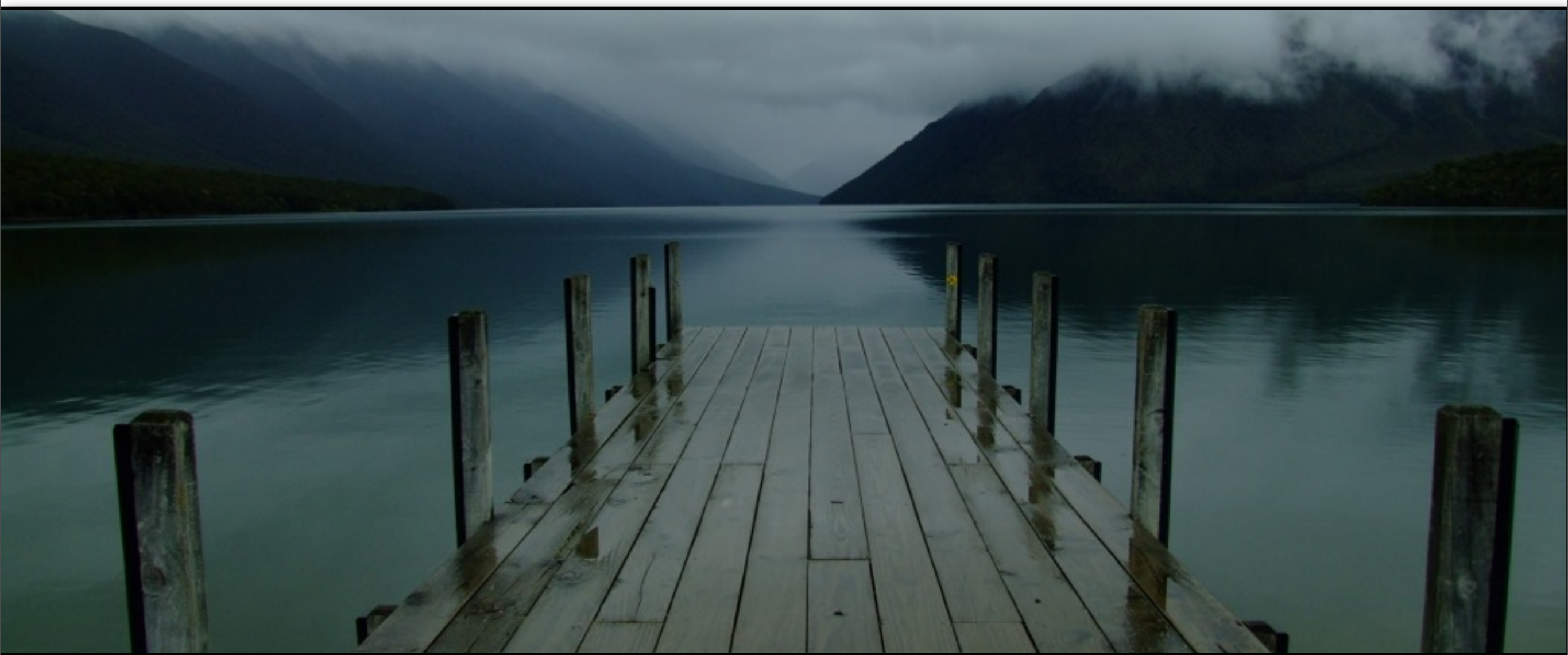


Full Sail University



Applied Design Tools & Interfaces

Layout Design Basics

Page Layout

What is it?

The art of manipulating the users attention on a page to convey meaning, sequence and points of interaction.

- ▶ Conveys meaning and context.
- ▶ Can impart a sense of intuitiveness.



Page Layout

Why is it important?

It helps provide visual order which can now reinforce user behavior patterns.
(such as Safe Exploration)

- ▶ Reinforces the required interaction.
- ▶ Presents visual order.
- ▶ Reinforces IxD and ID Principles.



Applied Design Tools & Interfaces

Page Layout

Why is it important?

Can help or detract from screen intent.



Page Layout

Why is it important?

Page layout is both artistic and functional.

- ▶ Always consider users needs.
- ▶ Have screen reflect intended activity.

