Step 1

Find two different websites' layout and design you admire.

<http://salleedesign.com/home/>

This website is a design portfolio for a man named Jeremy Sallee.

<http://www.castirondesign.com/>

Size: Describes the scale of importance

Pixels

Points: Size of time

Balance: Describes visual weight and refers to the objects’ shape and arrangement on the screen

*Describe how each website exhibits effective use of space, size or balance.*

*Describe ways each website can benefit from a reexamination of space, size or balance.*

<p>Sallee’s portfolio is very balanced. The size of the various components indicate levels of importance. The header image is big and bold whereas his contact information is rather small. He emphasizes “oh la la” to indicate his French roots. Each paragraph or section of copy is very spaced out to help with readability. He’s also relatively consistent with breaks using horizontal lines to separate sections.<p>

The Cast Iron Design Company overdid it with the fonts. Certain words are emphasized to give it a quirky feel but it’s a little much. However, all of the graphics are around the same size, which helps with flow. The lines and orientation of the graphics add to the flow because they guide your eyes. There is pretty good balance because the website has a column template so the different types of content on the page are the same size. The important statements are in boxes and the subheads are smaller. Larger blocks of text are organizes similar to that of a magazine.

<p>The Cast Iron Design Company created all of its graphics are around the same size, which helps with flow. The lines and orientation of the graphics add to the flow because they guide your eyes. There is pretty good balance because the website has a column template so the different types of content on the page are the same size. The important statements are in boxes and the subheads are smaller. Larger blocks of text are organized similar to that of a magazine.<p>

Step 2

*Compare the two layouts. What makes them different? What are the similarities in both that appeal to you?*

<p>Sallee’s portfolio really emphasizes white space. The text is always left justified but centered within the columns. He leaves a good deal of white space on both sides of the screen and even when there are multiple columns there is a good deal of space between the text of either column, only the photographs touch.<p>

<p>The Cast Iron Design also emphasizes columns. But leaves space between graphics. There is an emphasis on sectioning content on both websites. In addition to columns, Sallee uses lines to break up the page horizontally and Cast Iron uses boxes as well as lines.<p>

Step 3

*Google “thumbnail layout sketches” and compare and contrast various solutions.*

*What makes one solution more clear than another?*

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Step 4

Based on the feedback you provided for the above two mentioned websites, using primitives, i.e., lines and basic shapes, create a series of thumbnail sketches for the different pages of a site you’d like to create.

Create at least two thumbnail sketches for each page of the site.

Note how each of the thumbnail sketches demonstrate focal point, hierarchy, and balance across different grid-based layouts.