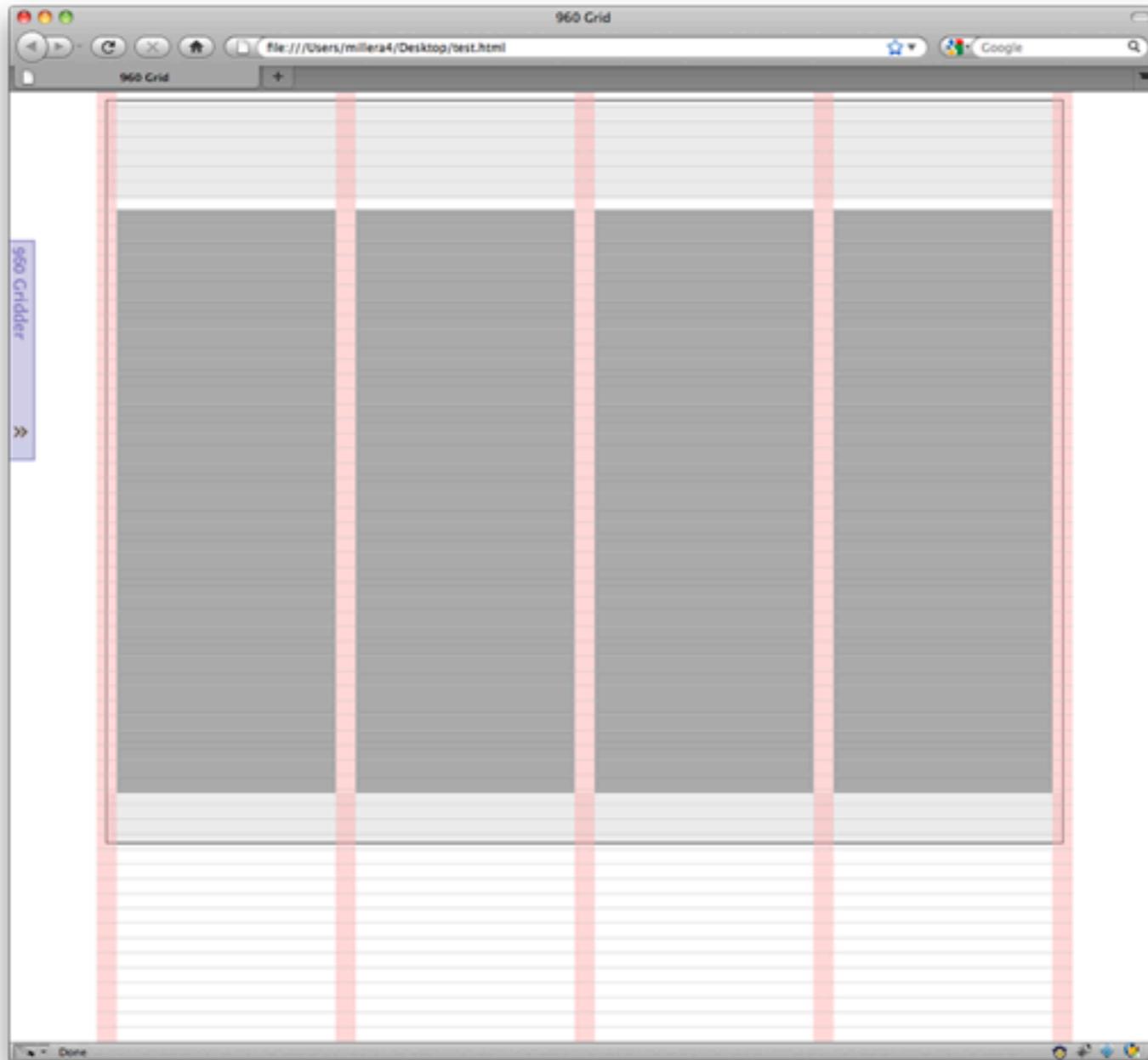
# 960 Grid System

- 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



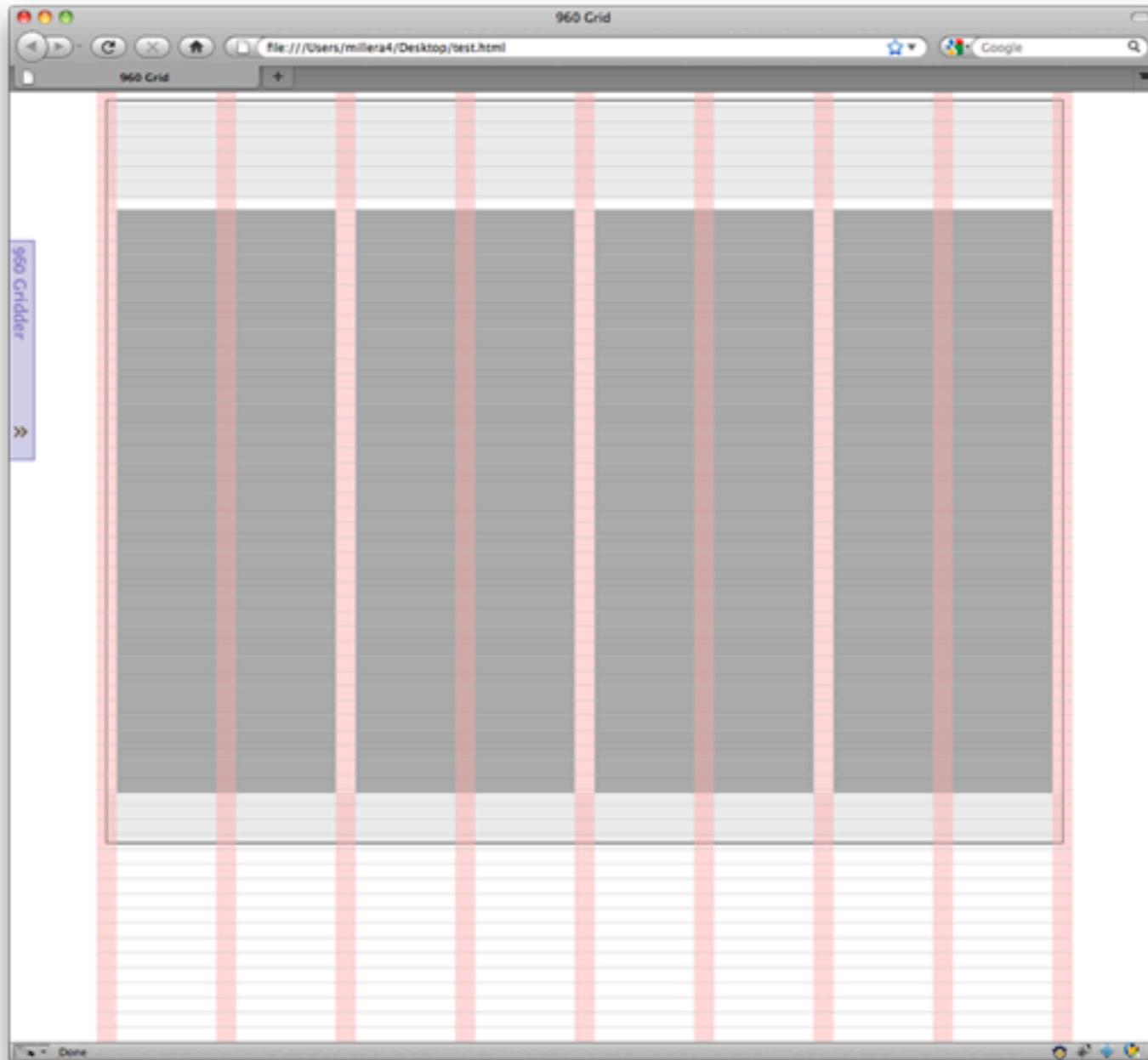
$$960 / 4 = 240$$

Add in a 10px margin on each side

4 columns of 220px wide

Total width of each column is 240px

# 8 Column Grid Overlay



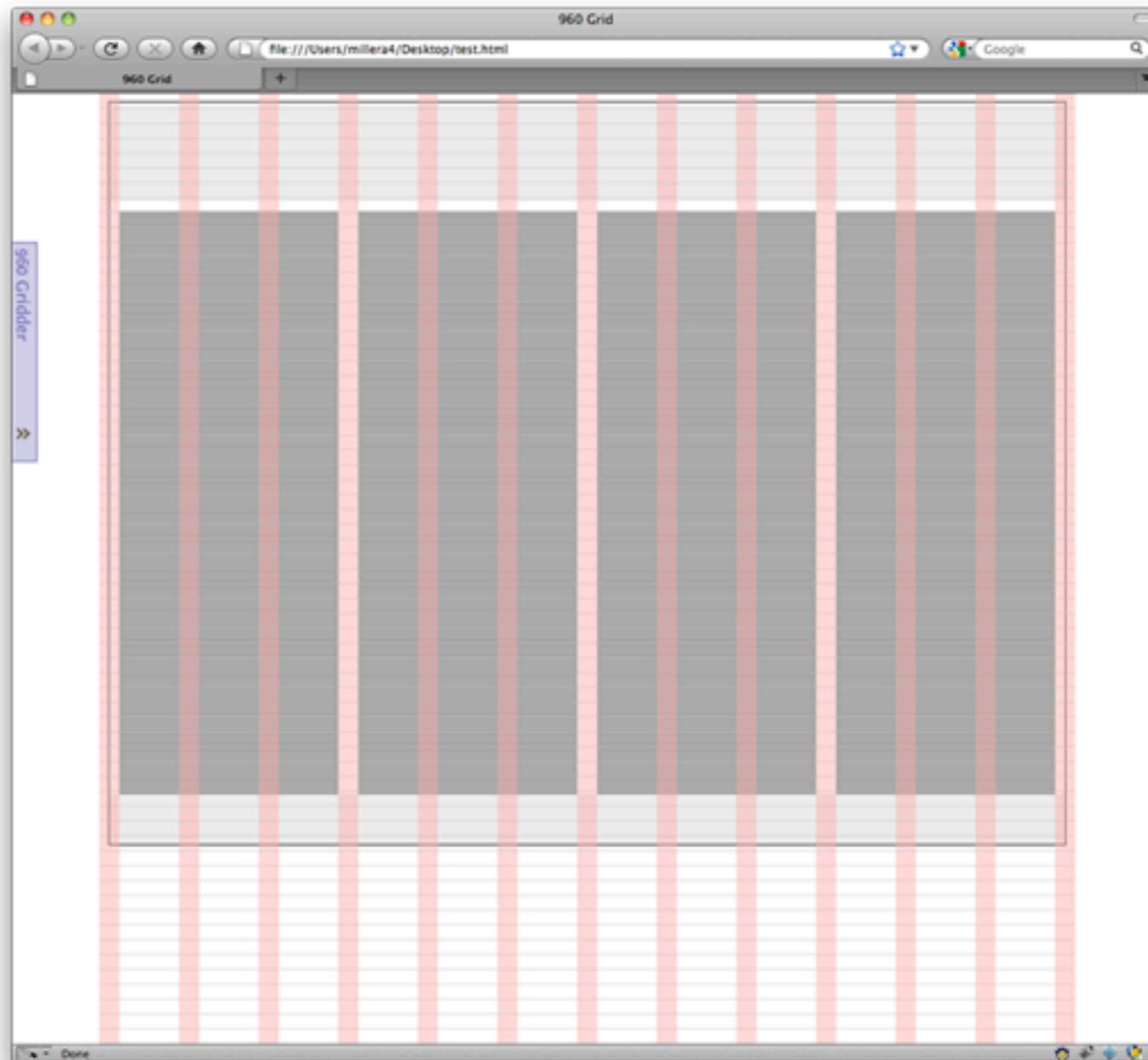
$$960 / 8 = 120$$

Add in a 10px margin on each side

4 columns of 100px wide

Total width of each column is 120px

# 12 Column Grid Overlay



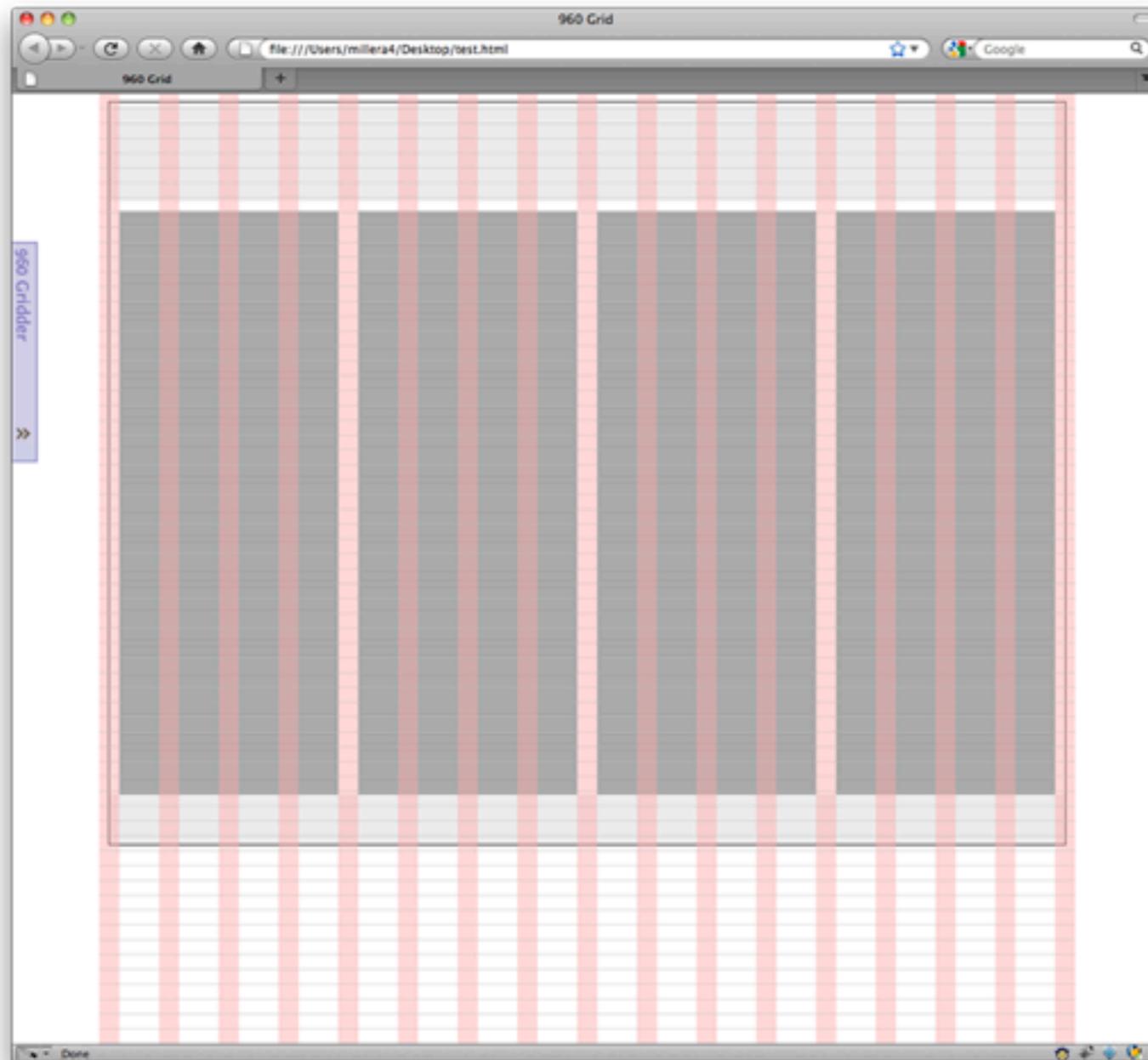
$$960 / 12 = 80$$

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

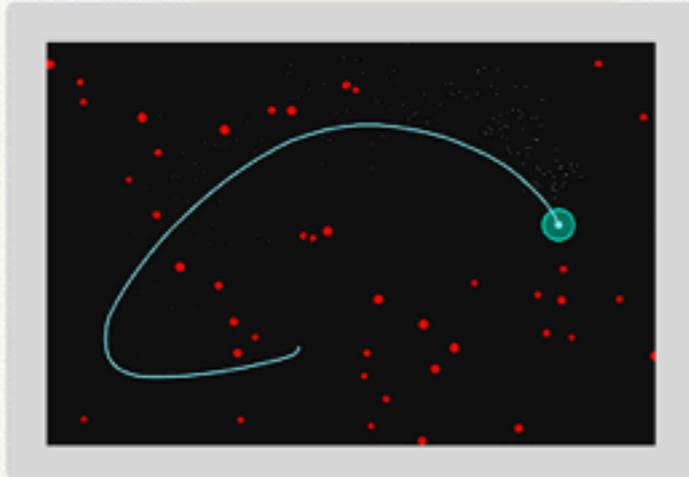
Total width of each column is 60px

# 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

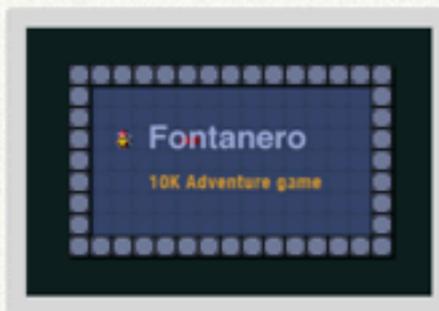
### Congrats To Our Grand Prize Winner.

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



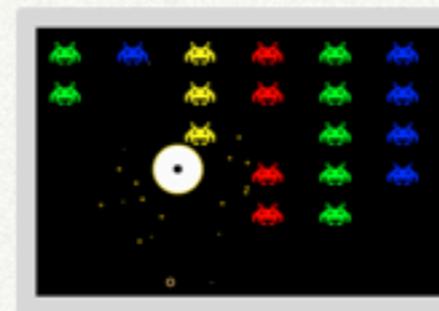
Fontanero

#### BEST DESIGN



Matchuppps

#### PEOPLE'S CHOICE



RGB Invaders

### Touché, Runners Up.

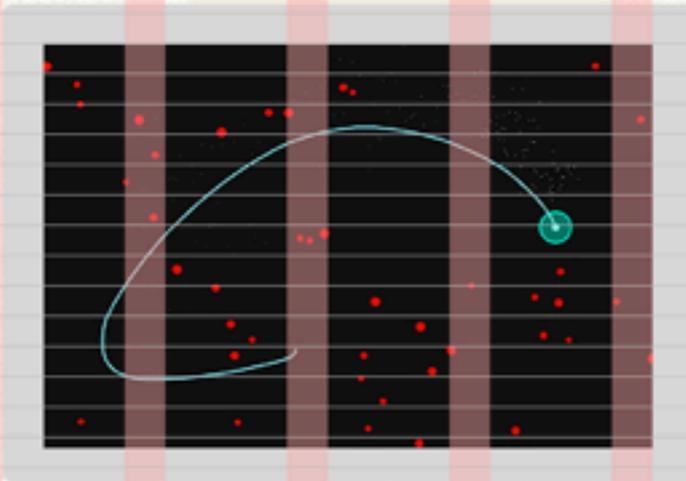
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Congratulations, all!

10K Apart

## THE WINNERS

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**Sinuous**  
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Way to go, Sinuous!

### The Runners-Up

#### BEST TECHNICAL



**Fontanero**  
by @private\_face &

#### BEST DESIGN



**Matchuppps**  
by Ian Storm Taylor

#### PEOPLE'S CHOICE



**RGB Invaders**  
by Egor Balishev

### Touché, Runners Up.

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Congratulations, all!

# 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 ing particular to interest sail about a little and see th is a way I have of driving c circulation. Whenever I fi the mouth; whenever it is my soul; whenever I find



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...](#)



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



Poccuo