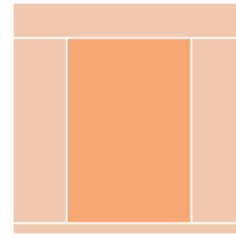
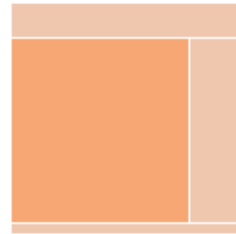


Layout Techniques

Columns and Basic Grids

Common Use of Columns



One Column Layout

OCTOBER 18TH, 2009

Web Directions & Typographic Structure

Last 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

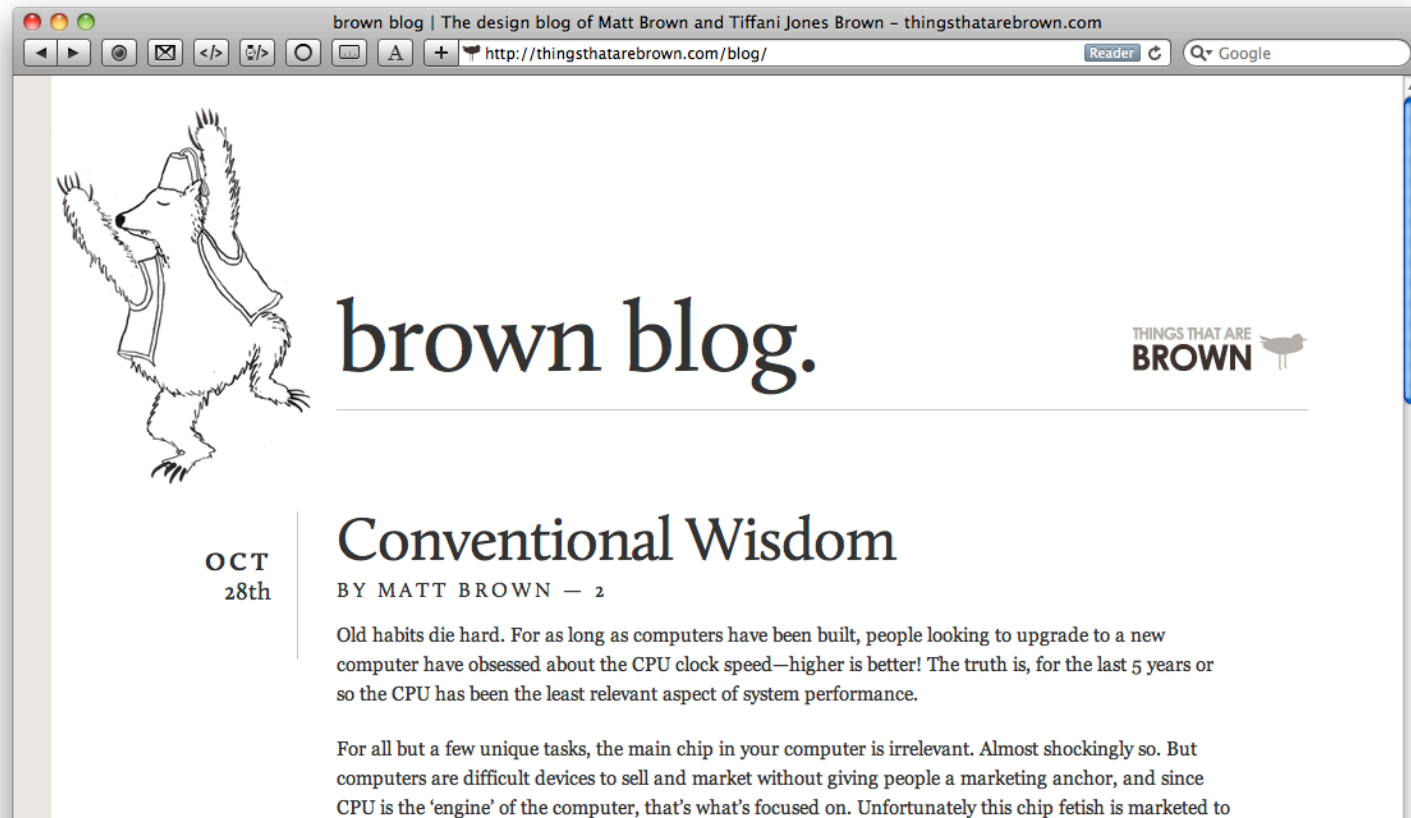
Mark Boulton

One Column Layout





poshcss.com

Two Column Layout



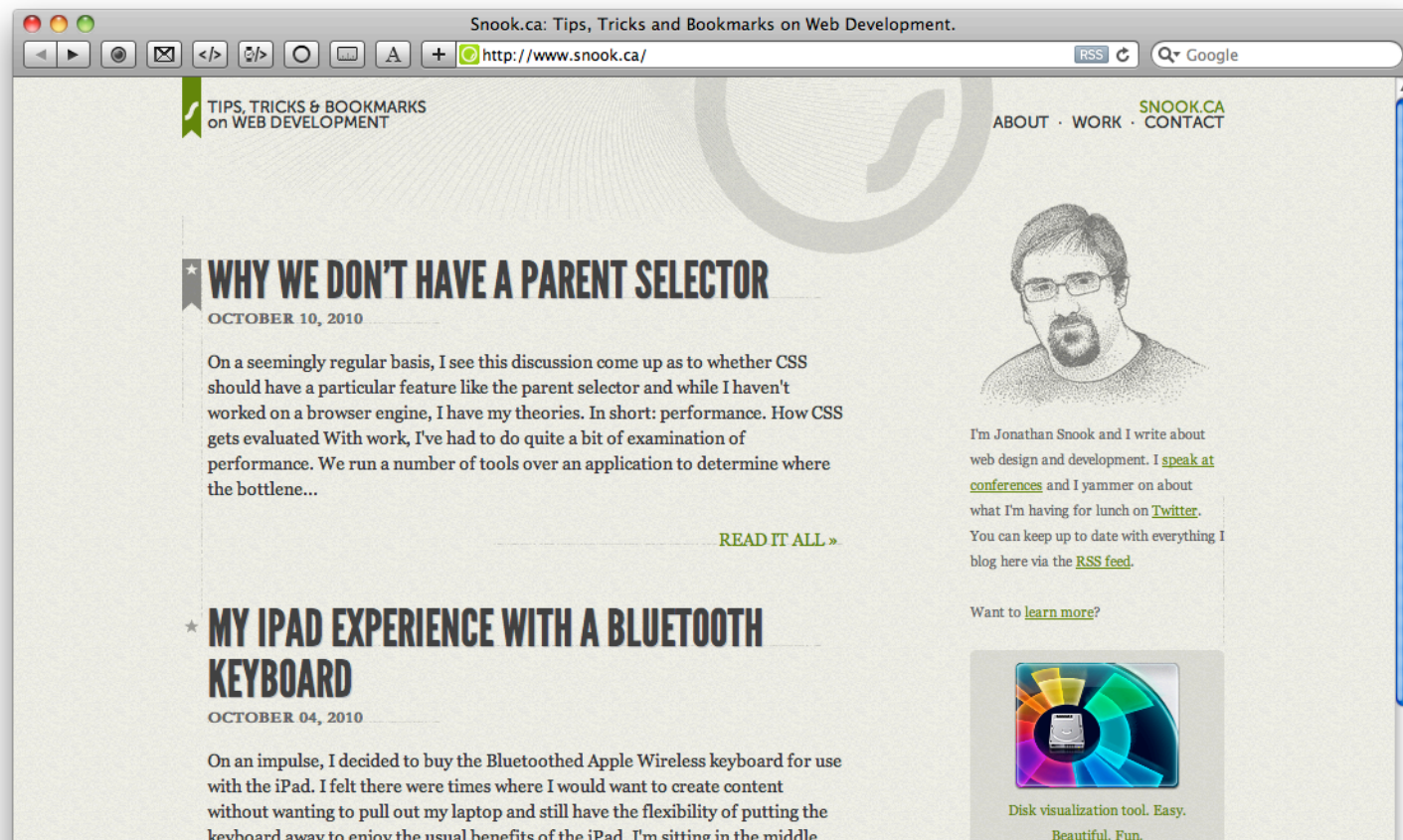
Brown Blog

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 |

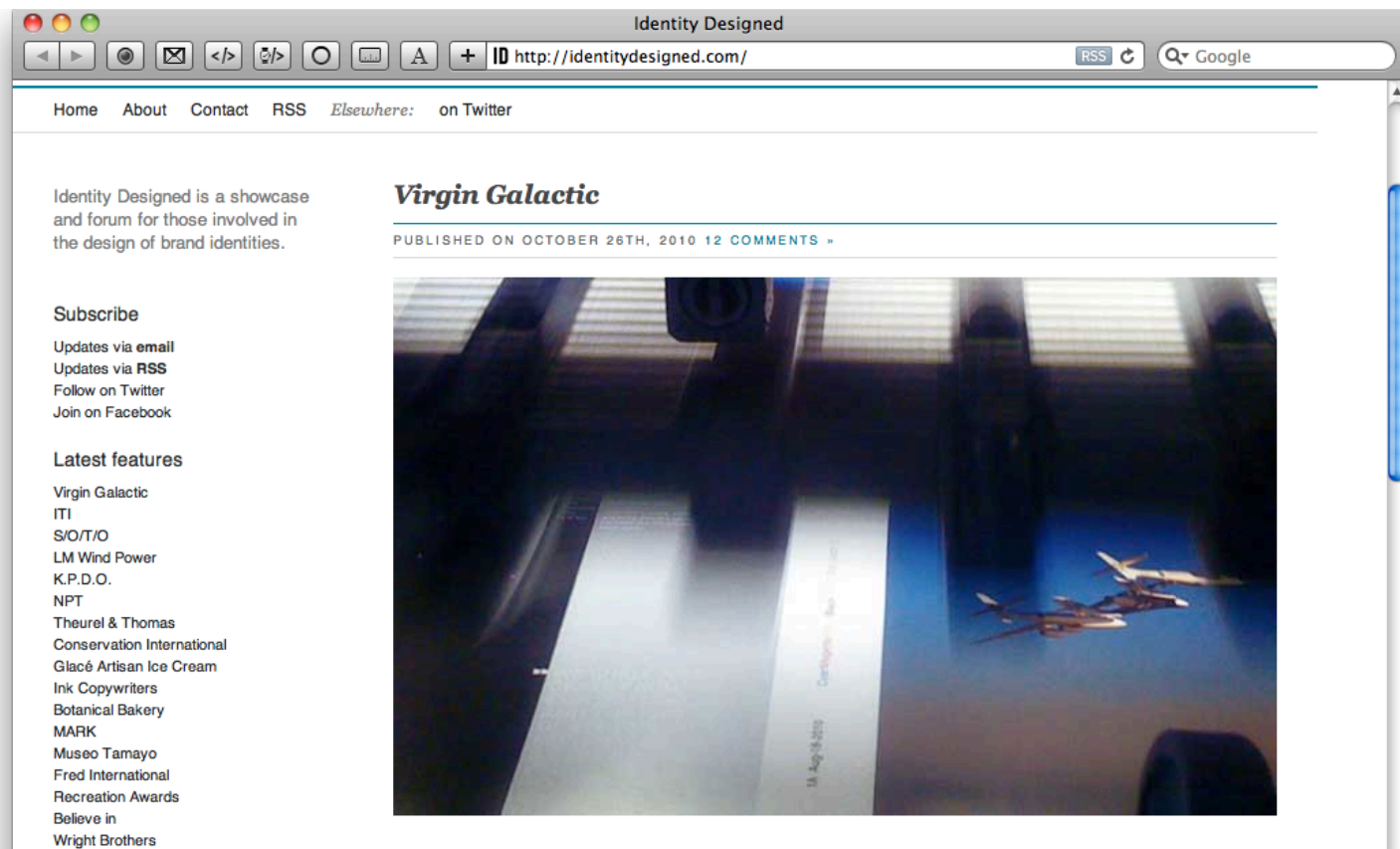
Brown Blog

Two Column Layout



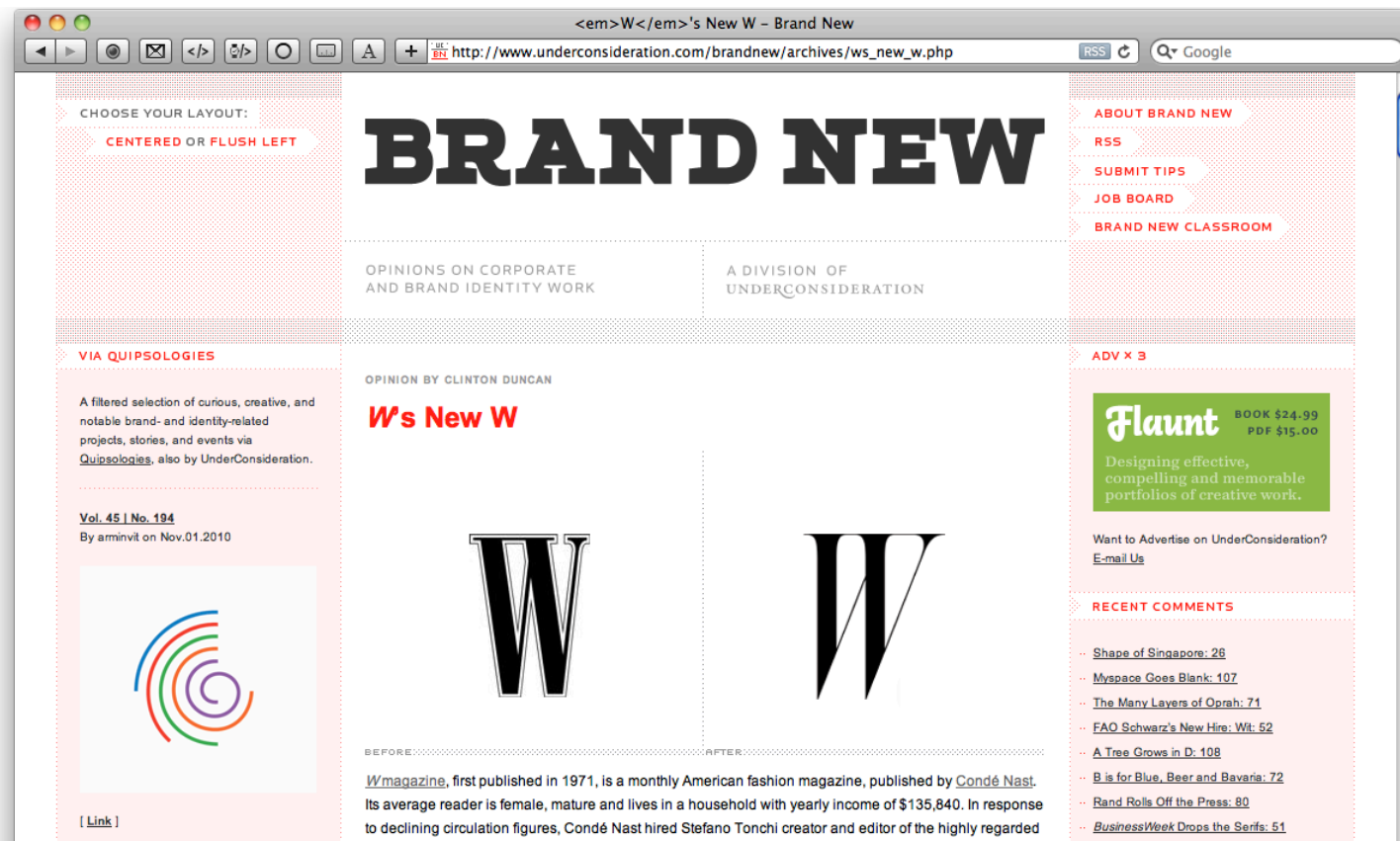
Snook.ca

Two Column Layout



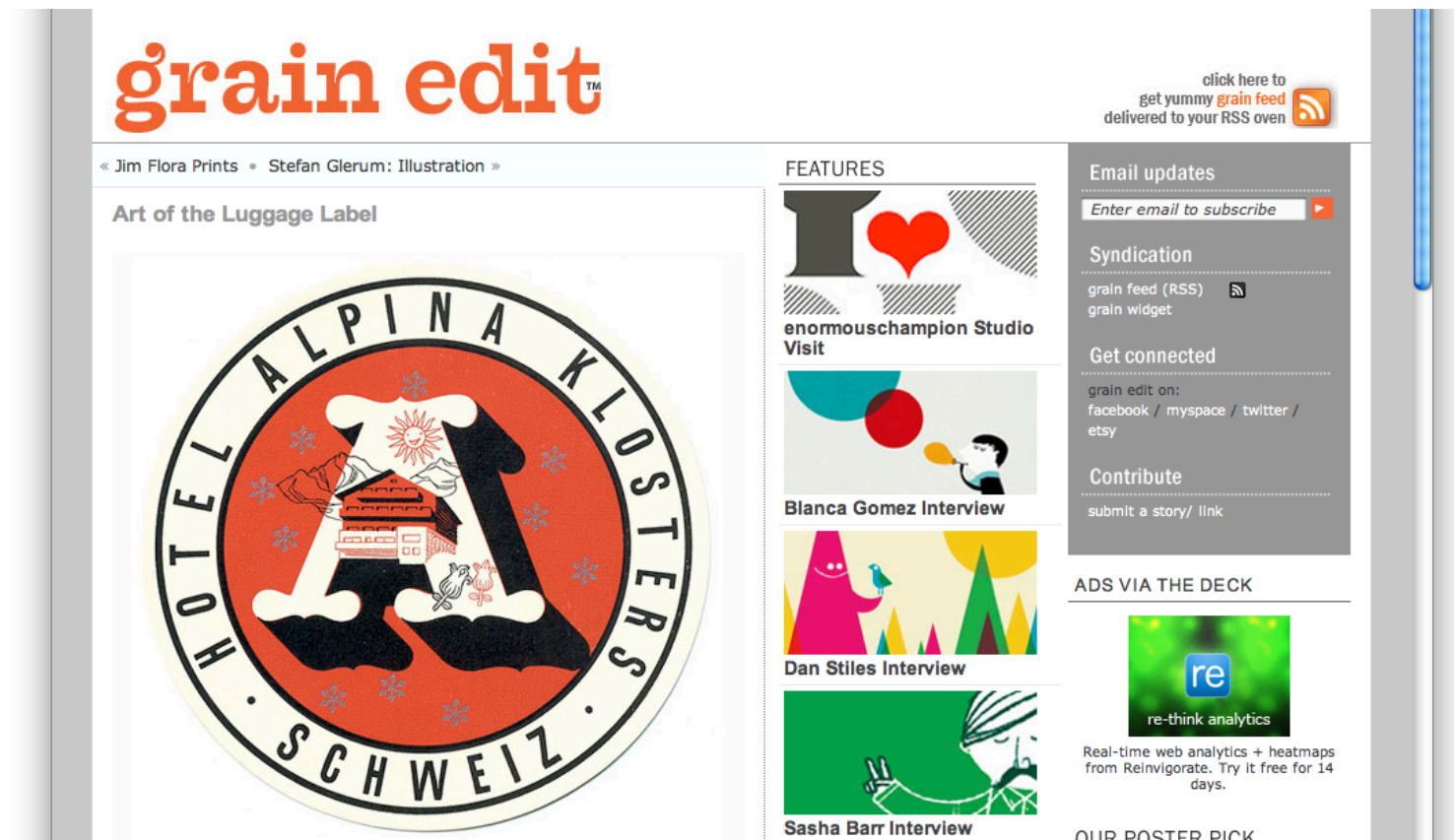
Identity Designed

Three Column Layout



Brand New

Three Column Layout



Grain Edit

Three Column Layout



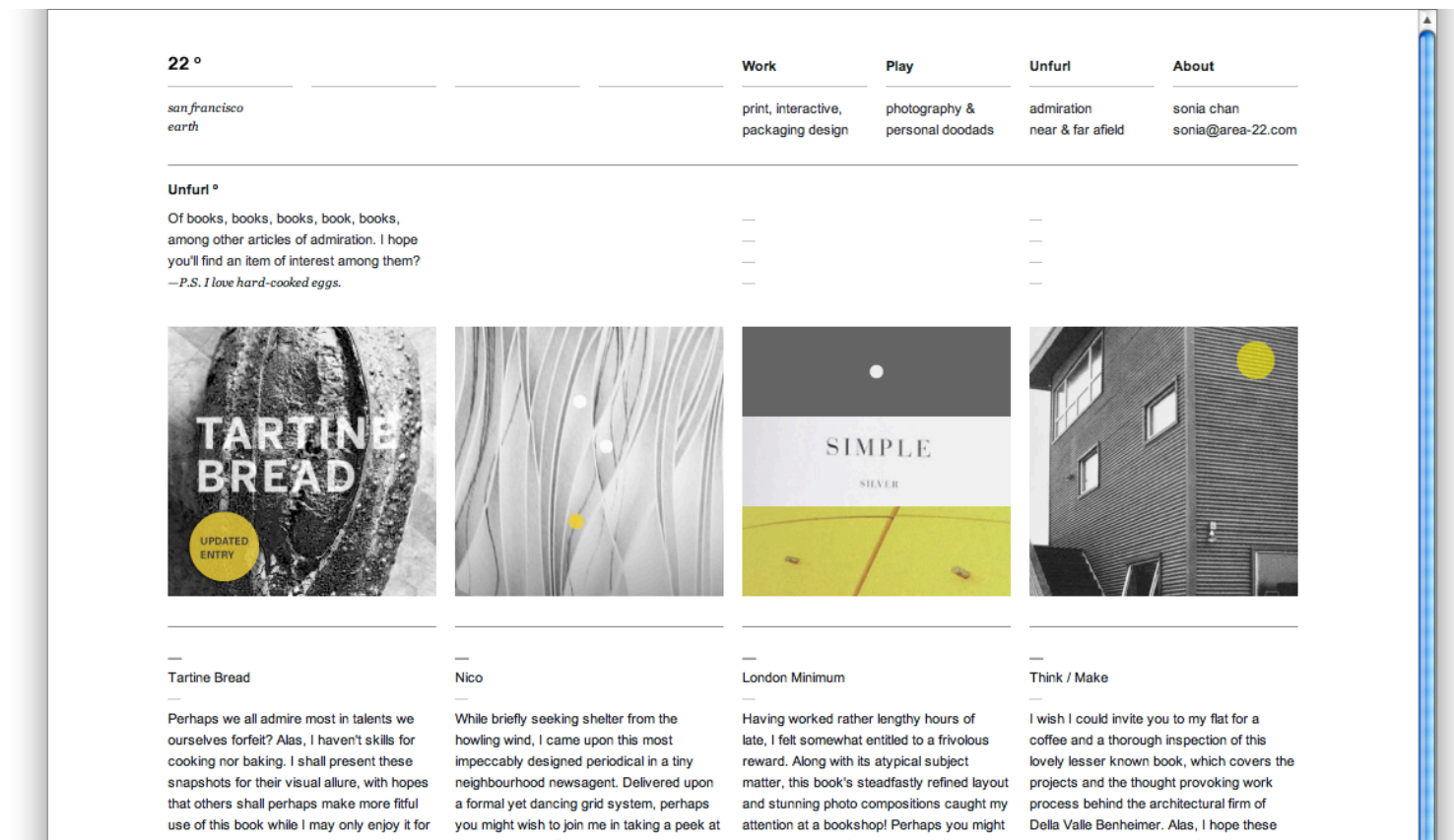
Austin Town Hall

Three Column Layout



Lord Likely

Four Column Layout



Area 22

One Column Layouts

Doesn't leave much room
for design.

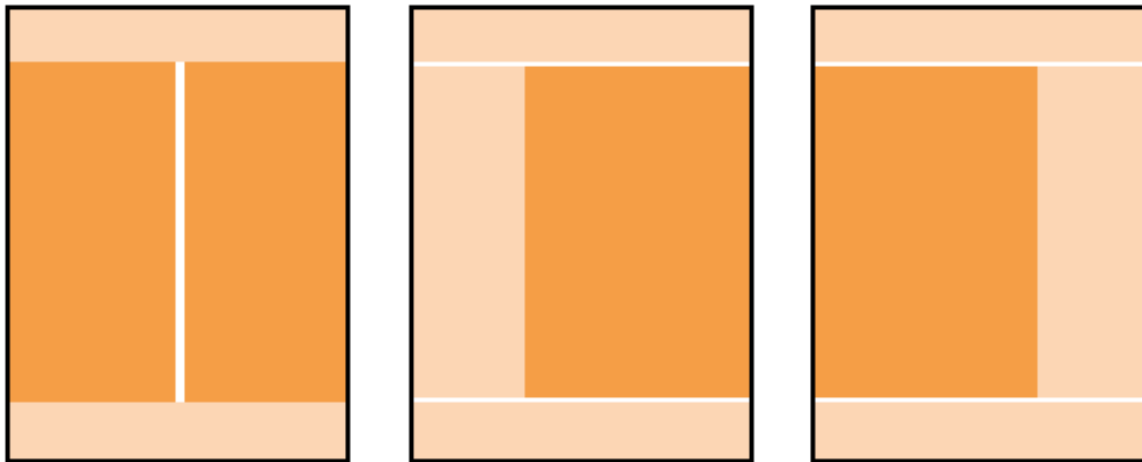
Very hard to use.



Two Column Layouts

The standard for simple websites.

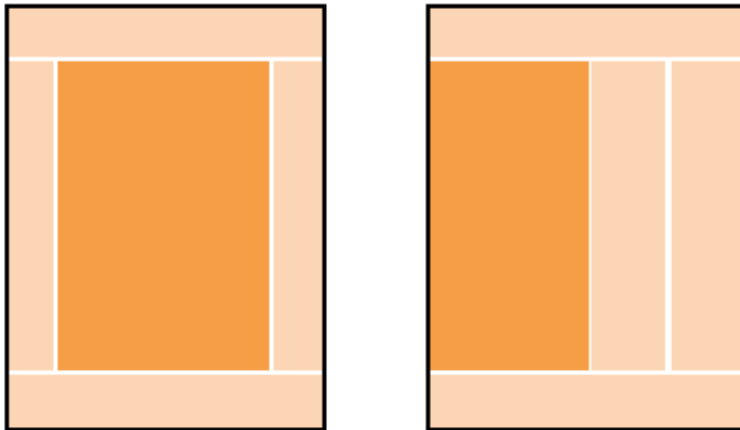
Usually one column for content and one sidebar.



Three Column Layouts

Usually two small columns and one large.

Putting the two small columns next to each other is more visually appealing.

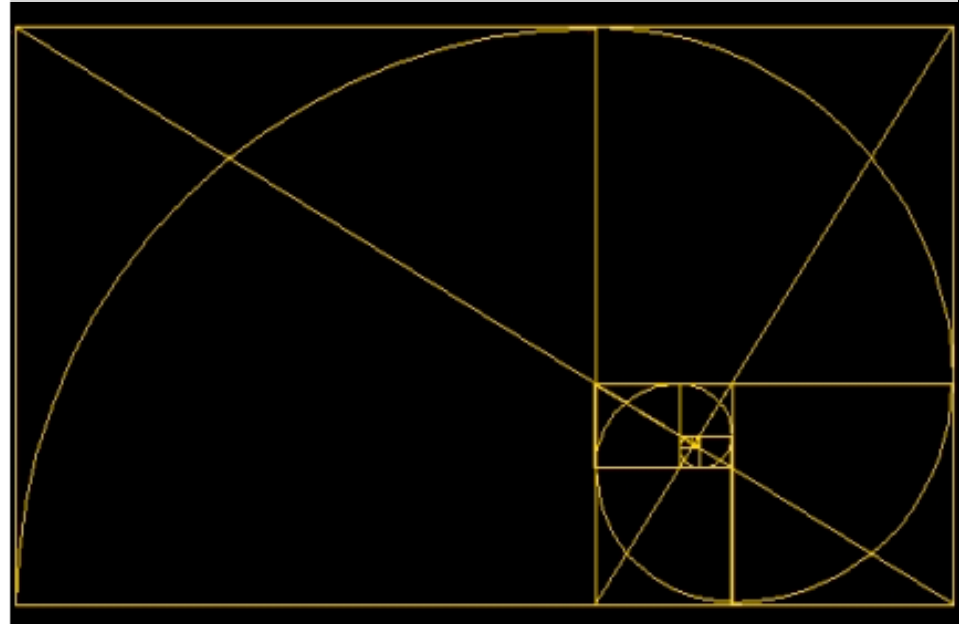


Basic Composition Theory

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

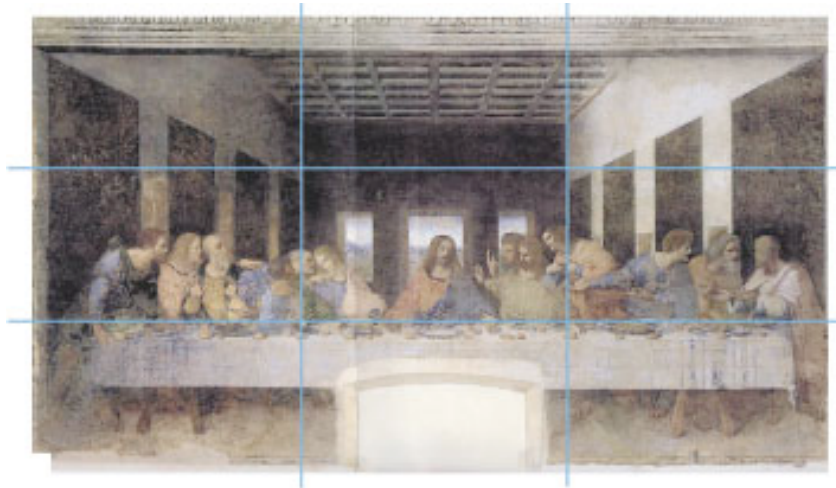


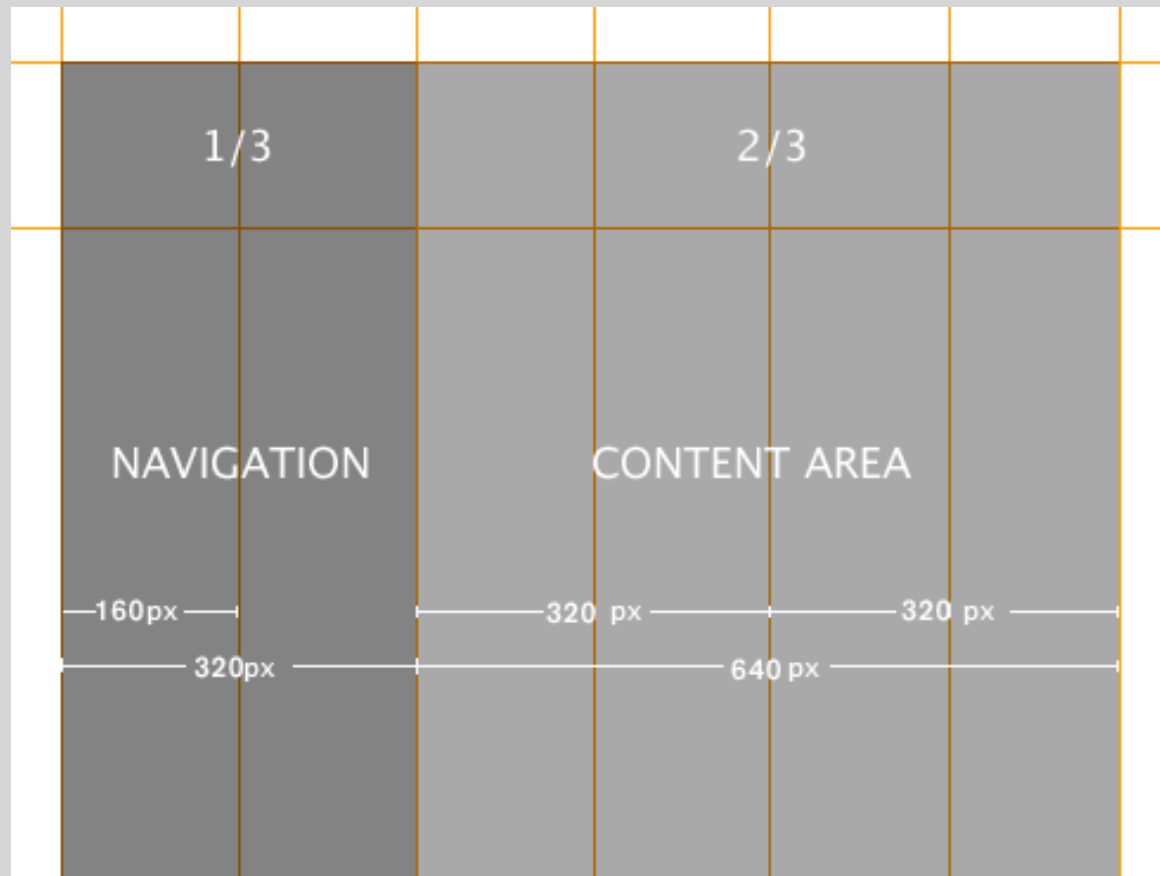
How to Apply to the Web?

- 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

Apply Rule of Thirds

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





Rule of Thirds

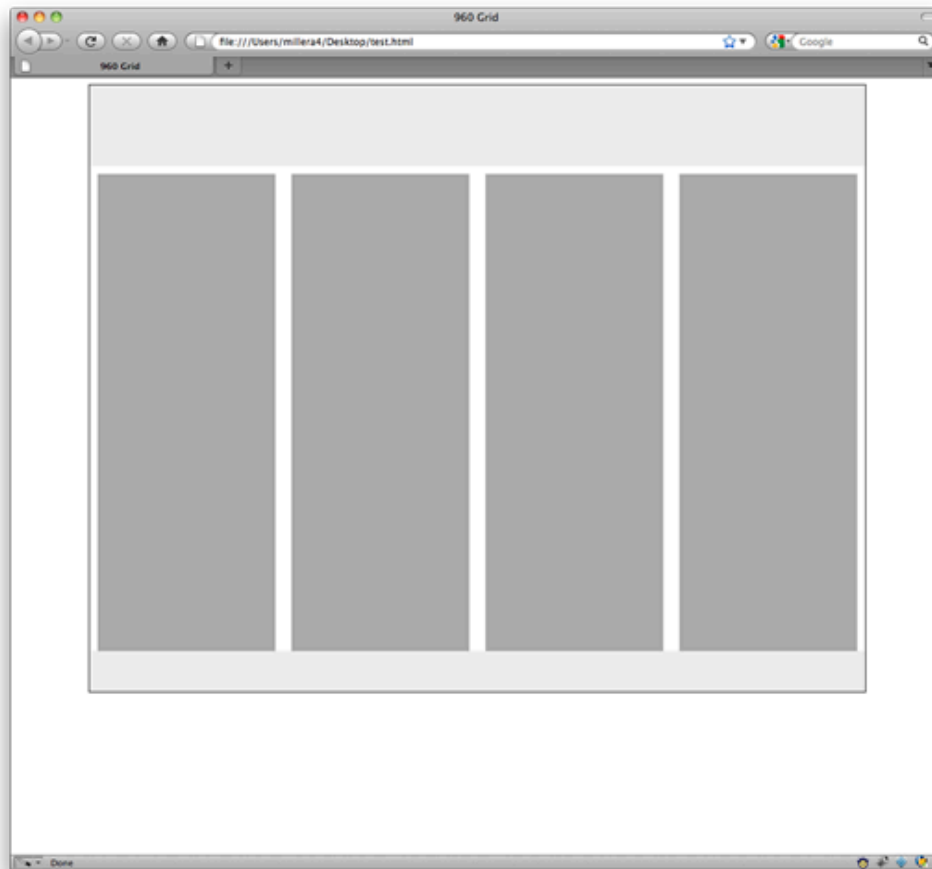
Basic Web Layout

The 960 Grid System

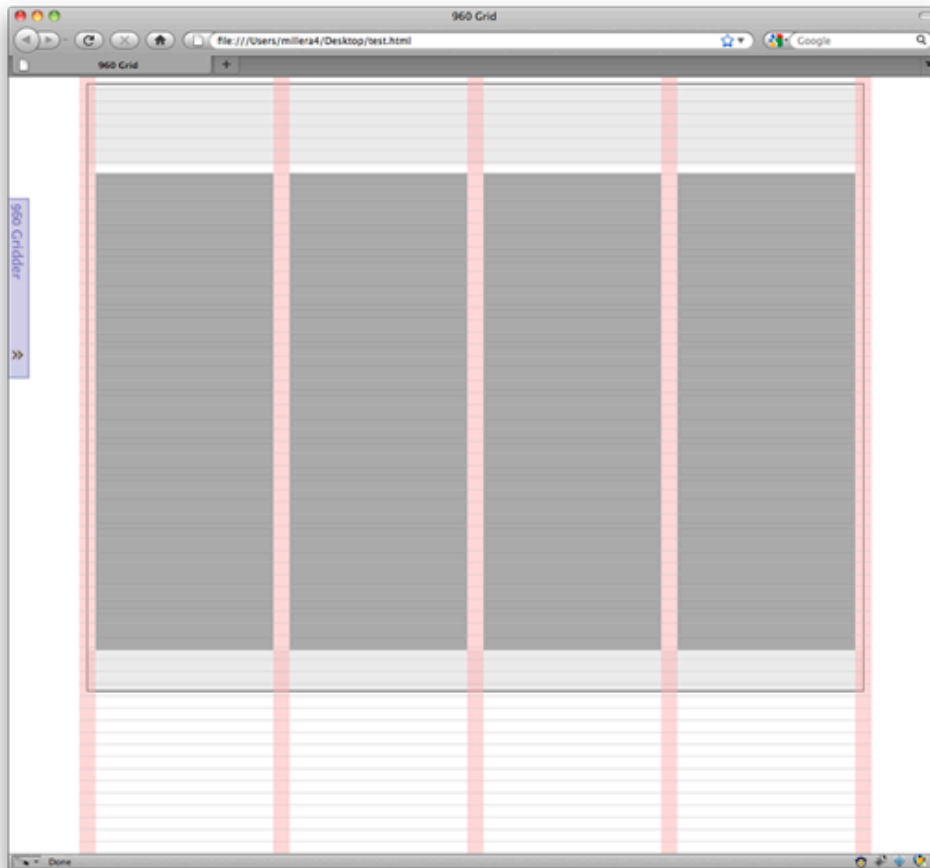
960 Grid System

- 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



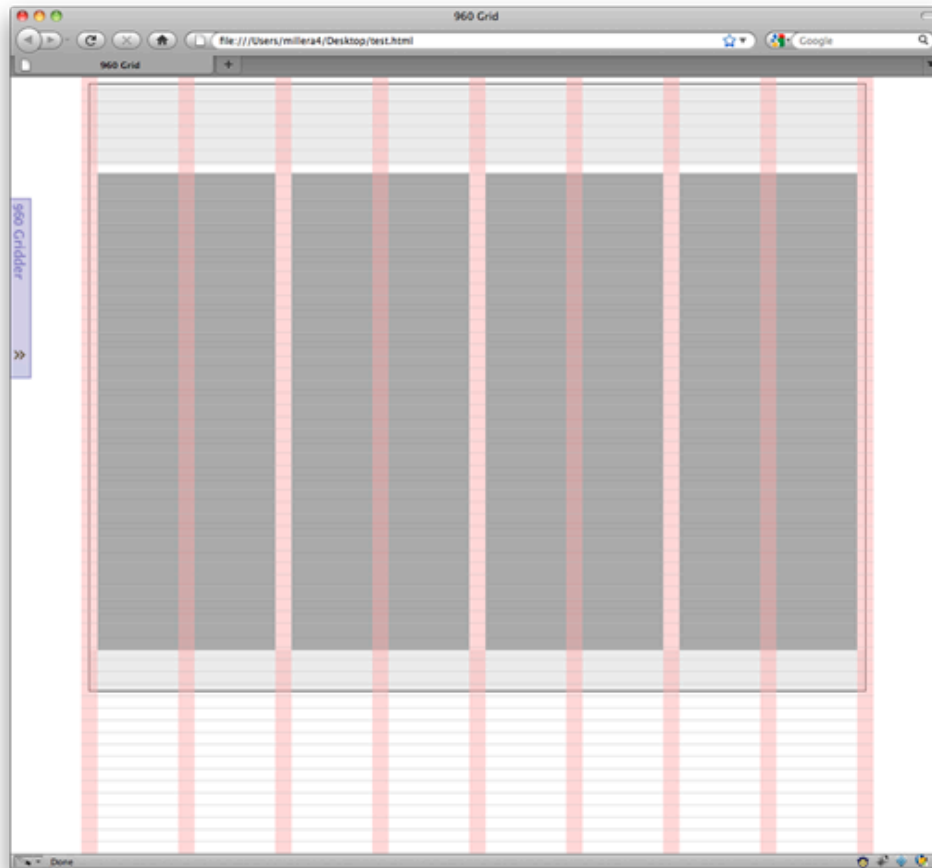
$$960 / 4 = 240$$

Add in a 10px margin on each side

4 columns of 220px wide

Total width of each column is 240px

8 Column Grid Overlay



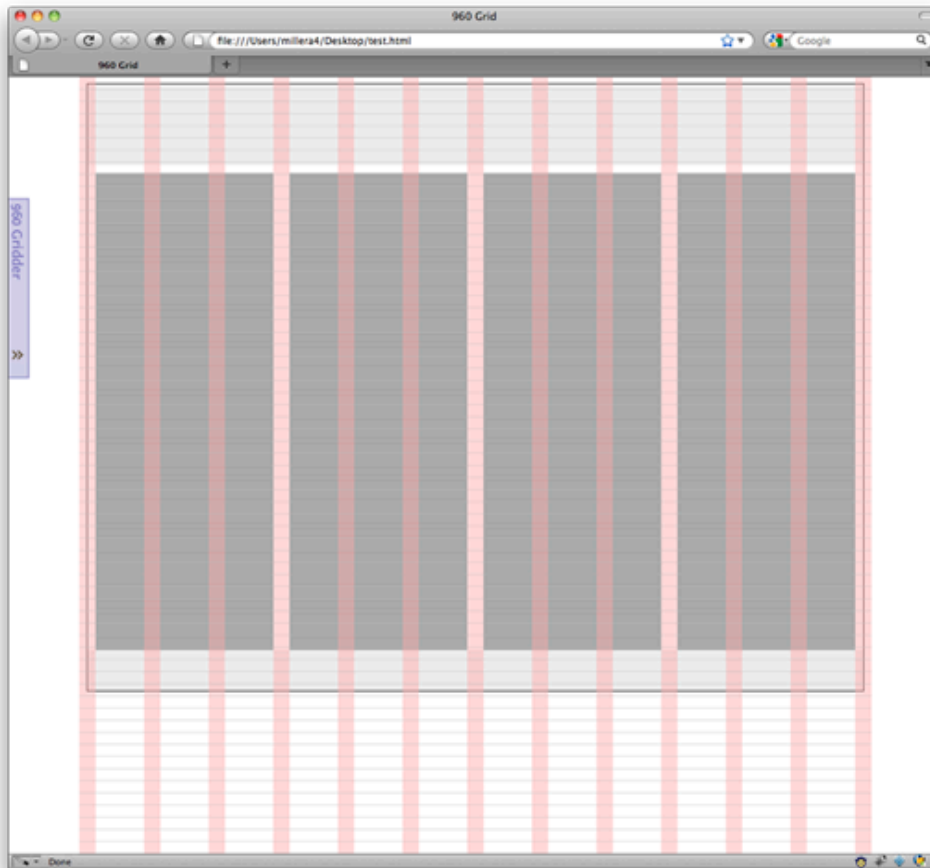
$$960 / 8 = 120$$

Add in a 10px margin on each side

4 columns of 100px wide

Total width of each column is 120px

12 Column Grid Overlay



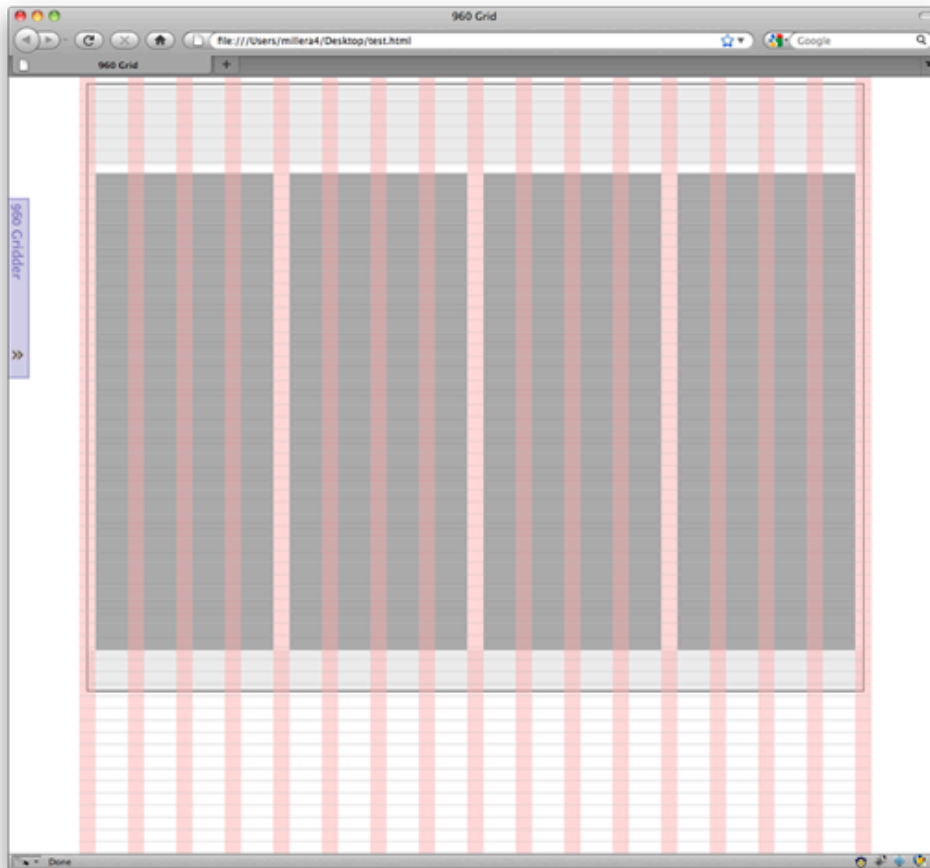
$$960 / 12 = 80$$

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

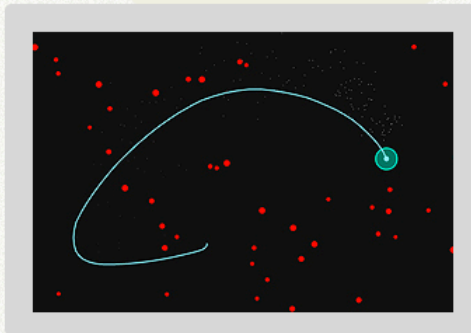
Total width of each column is 60px

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

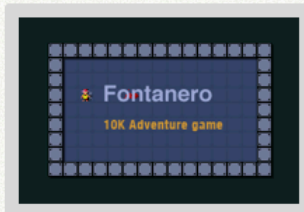
Congrats To Our Grand Prize Winner.

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

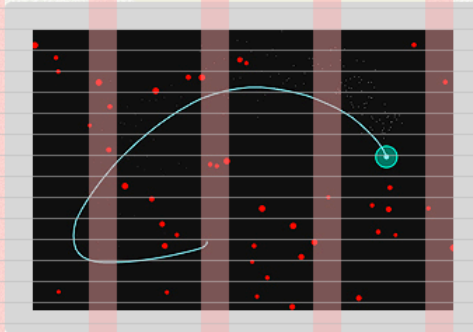
Touché, Runners Up.

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!

THE WINNERS

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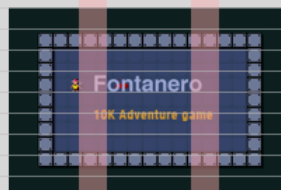
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The Runners-Up

BEST TECHNICAL



Fontanero
by @private, face &

BEST DESIGN



Matchuppps
by Ian Storm Taylor

PEOPLE'S CHOICE



RGB Invaders
by Egor Balishev

Touché, Runners Up.

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!

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



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



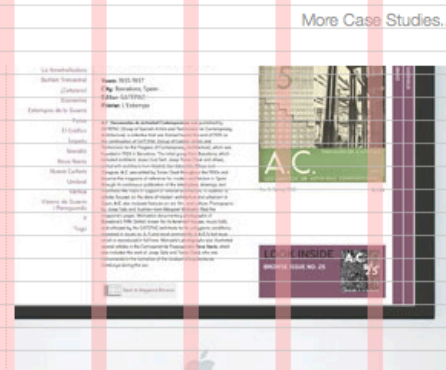
Polyvinyl Records

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



CALL ME Ishmael. Some precisely—having little or no particular interest in sailing about a little and see that is a way I have of driving circulation. Whenever I find the mouth; whenever it is my soul; whenever I find



What about vertical rhythm?

What about vertical rhythm?

- Vertical rhythm is based on things like text size and leading
- Users can change the text size in their browser
- It's very difficult to control the vertical rhythm