

Layout fundamentals for websites (NMW)

Lesson plan

The basics of page layout

What is page layout?

- Comes from graphic design
- Refers to the arrangement and positioning of formal elements in a page (titles, text, images, etc.)
- Technical = In part instinctive (aesthetics)
 Artistic = Also supposes rules to be respected + techniques to be master
- Necess. qualities: Intelligence, sensibility, creativity,d sufficient culture, psychology,communication skills

Purpose of page layout

- Used to customize the appearance of various types of publications
- Gives a style, an ambiance + can add powerful connotations
- Has the power to give credibility to the brand, the company, the source of the communication
- Should take in consideration cognitive ergonomics:
 for the contents to have higher chances of being read + to reach its goals
- Important to consider different aspects before starting to design:
 Size and format of the viewports (desktop, mobile, tablet); static or dynamic?; adaptive or fluid;
 One-pager or multi-pages; resolution used for images, etc.

What does page layout include?

- First concerns = format of the medium (size and shape)

 The available space must be divided into thematic zones reserved for specific purposes.
- Second = positioning of the various elements of the composition (blocks of text, images, diagrams, captions, etc.), the negative space, the margins, the spacing and relations between the elements
- Usual principles of design must be applied, color scheme has to be chosen as well as well adapted fonts
- Must manage text contents = content hierarchy, levels of headings
 + text styles, text blocks, leading, kerning, lines length, etc.
 Layout grids should be produced and applied

Difference between printed and web page layout

- Printed document = static
 More control over the aesthetics, optimization of space (fixed) = graphic design and artistic skills
- Multimedia + web = dynamic => requires more various skills

Example:

websites elements need to be variable in size, scale and shape; may need to swap contents or for it's style to be personalized; some of them may use motion design, and needs to take navigation between contents in consideration, etc.

Phase of layout design

- Mandate definition
 - Produced with a priori, meeting with the client, research and documentation
 - A theoretical solution is elaborated (flow chart + different documents)
 - Solution is presented to the client for approval
- · Ideation and conceptualization
 - Phase where ideas are generated to be used to later produce concepts
 - Techniques are use to generate initial ideas + moodboard
 - Ideas are put together and crossed to generate as many concepts as possible (rough sketches)
 - Selected concepts are evaluated = maximum 3 are finally selected => comprehensive mockups
 - Mockups usually include the approximate page layout
- Alpha and beta versions
 - Interface is segmented and integrated to have a working preliminary navigational version
 - Grids are developed and applied
 - Content is gradually integrated (layout is precisely determined)

Zen Garden project

400 different page layout concepts using the same (x)html. Only CSS file is different. http://www.mezzoblue.com/zengarden/alldesigns/

Assignment 1: Homepage design

Parameters to be defined.

Teacher gives the same subject to every student who must come up with their own unique home page designs.

Popular page layout styles

Mondrian layout

- Arranged in a grid
- With or without rulers/gutters
- Type of like masonry

Picture window layout

- Big image
- Big title
- Little room for the body copy

Frame layout

- Images around the text
- May tell a story
- Can be BG image leaving space for text superimposed

Copy heavy layout

- Text takes most of the place
- Image can be used or not
- Break paragraphs, use sub-titles + subheads

Circus (or montage) layout

- Irregular composition of elements
- Some disorder slows down the reader = working through the disorder, the reader may remember more
- Filled with reverse blocks, oversize type, sunbursts, tilts, and assorted gimmicks
- Quite efficient in an ad for certain type of goods and customers

Multipanel layout layout

- Divides the composition into several surfaces (like comic strips)
 photos replacing the drawings, and text below the pictures replacing the balloons
- Panels are often of equal size (staccato effect keeping the reader moving effortlessly)
- Sometimes tell a story (can be used simply to display a series of products), pretty much in checkerboard fashion.

Silhouette layout

- Refers to the illustration/photo technique using the shadow or shape of an element
- Shape can be used to attract attention or as a container for other elements.

Big type layout

- Emphasizes on font style and sizes / main goal = grabbing attention
- Big type takes most of the space (leaving very little room for body copy)
 Body copy may be set in a type that is well beyond the normal 10- to 12-point)
- Type overpowers images here and images or illustration may not even be needed.
- Best big-type layouts use lowercase = because lower case is more interesting and easier to read When only few words are involved, it is possible to take some liberties with readability.

Rebus layout

- Images and text are forming a story
- Rebuses are small and simple images inserted at various places in text, sort of as visual puns.
- Image can be used to replace a word

Alphabet-inspired layout

- Alphabet inspired layout resembles to a story told
- Shape of letters may serve as a basic pattern in the positioning of the elements of a composition
- A composition designed to recreate the shape of a letter = strong unity and efficiently guides the reading.

Assignment 2: Home page layout style variations

Parameters to be defined.

Teacher gives the same subject to every student who must make 3 different mock-ups according to 3 different popular layout styles.

Organizing content

- Homepage layout has more to do with image composition and titles positioning
- ALTHOUGH more and more websites offer contents right in the first page STILL COMMON for the home page to be mostly based on images
 + section pages to leave more space to contents of various nature

Full screen photo

- Spreading up content upon a full screen image
- Immediately anchors the subject of a site in the mind of a visitor + allows to tell a story
- Image is the most important element => text sections or menu sections are there to support it
- Sometimes don't have a menu (link to external pages like landing pages)
- Particularly efficient for websites focusing on a single type of content or a single product

Featured Image Layout

- One of the most frequent layouts
- Uses a representative featured image for each page of a website
- Image concentrates onto an expressive focal point
 Image = source of meaning.

100% horizontal

- Creates an elegant style using the entire page (often divided in different zones)
- This approach should be avoided for pages using vertical menus

Split screen layout (vertical or horizontal)

- Vertical split-screen generally conveys dual importance to two or more elements to favour quick choices (for higher engagement)
- Doesn't always really invite into making a choice, but sometimes to enhance one experience through the other
- Can help show two aspects of one thing while creating harmony by allowing to efficiently balance information

Asymmetrical Layout

- Sometimes slightly similar to split screen layout
- Needs for the designer to create active space, and to make white space livelier

Magazine Layout

- Imitates those of printed magazines
- Tends to be a mishmash of some other layouts
- All serving to give a splendour aura to the news.

Headline, thumbnails, grids and cards layout

- Information is organized into easy to browse grids
 allowing equal distribution of text, photos, videos
 letting users decide upon the importance of each element
- Useful to present several types of contents or multiple products on the same level of importance
- Easy to manage in a responsive environment
- Headline and thumbnails gallery layouts = made up of image miniatures leading to full contents,
- + headlines (often along with short presentations) that serve as a guide though the image album

One-Column Layout

- Information is organized into one single column
- Content (text, photos, videos) is easy to follow
- Need to scan = identifying key points of interest into that single column.

The F Layout

- Based on psychometric studies + suitable for a wide range of websites
- The eyes move across a page in an F-shape pattern
- Often offers a detailed vertical menu on the left side (especially efficient for pages containing a lot of content)

Assignment 3: Home page layout type variations

Parameters to be defined.

Teacher gives the same subject to every student who must make 3 different mock-ups according to 3 different popular layout types.

Organizing content

- · Web designers always have been using some kind of grids, managing to divide available space in different zones
- In the old days using frames and tables
- Now different CSS techniques = Semantic tags + containers

Modern grids

- Modern web grids = based on print grids used for centuries Explanation of basic grids system (Swiss school)
 Early grids = based on golden ratio
- Bringing the golden ratio to the web
- The formats (screens/viewports)

 Must be flexible (adaptive, fluid...)
- Using columns + gutters
- Using modules
- Web page analysis from a grid perspective

Creating a grid

- The format
 - The columns
 - 12 / 16 ideally

The margin and gutter

- The modular grid Modular grids possibilities
- Always sketch first

Assignment 4: Finding the grid

Parameters to be defined.

Students chose a web page and trace the grid that was used for design

Creating a CSS layout grid

12 columns layout grid

- Once sketch selected + Alpha version ready = integration of pages contents
- Use of a grid = assure cohesion + facilitate the developer's work

Step 1: The grid container

- In a HTML5 page structure
- Create a container for the grid
- There are many different ways to create a layout grid = the easiest : grid display
- TO divide the pages width into 12 equal parts + 1rem gutter

```
HTML
                                              CSS
<!DOCTYPE html>
                                              .grid {
                                                      display: grid;
<html lang="en">
                                                      grid-template-columns: repeat(12, 1fr);
<head>
                                                      grid-column-gap: 1rem;
<meta charset="utf-8">
                                                      grid-row-gap: 1rem;
</head>
                                              }
<body>
<div class="grid">
</div>
</body>
</html>
```

NOTA:

For a 960px (or 1200px, etc.) = add width: 100% + margin: auto Gutter is usually set to 20px.

For a 16 columns grid = use *16 instead of 12* in the repeat function.

Step 2: Spanning items horizontally (over columns/units)

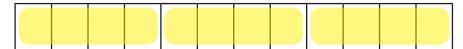
- Add items into the grid container
- THEN span them over the wanted number of units (columns)

NOTA:

- No rows need to be created
- The sum of the units reach twelve (or sixteen, depending on the type of grid used)
- New row starts automatically.

Example:

For 3 items to use 4 units each, items need *grid-column: span 4* Maximum 12 units per row



Spanning items vertically (over rows)

• To span vertically over rows = *grid-row* property must be used *grid-row*: *span 3*

```
### CSS

| Item 2 {
| Solution |
```

General advises

Responsive grids

• For a responsive grid = media-query

```
Example:
```

Margin

- Careful to enough gutter space = clear separations between the different zones
- Some containers need to have different margin adjustments made so texts align correctly (especially for titles).

Headings

• Such as $\langle h1 \rangle$ = may have padding and margin = reset those to zero

Nested grids

• For a section (for instance the main section) = a nested grid can be used

Baseline grid

• Texts are shown side by side in two different container = use a baseline alignment

Assignment 5: Creating and using a CSS layout grid

Parameters to be defined.

Students are given a web site page to redo using a CSS layout grid.

Mid-term exam

Bootstrap

• What is Bootstrap:

- Front-end framework (HTML, CSS, JavaScript)
- Free collection of tools to create websites + web applications
- HTML + CSS based templates for various interface components
- + optional JavaScript extensions

Advantages:

- Fast + efficient (time + money saving).
- · Responsive, mobile first, and tested
- Everything you do and implement behave as expected.
- No need to create complicated CSS (only needed to write the HTML)
- Easy: based preexisting responsive CSS classes.
- Large selection of website layouts, themes, admin panels, UI components, etc.
- Only front-end framework supporting both LESS and SASS

Inconvenient:

- Many websites look very familiar, and dull (avoid using defaults)
- Bootstrap is opinionated = opinion of what a website should be like, how layout should be managed... Difficult to do otherwise
- Quite heavy: could be slow (make sure it is adapted to your target public)
- Won't work if JavaScript is disabled and it doesn't provide fallbacks
 You have to provide your own CSS fallback if wanted

Quick start

 Download files = https://getbootstrap.com/docs/4.3/getting-started/download/

OR

 CDN link = https://maxcdn.bootstrapcdn.com/bootstrap/4.3.1/css/bootstrap.min.css

Basic Bootstrap implementation (CDN)

- HTML5 structure
- Paste necessary lines of codes in head section:

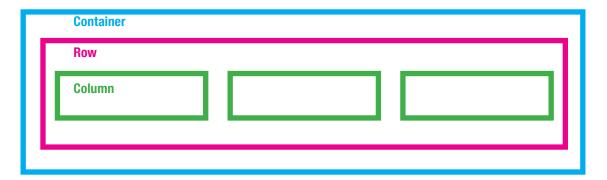
```
<meta charset="utf-8">
<meta name="viewport" content="width=device-width, initial-scale=1">
link rel="stylesheet" href="https://maxcdn.bootstrapcdn.com/bootstrap/4.3.1/css/bootstrap.min.css">
<script src="https://ajax.googleapis.com/ajax/libs/jquery/3.4.1/jquery.min.js"></script>
<script src="https://cdnjs.cloudflare.com/ajax/libs/popper.js/1.14.7/umd/popper.min.js"></script>
<script src="https://maxcdn.bootstrapcdn.com/bootstrap/4.3.1/js/bootstrap.min.js"></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script></script><
```

Containers

- Two types of containers (both responsive): fixed or fluid
- Any tag can be used (ex.: <div>)
- Fluid container => class="container-fluid"
 (spans over the entire available width)
- Fixed width container => class="container"
- Fixed container's width will vary depending on the size of the device.

Grid system

- Bootstrap includes a responsive, mobile first fluid grid system (scaling up to 12 columns as the device or viewport size increases)
- Offers predefined classes making page layout easy
- The container is divided in rows which are divided in columns
- To create a row => class="row" to the container



Grid's specificities

	Extra small devices Phones (<768px)	Small devices Tablets (≥768px)	Medium devices Desktops (≥992px)	Large devices Desktops (≥1200px)
Grid behavior	Horizontal at all times Collapsed to start, horizontal above breakpoints			
Container width	None (auto)	750px	970px	1170px
# of columns	12			
Column width	Auto	~62px	~81px	~97px
Gutter width	30px (15px on each side of a column)			
Nestable	Yes			
Offsets	Yes			
Column ordering	Yes			

Creating columns (units)

• To create column => class="col" to the items'
(each of the items use an equal number of units with a 30px gutters - row-no-gutters for 0px gutter)
<div class="container">

Column 1 Column 2

Lorem ipsum dolor sit amet, consectetur adipisicing elit...

Lorem ipsum dolor sit amet, consectetur adipisicing elit...

Adjusting columns' width

• To adjust the width of an item => class="col-*" (replace the star with the number of units (columns) the element should span over - Total of 12 units per row)

```
<div class="col-4"> </div> <div class="col-8"> </div>
```

Column 1	Column 2
Lorem ipsum dolor sit amet, consectetur adipisicing elit	Lorem ipsum dolor sit amet, consectetur adipisicing elit

Responsive container measurements

- Media queries = usually used for a page to adapt to the size of the screen or viewport
- Bootstrap = viewports identified based on their sizes:

```
Extra small devices/xs (Phones) < 768px

Small devices/sm (Tablets) ≥ 768px

Medium devices/md (Desktops) ≥ 992px

Large devices/lg (Desktops) ≥ 1200px
```

Responsiveness

Classes are used to produce responsive layout

Example:

```
<div class="col-md-2 col-sm-12">A responsive item<div>
```

Explanation:

The items would occupy **two units** (columns) on *medium devices* (3 items per row)
The items would occupy **twelve units** (one full-width item per row) on *small devices*

Column offset

- To move an items to the right in a row: class *col-md-offset-** (replacing the star with a number representing how many units to moved away the item)
- col-md-offset-* THEN use offset-md-2

Example:

Nested columns

Custom CSS

 To change existing Bootstrap CSS = link personal custom CSS after all the Bootstrap links in the <head> section

Text and typography

Generalities

Default font-size is set to *16px*.

Default line-height is set to *1.5rem*.

Default font-family is set to "Helvetica Neue", Helvetica, Arial, sans-serif.

All elements are set with margin-top: 0 and margin-bottom: Irem.

Headings

h1 Bootstrap heading (2.5rem = 40px)

h2 Bootstrap heading (2rem = 32px)

h3 Bootstrap heading (1.75rem = 28px)

h4 Bootstrap heading (1.5rem = 24px)

h5 Bootstrap heading (1.25rem = 20px)

h6 Bootstrap heading (1rem = 16px)

Display headings

Display heading can be used when it is wanted for a heading to stand out more than usual headings (larger font-size and lighter font-weight).

```
<h1>Display Headings</h1>
<h1 class="display-1">Display 1</h1>
<h1 class="display-2">Display 2</h1>
<h1 class="display-3">Display 3</h1>
<h1 class="display-3">Display 3</h1>
<h1 class="display-4">Display 4</h1>
```

Badges

Badges are used to supply supplementary information to any content in a contrasted shaded box. <h1>Example heading New</h1>

Pill badge

Primary

Contextual classes (colors)

Text color:

text-muted
text-primary
text-success
text-info
text-warning
text-danger
text-secondary
text-white

This text is muted
This text is primary
This text is success
This text is info
This text is warning
This text is danger
This text is secondary
This text is secondary

.text-dark This text is dark
.text-body (default body color/often black)

.text-light This text is light

Background color

.bg-danger .bg-info .bg-primary .bg-success

Text opacity

Black text with 50% opacity on white background
White text with 50% opacity on black background

Various tags and classes

<small> Used to create a lighter, secondary text in any heading:

<mark> Element with a pale yellow background color and some padding

<abbr> Element with a dotted border bottom

.blockquoteClass to a <blockquote> for quoting blocks of content.blockquote-footerClass for the <footer> of a blockquote for author/source

.font-weight-boldClass for bold text.font-weight-bolderClass for bolder text.font-italicClass for italic text.font-weight-lightClass for light weight

.font-weight-lightClass for light weight text.font-weight-lighterClass for lighter weight text.font-weight-normalClass for normal text

.lead Class to make a paragraph stand out

.small Class for smaller text (set to 80% of the size of the parent)
.text-left Class for text to be left-aligned (center/right/justify)

.text-*-left Class to align text on small, medium, large or xlarge (center/right/justify)

.text-breakPrevents long text from breaking layout.text-decoration-noneRemoves the underline from a link

.text-monospaceClass to make monospaced text.text-nowrapClass to apply no wrap text.text-lowercaseClass to make lowercased text.text-uppercaseClass to make uppercased text.text-capitalizeClass to make capitalized text

.initialism Class to make slightly smaller font size in a <abbr>

.list-unstyled Removes the default list-style and left margin on list items

Only applies to immediate children list items

.list-inlinePlaces all list items on a single line.pre-scrollableMakes a element scrollable

Borders

To add or remove predefined borders from a given container

```
<span class="border"></span>
<span class="border border-0"></span>
<span class="border border-top-0"></span>
<span class="border border-right-0"></span>
<span class="border border-bottom-0"></span>
<span class="border border-left-0"></span>
```

Border radius

```
<span class="rounded-sm"></span>
<span class="rounded"></span>
<span class="rounded-lg"></span>
<span class="rounded-top"></span>
<span class="rounded-right"></span>
<span class="rounded-bottom"></span>
<span class="rounded-bottom"></span>
<span class="rounded-left"></span>
<span class="rounded-left"></span>
<span class="rounded-circle"></span>
<span class="rounded-o"></span>
```

Assignment 6: Applying a Bootstrap layout grid

Parameters to be defined.

Students are given a web site page to build using a Bootstrap layout grid.

Images

Image Shapes

.rounded Adds rounded corners to an image

.rounded-circle Shapes the image to a circle

.img-thumbnail Shapes the image to a thumbnail (bordered)

Aligning Images

Float an image to the right with the .float-right class or to the left with .float-left.

```
<img src="myimage.jpg" class="float-right" />
```

Centered Image

Centers an image by adding the classes .mx-auto (margin:auto) and .d-block (display:block) to the image.

```
<img src="myimage.jpg" class="d-bloack mx-auto" />
```

Responsive Images

For images to scale nicely to the parent element, the class .img-fluid can be used.

```
<img src="myimage.jpg" class="img-fluid" />
```

Class 08 Bootstrap (suite)

Button solid and outline styles

The button classes can be used on <a>, <button>, or <input> elements with contextual classes.

Solid buttons:

```
<button type="button" class="btn">Basic</button>
<button type="button" class="btn btn-primary">Primary</button>
```

Outlined buttons:

```
<button type="button" class="btn btn-outline-primary">Primary</button>
```

Buttons sizes:

```
<button type="button" class="btn btn-primary btn-lg">Large</button>
<button type="button" class="btn btn-primary">Default</button>
<button type="button" class="btn btn-primary btn-sm">Small</button>
```

Notes:

btn-block creates a full width buttonactive class makes a button appear presseddisabled class to make it visually appear disabled

Spinner buttons:

Button groups:

Vertical button groups:

Nesting Button Groups & Dropdown Menus

Split Button Dropdowns

Alert boxes

Pagination

Basic Pagination

```
Add class="pagination" to a 
to a 
tag.
Then, add class="page-item" to each tag
and class="page-link" to each link inside 

class="page-item"><a class="page-link" href="#">Previous</a>
class="page-item active"><a class="page-link" href="#">1</a>
class="page-item"><a class="page-link" href="#">2</a>
class="page-item"><a class="page-link" href="#">2</a>
class="page-item disabled"><a class="page-link" href="#">3</a>
```

```
<|i class="page-item"><a class="page-link" href="#">Next</a>
```

Pagination sizing:

Pagination Alignment

```
Center-aligned:
```

```
        cli class="page-item">...

    Right-aligned:

        cli class="page-item">...

        /ul>
```

Breadcrumbs

```
    cli class="breadcrumb-item"><a href="#">United States</a>
    cli class="breadcrumb-item"><a href="#">Canada</a>
    cli class="breadcrumb-item"><a href="#">Germany</a>
    cli class="breadcrumb-item"><a href="#">Italy</a>
```

Vertical list groups

Using :

```
    First item
    Second item
    class="list-group-item">Third item
```

Using <a>:

```
<div class="list-group">
```

```
<a href="#" class="list-group-item list-group-item-action">Fist item</a>
<a href="#" class="list-group-item list-group-item-action">Second item</a>
<a href="#" class="list-group-item list-group-item-action">Third item</a>
</div>
```

Flush (remove borders):

Horizontal List Groups

Bootstrap (suite)

Basic card

```
<div class="card">
My card
</div>
```

Card with sections

Cards contents

^{*} stretched-link makes the entire card a link.

^{*} card-img-overlay in the card-body section overlays the content over the image.