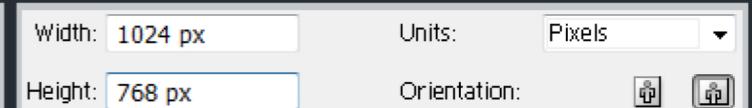


Template Size

The size of the template should be set so that it is compatible with standard screen sizes. As safe size it is good optimize for **800x600**, but now days with increasing use of screens with wider standard, **1024x768** is an appropriate



Open a new template by going to 'File' -> 'New'. Set the size and orientation.

Structure

Here we will determine how many sections we want in a layout, how will those sections be arranged and where would we want to place our menus and logo. A basic layout may have three sections; menu section, content section and a featured section.

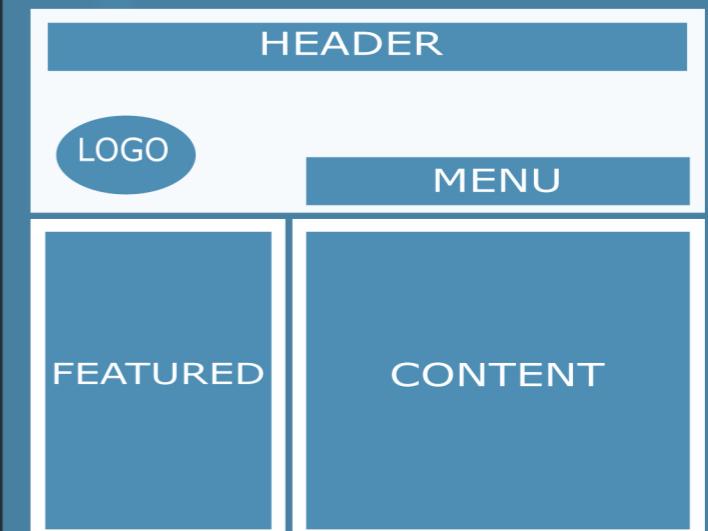
Distribution of the sections has to be done methodically using the **Golden Ratio**. This method will guarantee the most appropriate distribution of an area. We can also use symmetric distribution along with golden ratio. Depending on the requirements, we may have more than three sections and we can use golden ratio to create more sections without compromising organization of the layout. Although the height of a layout may vary, but the width remains the same.

Once the basic wire frame structure has been created, we can start positioning the menu bar and logo. Example on the right shows an arrangement sample where the header can be substituted with the main menu or it can be placed under the logo. The top section usually stays the same for every page of the website while the bottom sections change according to the content. Example (right) shows a **250x200** area divided into three sections and a basic placement of content, feature, menu and logo.

Click the 'Rectangle' tool from the tools bar and enter the golden ratio value in the width box of the transform Panel at the top.



Create another rectangle using the second value. Repeat the process for the height of the layout and align the sections as shown below.



*Golden Ratio of a **250x200** area using goldenratiocalculator.com*

Typography

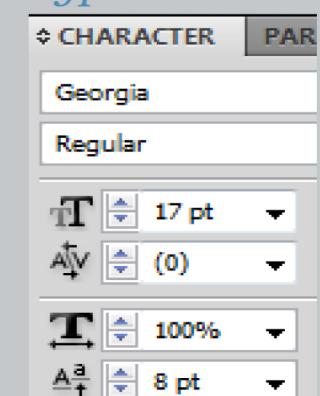
The type and size of fonts used is extremely crucial part of a design. There are numerous web safe fonts from which to choose from. While choosing two different fonts, one must determine compatibility between them. For example, **Georgia** and **Veranda** have similar shapes, even though one is serif and one is sans serif. The same could be said for **Times New Roman** and **Arial Narrow**. Both fonts must be similar in all three forms.

Georgia: [Web](#) [Web](#) [Web](#)
Verdana: [Web](#) [Web](#) [Web](#)

When choosing the size for the fonts, the **Golden Ratio** can identify the best font size and line height for a specific content width. For **633 px** content width, we can set the font size to **17 pt** and line spacing (base line shift) to **8 pt** using **Georgia** as font type.

*For **633 px** content width, we can set the font size to **17 pt** and line spacing (base line shift) to **8 pt** using **Georgia** as font type.*

Press CTR+t. Set the font to Georgia, font size to 17 pt and baseline height to 8 pt.



Click 'Paragraph' tab and open the 'justification' panel from the drop down menu. Set the word spacing to 120%.

