

**Storyboard:** Introduction to Web Design Layout

**Course:** Building User-Centric Websites

**Time:** 45-60 minutes

### Learning Objectives

By the end of this lesson, students will be able to:

- Define key terms related to web design layout, such as grid systems, white space, and visual hierarchy.
- Understand the importance of user experience (UX) in web design layout.
- Apply basic web design principles to create a simple webpage layout.

Slide 1.1 Introduction to Web Design Layout	
<b>On-Screen</b> Title text: Introduction to Web Design Layout	<b>Narration</b> Voiceover: Welcome to today's lesson on web design layout. Today, we'll explore the fundamental principles of designing web layouts.
<b>Additional Notes</b> Introduce the topic and set the stage for what students will learn.	
<b>Programming Notes</b> Go to slide 1.2 when the user selects "Begin Course"	

Slide 1.2 Learning Objectives	
<b>On-Screen</b> Text: <b>Learning Objectives</b> By the end of this lesson, students will be able to: <ul style="list-style-type: none"><li>● Define key terms related to web design layout, such as grid systems, white space, and visual hierarchy.</li><li>● Understand the importance of user experience (UX) in web design layout.</li><li>● Apply basic web design principles to create a simple webpage layout.</li></ul>	<b>Narration</b> Voiceover: Reading of text on the screen
<b>Additional Notes</b> None	

**Programming Note**

Go to slide 1.3 when the user selects “Next: Key Terms”

**Slide 1.3 Design Key Terms****On-Screen**

Text:

Grid systems - provide a consistent and balanced layout, making it easier for users to navigate and understand the content.

White space - is the empty space between and around elements on a webpage

Visual hierarchy - the arrangement and presentation of elements in a way that indicates their importance and guides the viewer's eye through the content.

Image: will be paired with corresponding key terms

Icon of Grid System: a series of intersecting horizontal and vertical lines forming a grid pattern.

Icon of White Space: a series of blocks surrounded by white space

Visual Hierarchy: series of arranged rectangles of different sizes

Alt Text:

Grid Systems Icon Alt Text: “An icon depicting a grid pattern formed by intersecting horizontal and vertical lines, representing the structure and organization of content on a webpage.”

White Space Icon Alt Text: An icon showing a series of blocks, an uncluttered area surrounded by a white space.”

Visual Hierarchy Icon Alt Text: “An icon featuring rectangles arranged in different sizes.”

**Narration**

Voiceover: Before diving into the design process, let's familiarize ourselves with key terms essential to understanding web design layout.

**Additional Notes**

Define each term and explain its significance in web design.

**Programming Notes**

Go to slide 1.4 when the user selects “Next: More on Grid Systems”

Slide 1.4 Grid system layout	
<p><b>On-Screen</b></p> <p>Image: Images showing websites that provide ideal model of grid system layout Text: Name of websites</p> <p>Alt text: "Images of web layouts showing well-designed grid systems."</p>	<p><b>Narration</b></p> <p>Voiceover: Grid systems provide a structure for organizing content on a webpage. They help maintain consistency and alignment across the design.</p>
<p><b>Additional Notes</b></p> <p>Show examples of different grid systems and how they can be applied in web design.</p>	
<p><b>Programming Note</b></p> <p>Go to slide 1.5 when the user selects "Next: more on white space"</p>	

Slide 1.5 White Space	
<p><b>On-Screen</b></p> <p>Images: Images comparing a cluttered webpage with a well-spaced webpage Text: Name of websites</p> <p>Alt Text: "Images of websites comparing a cluttered webpage with a well-spaced webpage"</p>	<p><b>Narration</b></p> <p>Voiceover: White space, or negative space, is the empty space around elements on a webpage. It helps improve readability and create a clean design.</p>
<p><b>Additional Notes</b></p> <p>Emphasize the importance of white space in enhancing user experience.</p>	
<p><b>Programming Note</b></p> <p>Go to slide 1.6 when the user selects "Next: more on visual hierarchy"</p>	

Slide 1.6 Visual Hierarchy	
<p><b>On-Screen</b></p> <p>Image: Images showing examples of well-spaced visual hierarchy webpage</p>	<p><b>Narration</b></p> <p>Voiceover: Visual hierarchy refers to arranging web page elements to guide users' attention.</p>

Text: Name of websites  Alt Text: “Images of well-spaced visual hierarchy webpages”	It helps users understand the content hierarchy and navigate the page easily.
<b>Additional Notes</b> Discuss how visual hierarchy can be achieved through the use of size, color, and placement of elements.	
<b>Programming Note</b> Go to slide 1.8 when the user selects “Next: more on visual hierarchy”	

<b>Slide 1.7</b> Importance of User Experience	
<b>On-Screen</b> Text: First Impressions: The user experience sets the tone for how visitors perceive a website. A well-designed, intuitive interface can create a positive first impression and build trust with users.  Usability: A website should be easy to use and navigate. Good UX design ensures that users find what they're looking for quickly and efficiently, leading to higher satisfaction and engagement.  Accessibility: User experience also involves making websites accessible to all users, including those with disabilities. An accessible website not only helps people with disabilities but also improves the overall user experience for everyone.	<b>Narration</b> Voiceover: User experience (UX) is critical in web design because it focuses on creating a seamless and enjoyable experience for website visitors. A positive user experience can increase engagement, higher conversion rates, and improved customer satisfaction.
<b>Additional Notes</b> Highlight the significance of UX in web design and its impact on website success. Consider including examples of websites with good and poor UX for comparison.	
<b>Programming Notes</b> Go to slide 1.9 when the user selects “Conclusion”	

<b>Slide 1.8</b> Conclusion	
<b>On-Screen</b> Text: Lesson Completed.	<b>Narration</b> Voiceover: You've completed the lesson on web design layout. Keep practicing and experimenting with different layouts to

	improve your skills.
<b>Additional Notes</b> None	
<b>Programming Note</b> When the user selects “Back to the beginning,” directs users back to Slide 1.1	