Web Design

9/3/2013

**Grid**:

**Margins**: For print it’s the space between the edge of the content and the printed page. On the web it is more complex. When the content extends to the end of the page with no visible margin that is considered a bleed. In Web basically everything bleeds.

**Columns**: Text and type. If your text goes from one side of the page to another then you are doing it wrong. The widest should be 98 characters on the web. A space is a character. **Columns** are vertical grid elements while **rows** are horizontal grid elements.

**Focal Point:** What are you immediately drawn too. When you see a person you look to the right or to what they are looking at.

**Elements:**

🡪 What is h1?

🡪 What is h2?

**Type:** *Typeface, line height (1.49 for avg. text online), alignment, # of typefaces*

**2 type faces.**

**Newbish move to use center throughout page.**

**Visual Hierarchy:** visually differentiated, how do we create importance,

**Modular Layouts:** basic gird units and how you can move things around to create differentiated while also creating interesting structures.

**Negative Space:** don’t be afraid of negative space.