MID TERM

NMW

Ques1. Explain what is the main difference(s) between page layout for printed document and page layout for websites.

Ans1. Printed Layouts:- Print configuration is 2-dimensional, with much consideration paid to design. It is clearly feasible for the user to turn the page, yet considerable interaction between various spreads is uncommon. In print you can include contact information, making any print material a two-way communications medium. You can add links, mail addresses, and phone numbers. But they will never be convenient as a website or social media page.

Web layout:- A web page is fundamentally a scrolling experience for the user as opposed to a canvas experience. Web layouts in most cases take advantage of including links and mail addresses for faster communication which is not possible in prints . This could mean designing pages to facilitate easier communication with customers.

Ques2. Based on the image above, identify the page layout style used

(circle your answer).

a) Mondrian

b) Picture window

c) Frame

d) Copy heavy

e) Circus

Ans2. a) Mondrian

Ques3. How can title elements (headings, etc.) help layout, cognitive ergonomics and

readability?

Ans3. Using appropriate heading or heading style/sizes can help to make web layouts more appealing and interesting. By using right heading types helps to attain a visual hierarchy that plays an important role in layout and cognitive ergonomics. Also, the readability of the user will become more clear and concise.

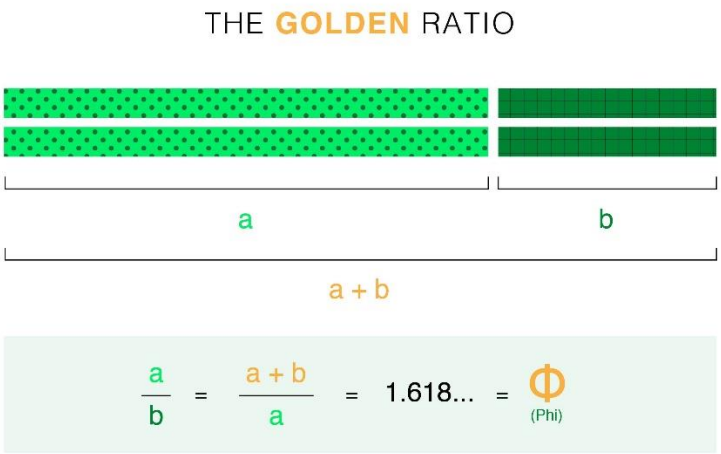
Ques4. Briefly explain what is the F shape layout.

Ans4. The logical investigations show that web surfers read the screen in a "F" design - seeing the top, upper left corner and left sides of the screen most, sometimes taking looks towards the right side of the screen. The eyes of the web surfer move across a page in an F-shape pattern.

- Visitors start at the top left of the page.
- Then they scan the top of the site (navigation, subscription, search, etc.)
- Next they move down, reading the next full row of content... all the way to the sidebar.
- Last, surfers enter a "scanning pattern" once they hit the bulk of the site content.

Ques5. In design, when we are talking about the golden ratio (the Divine proportion) what are we talking about and what is this approximate ratio?

Ans5. Golden Ratio exists when a line is divided into two parts and the longer part (a) divided by the smaller part (b) is equal to the sum of (a) + (b) divided by (a), which both equal 1.618.



The golden ratio naturally leads the users' eye to specific points within a user interface. As a concept it can help you think about placement of content and using hierarchy effectively. The combination of layout, typography, colour and overarching principles will help take your designs to the next level.

Ques6. Briefly explain what is a layout grid.

Ans6. A grid is a structure comprising a series of lines (vertical or intersecting) that divide a page into columns or modules which incorporate margins, spaces and columns in order to provide a framework for organizing content.

Grids are traditionally found in print work but are very applicable to web design.

Ques7. Name the parts of the following layout grid identified by letters.

Ans7. A) Module

B) Gutter or grid gap

Ques8. Briefly explain what is a modular grid.

Ans8. Modules are individual units of space created from the intersection of columns and rows.

While a multicolumn grid splits a page vertically into a number of columns, a modular grid subdivides a page both vertically and horizontally into modules. The columns and rows and the alleys between them create a matrix of cells, or modules.

Ques9. Why is it more flexible to use a 12 or 16 columns grid for page layout?

Ans9. Using a 12 column grid is more flexible because its easier to break up the 12 column into other sizes with 6, 4, 3 and 2 columns by which we can achieve any layout we want. We can span our content according to number of column.

Ques10. The available space below, write the CSS properties and values needed to create a class that, applied to a container, would make it a 960px wide 12 columns grid with a 1rem gutter (centered horizontally)

Ans10.
```
.grid {
    display: grid;
    grid-template-columns: repeat(12, 1fr);
    grid-column-gap: 1rem;
    grid-row-gap: 1rem;
}
```

Ques11. The available space below, write the CSS properties and values needed so a <header> tag would span over 12 columns.

Ans11.
```
header {
    grid-column: span 12;
}
```