

Modular Landing Page Concept

original



fibonacci sequence: irregular tiles

proposed



modular square tile system

Issue:

Irregular tile shapes make this version inherently less modular or portable for future programs.

Scalability: Looks great with fewer content blocks, looks messy the more you add.

Thumbnails may need to be re-sized or aspect ratios changed to accommodate mobile.

Tiny blocks may give off the impression that content is less important and vice versa.

Solution:

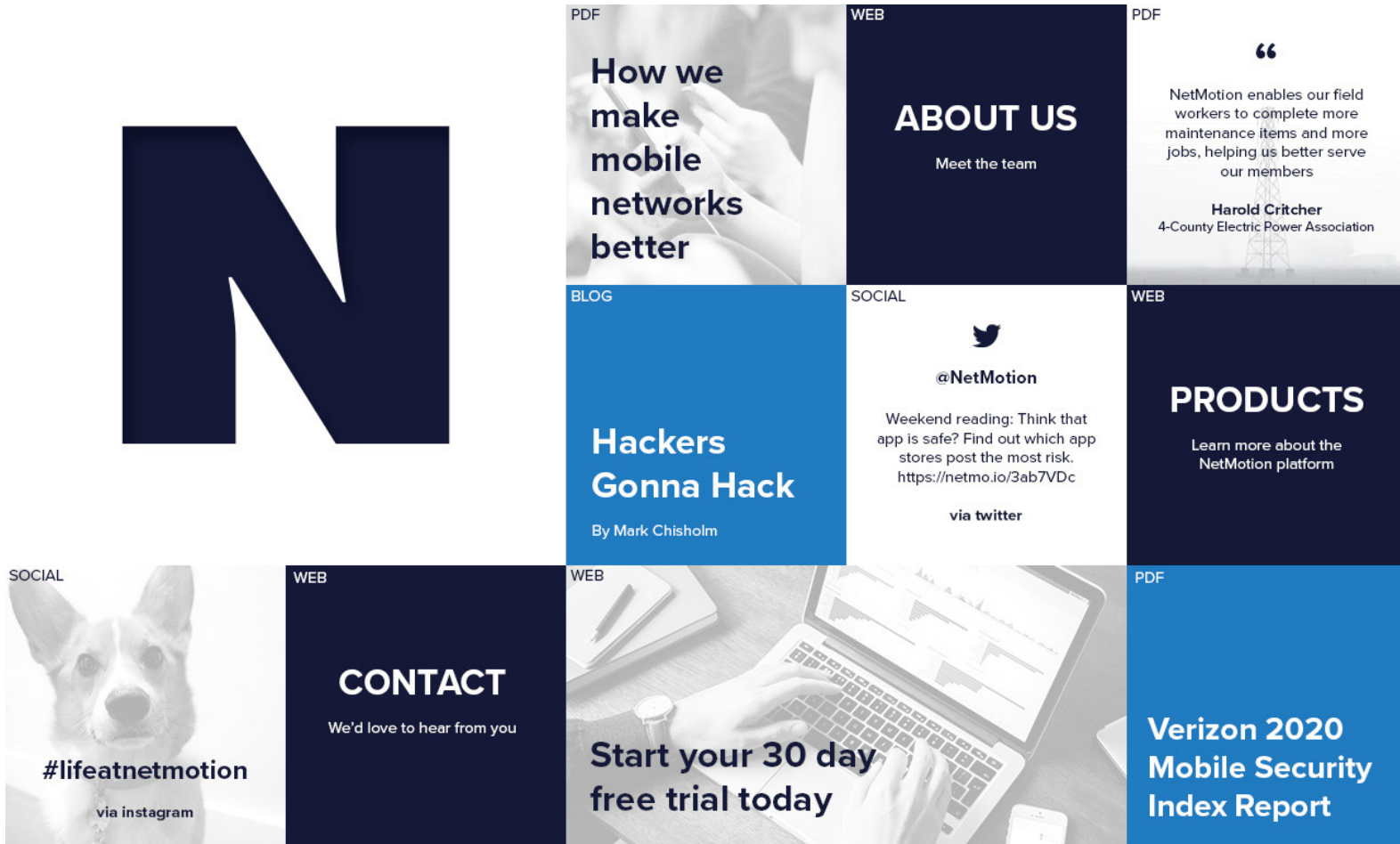
Square tile system allows for all content to fit into one of two ratios: 1:1 or 1:2

Scales up to a maximum of eleven content blocks (all 1:1) and a minimum of six (5 1:2 & 1 1:1)

Thumbnail aspect ratio remains the same on mobile when displayed in 2-column layout

Content importance is weighted similarly due to only 2 ratios being used. Blocks can “speak for themselves” with images, font size, etc.

10 Content Block Example



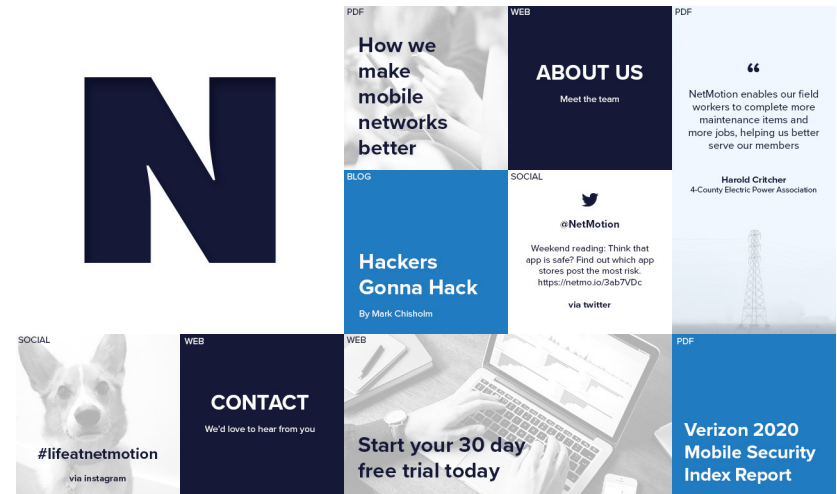
Labels in upper corner of each tile alleviate the need for buttons or extra CTA's in the text.
Ex. "Download PDF", "Read article", etc.

Responsive!

10 Blocks



9 Blocks



8 Blocks



7 Blocks



And so on and so forth...

Mobile-Friendly

Content stacks neatly

2 column display encourages scrolling

Aspect ratios and thumbnail images remain the same

Accommodates 1:2 ratio images vertically and horizontally

Thanks for coming to my TedTalk™

