Layout & Typography

Good layout and typography matters

- We know that most of the time users scan-read pages
- A well structured layout makes web pages easier to use, design and code!

Chunking and aligning content

- Working to a grid makes content easier to read (and to design)

- Justifying items to the left of each column enables users to scan much faster for what they are looking for

- Chunking your content and navigation into panels allows for a modular approach when creating content and designing functionality

What is Lorem ipsum?

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Where does it come from?

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

What is Lorem ipsum?

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.
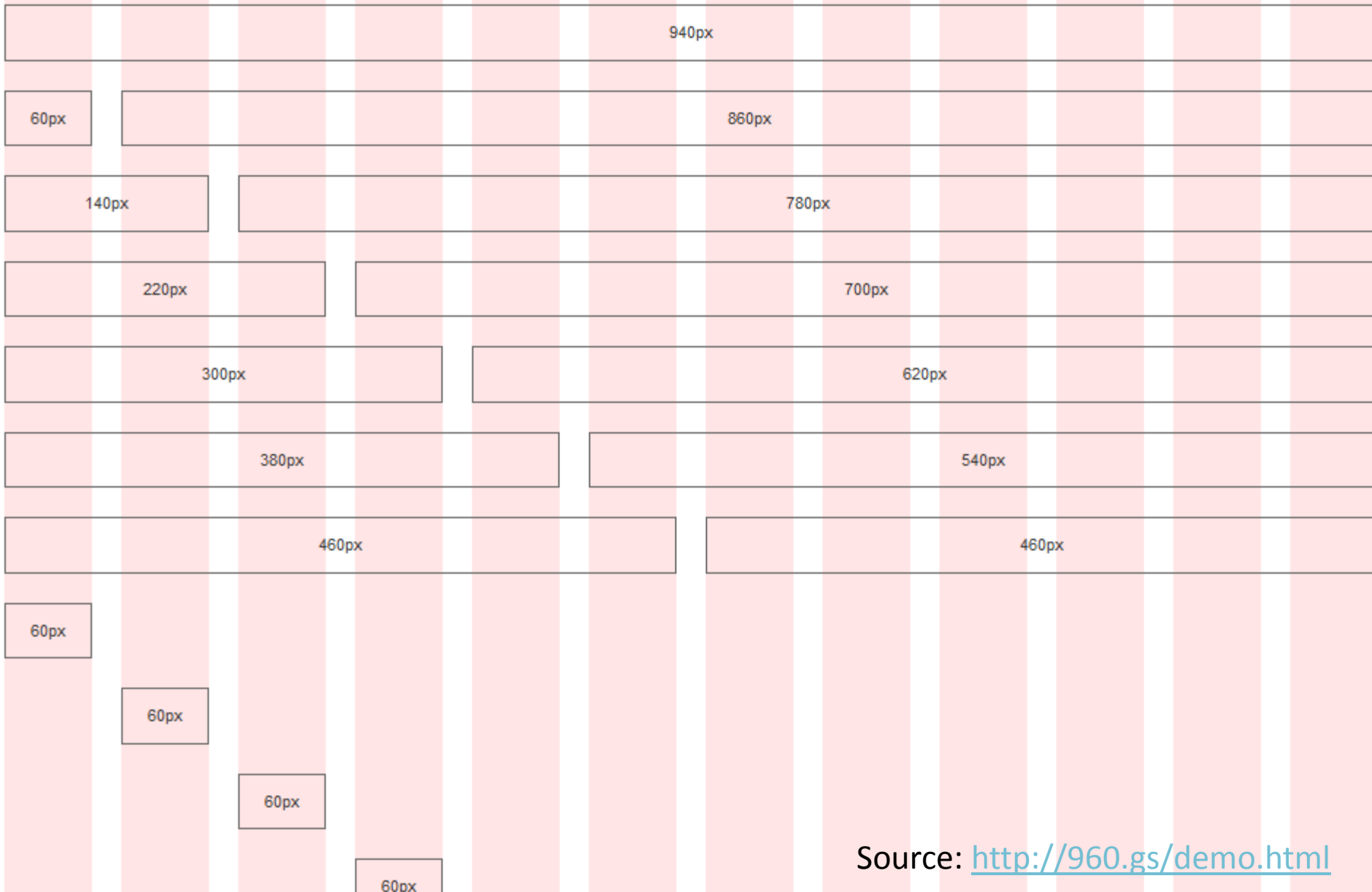
Where does it come from?

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

Grids

- **A 960px wide** grid is a good choice to design for a 1024px wide screen resolution

- It easily divides into multiple columns

- Using an underlying base grid of 10px helps you avoiding having to deal with awkward number (such as 189px column as opposed to 180px – easier to code

- Keep a gutter between your text columns

- More on Marl Boulton's website:
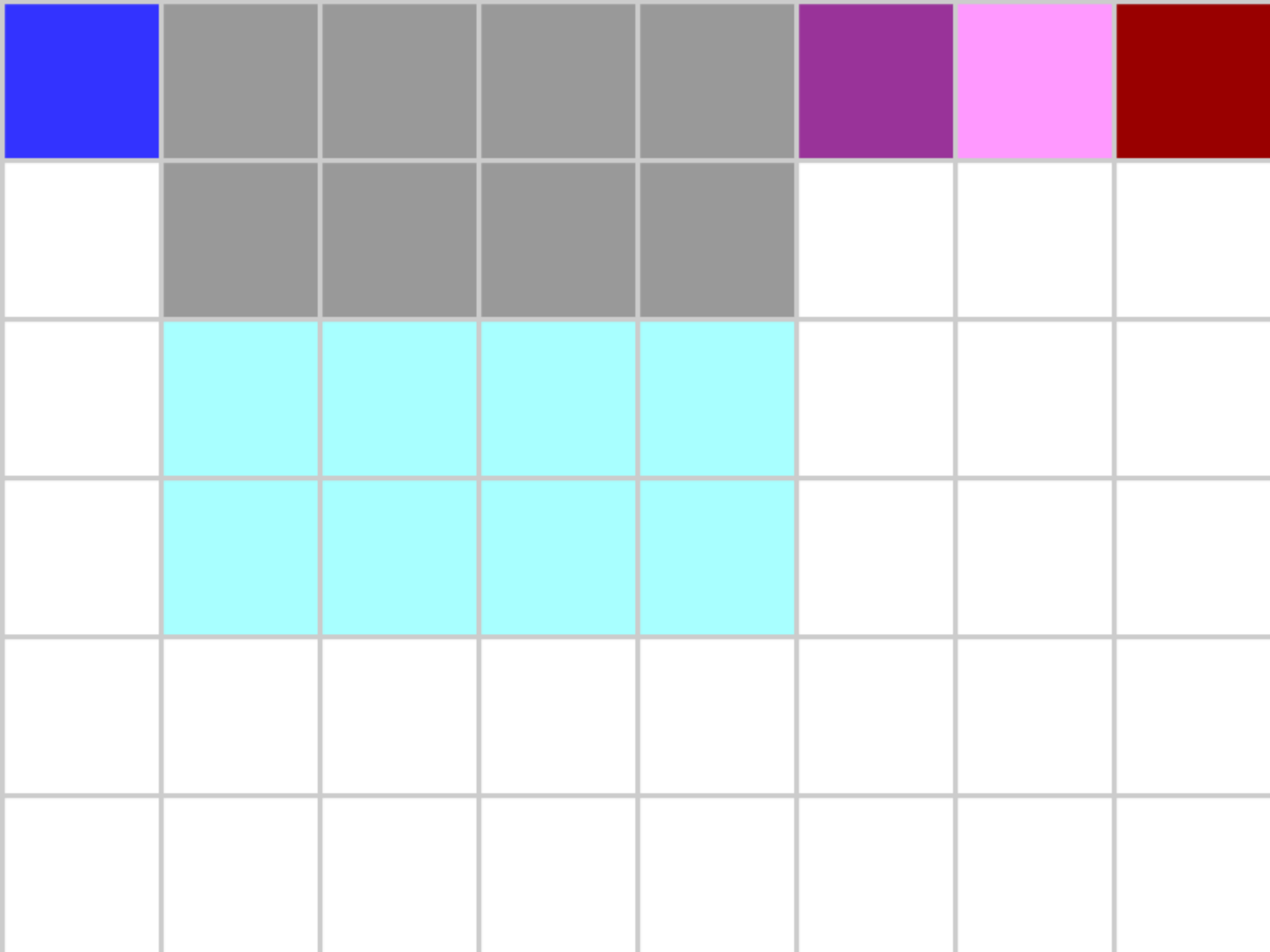 **Five simple steps to designing grid systems**

12 Column Grid

940px

60px 860px

140px 780px

220px 700px

300px 620px

380px 540px

460px 460px

60px

60px

60px

60px

Leverage user expectations

- Researchers at University of Wichita (2002) ran a study where they asked people to indicate on a grid where they expected different page elements to appear.

- Lets look at one of the results for user expectations of an e-commerce site

- What do *you* think the different colours represent?

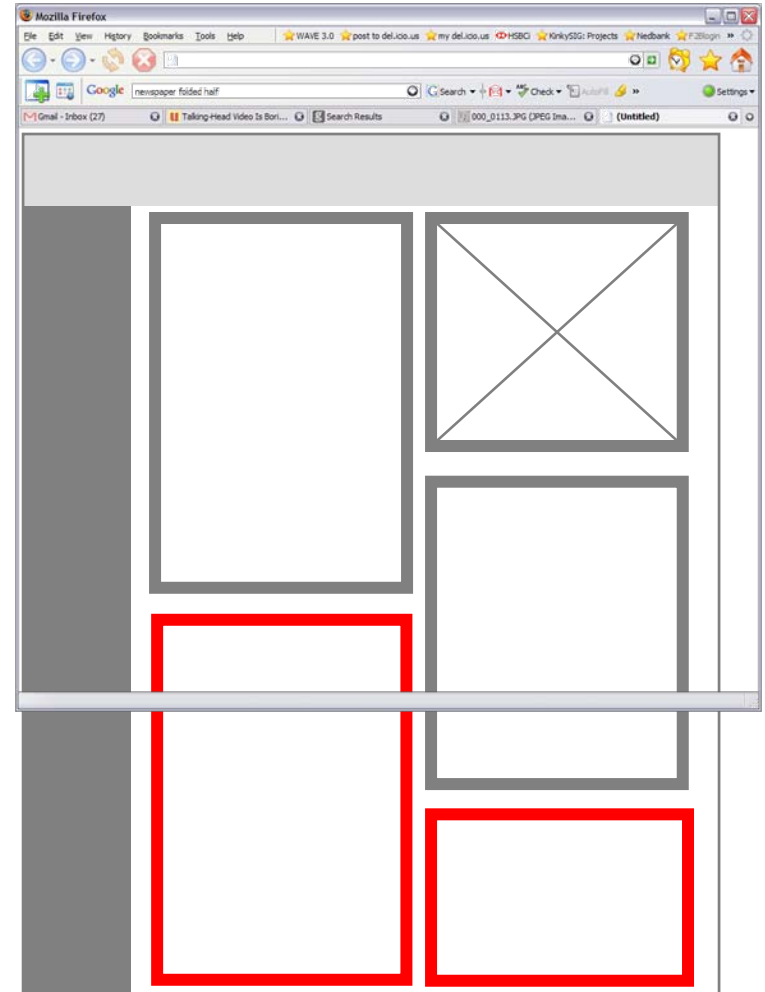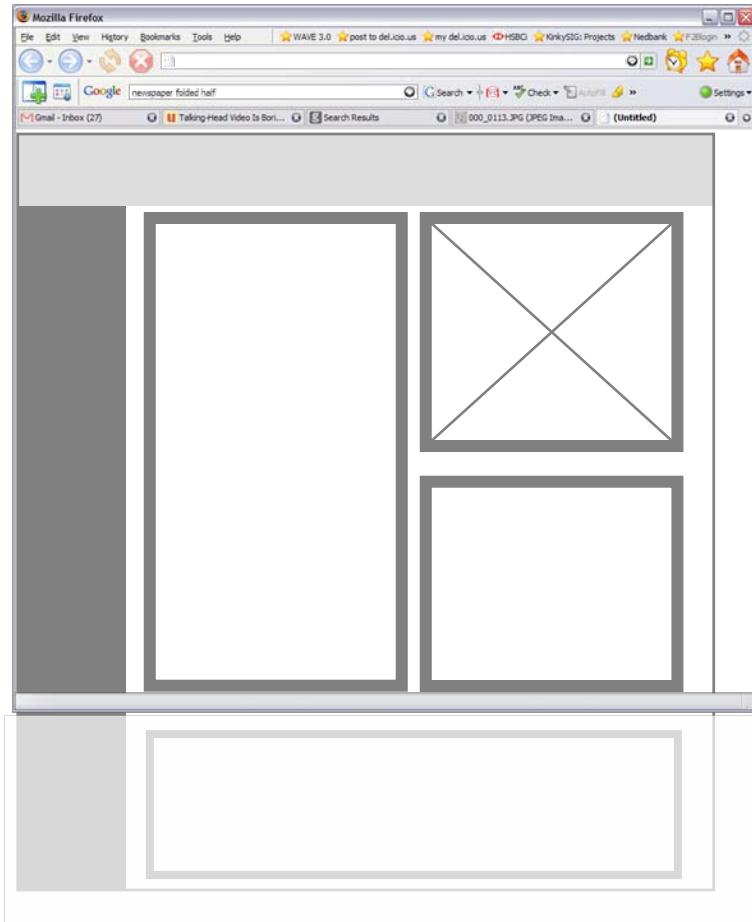| Logo / Back to home	Search engine		Account / Order	Shopping Cart	Help
	Merchandise				

Long pages, short pages and scrolling

- In early days of web people often did not scroll - not realising there was more "below the fold. "

- Designers would attempt to cram content above the fold, often making a mess.

- But things have changed – scrolling is now "normal behaviour".

Long pages, short pages and scrolling

- **People forget to scroll when:**
  - They don't expect to find anything lower down
  - There is a "scroll stopper" that makes it look like they have seen everything

- **Solutions:**
  - Make content extend below and peak above the fold

- **Where's the fold?**
  - Approx 600 -170 = 430
  - Approx 768 -170 = 600
  - But if you stagger content, you don't need to worry about exact pixel measurements

Scrolling

Text hierarchy

Having a good text hierarchy in place helps users understand the structure of the page:

Section Heading H1

Entries Heading H2

Tertiary headings H3

Other headed elements H4

More on Marl Boulton's website:
[Five simple steps to better typography](#)