

Module 7 Response Paper

While content may be very factual based, layout can very much affect how users view our content and choosing how to lay it out is a huge step towards a beautiful website; wireframing wouldn't be such an important step unless it gave real results. Using well known ideas like the Rule of Thirds can help us but sometimes we need different ratios of design in our layout or even just to have some variation and contrast.

Building a layout can start at something as small as the base unit of your typography, usually about 16px. It is easy to start with a large amount of columns that are all equal and combine a few or have elements span a few to get a connected look on the grid but also have separation in some elements. Simple grids should be used for simple content. In the article, it uses a very simple thumbnail image plus a blurb to the side. Depending on what the focus of the website is and the main content, one will be larger than the other.

In Youtube for example, the large video that is actually playing span say 9 columns while the thumbnails span 3 and this is to create a visual hierarchy of what is important on the site and the site's main functions. If the website is for an art gallery, the text may span very little, maybe 2 columns with basic information while the pictures would span 10 so that the user knows the main functions. Each time a layout is created, content is king and must always be kept in mind for the user. Target / Context = result.

Reducing white space, especially with the rule of 7, can be very important. Instead of forcing text to continue in small columns on small screens, you need to increase the amount of columns in play. For example, on desktop, Youtube has thumbnails on the right hand side because there is room. But on mobile, the thumbnails are at the bottom. There is simply not enough room so sometimes you must anticipate as well as compensate for issues on smaller screens versus larger screens, even when trying to conform to your grid layout. The grid layout should always take a backseat to the content you are creating.