

Layout Principles and Patterns



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Bethany's Pie Shop: A Globomantics Subsidiary



Bethany's Pie Shop: An Independent Business



Bethany's Responsibilities

Hire new employees

Reduce expenses

Anticipate inventory needs

Cater events

Decorate interior

Pay off business loan

Pay rent on building

Secure ingredient sources

Introduce gluten-free pie options

Serve customers

Make pies

Respond to reviews

Hire accountant

Improve recipes

Clean storefront

Answer customers

Do dishes

Get a website

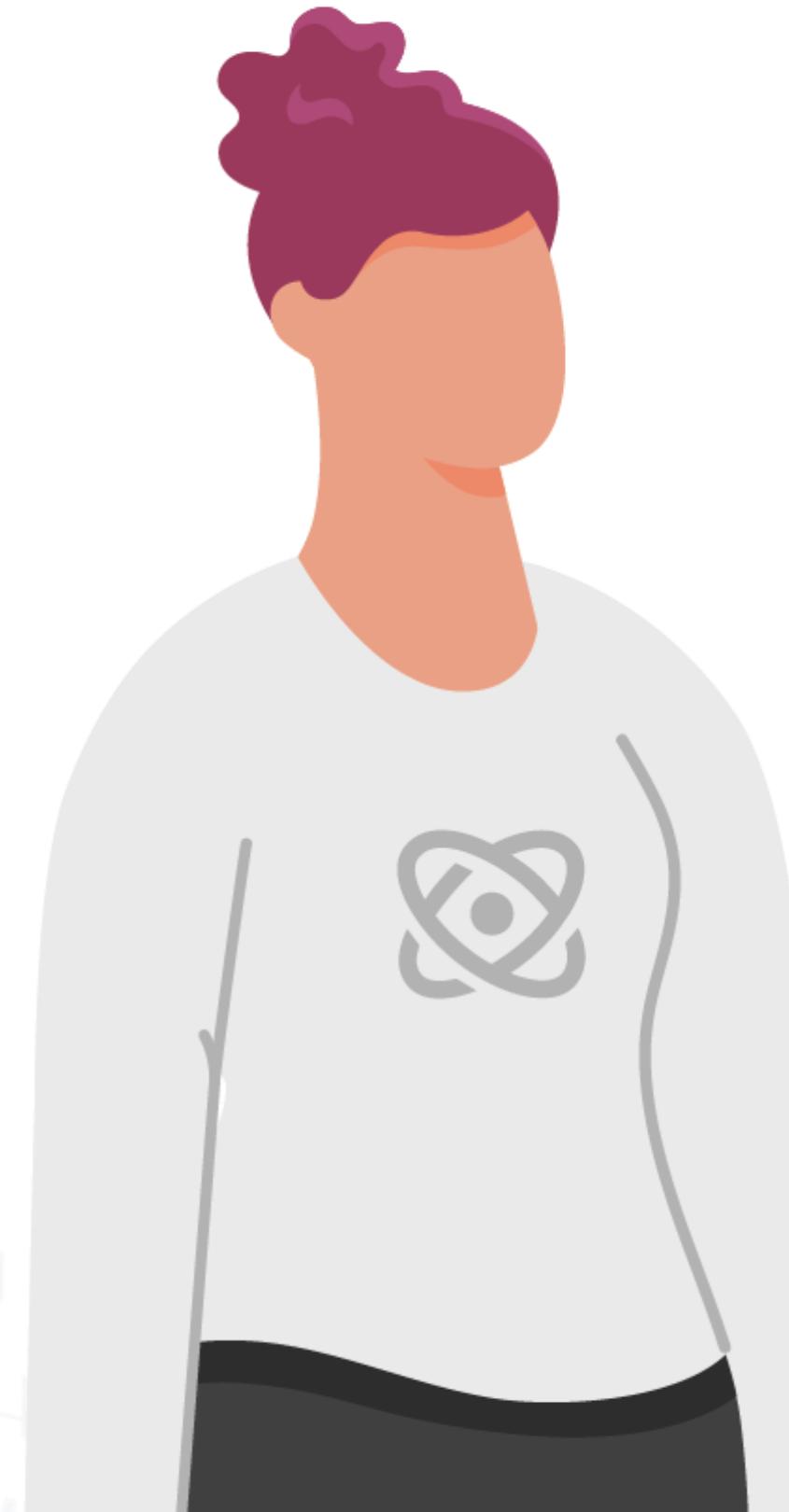
Pay off business loan

Reach out to each

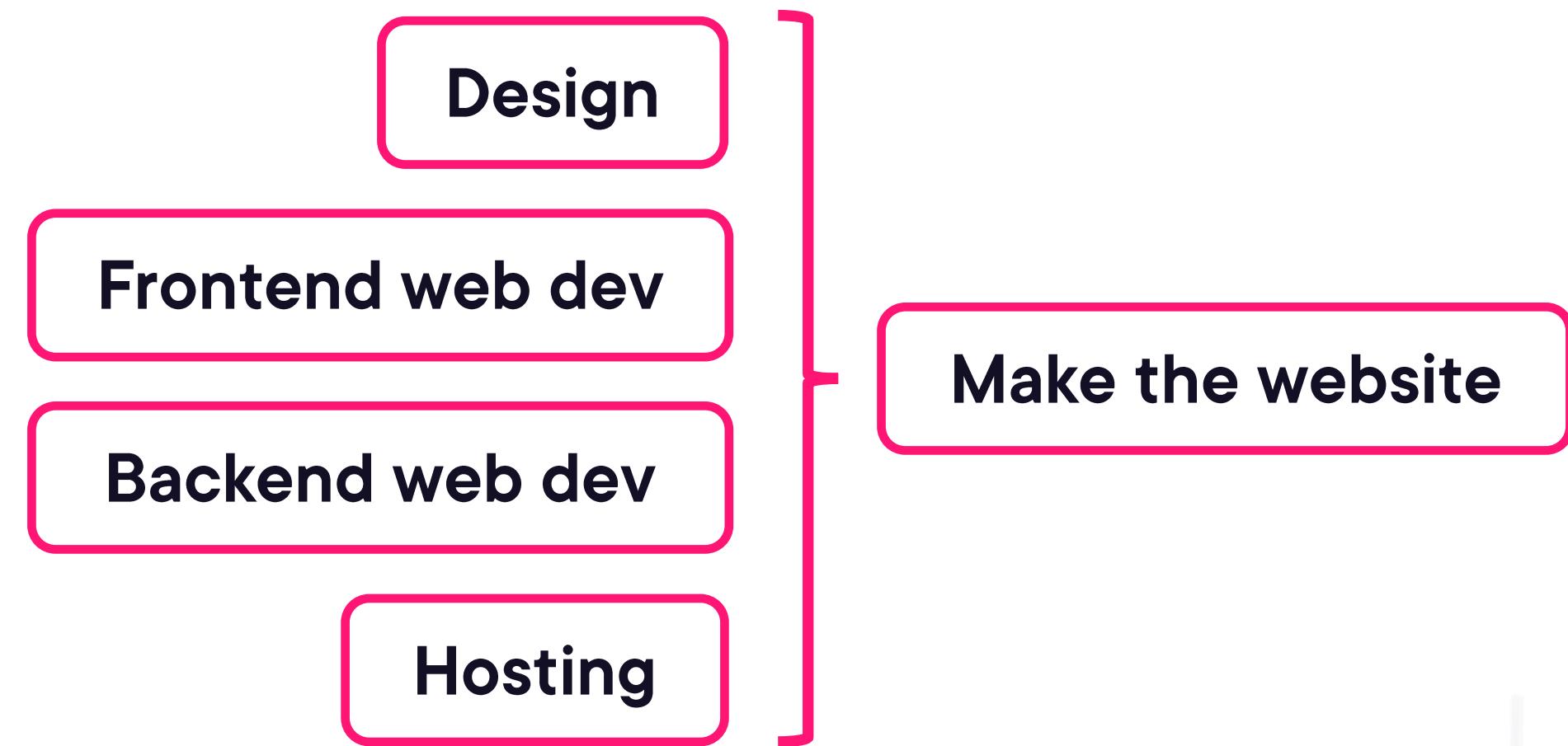
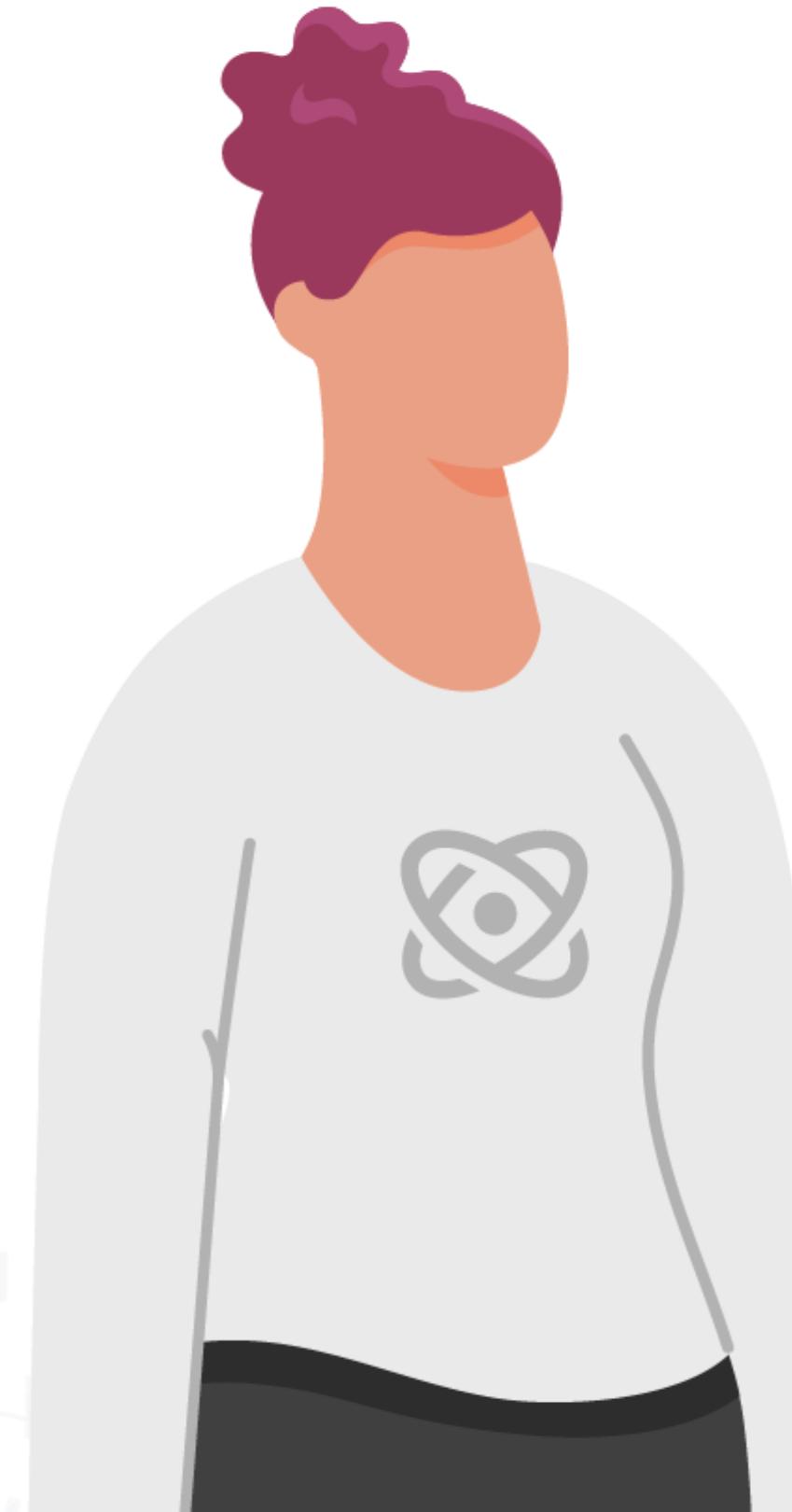
Clean store



Your Responsibilities



Your Responsibilities



Bethany's Responsibilities

Hire new employees

Reduce expenses

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Cater events

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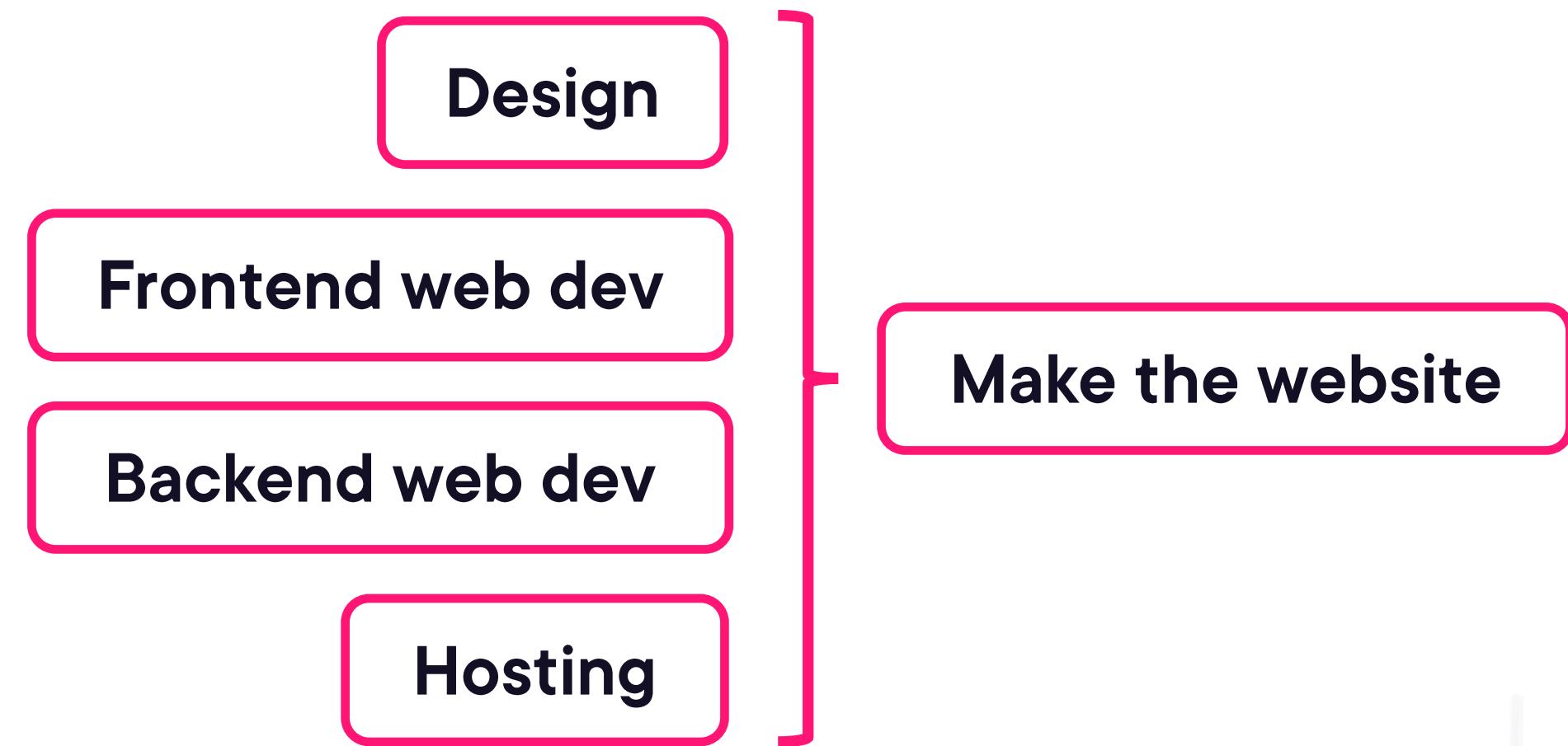
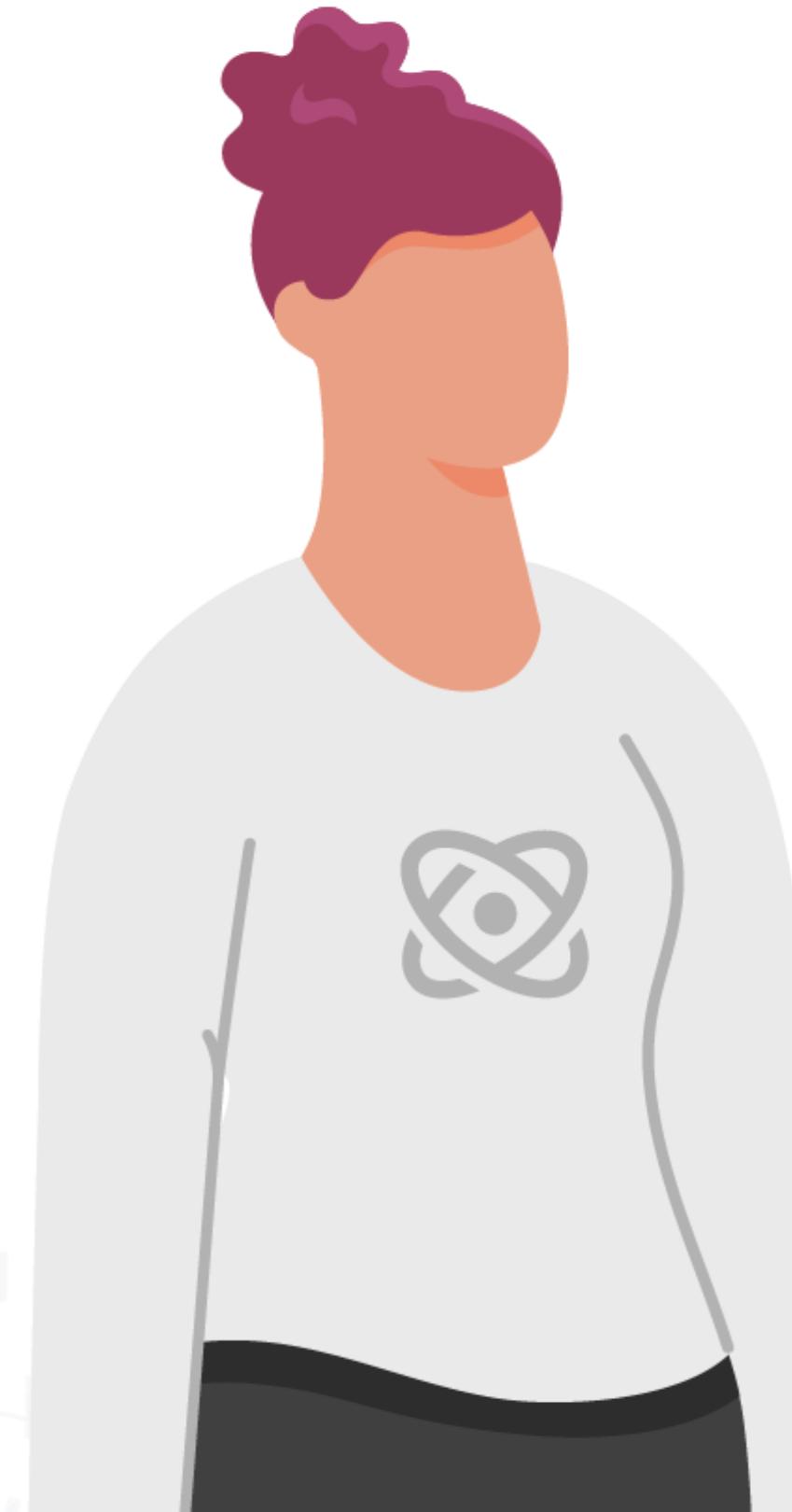
Pay off business loan

Reach

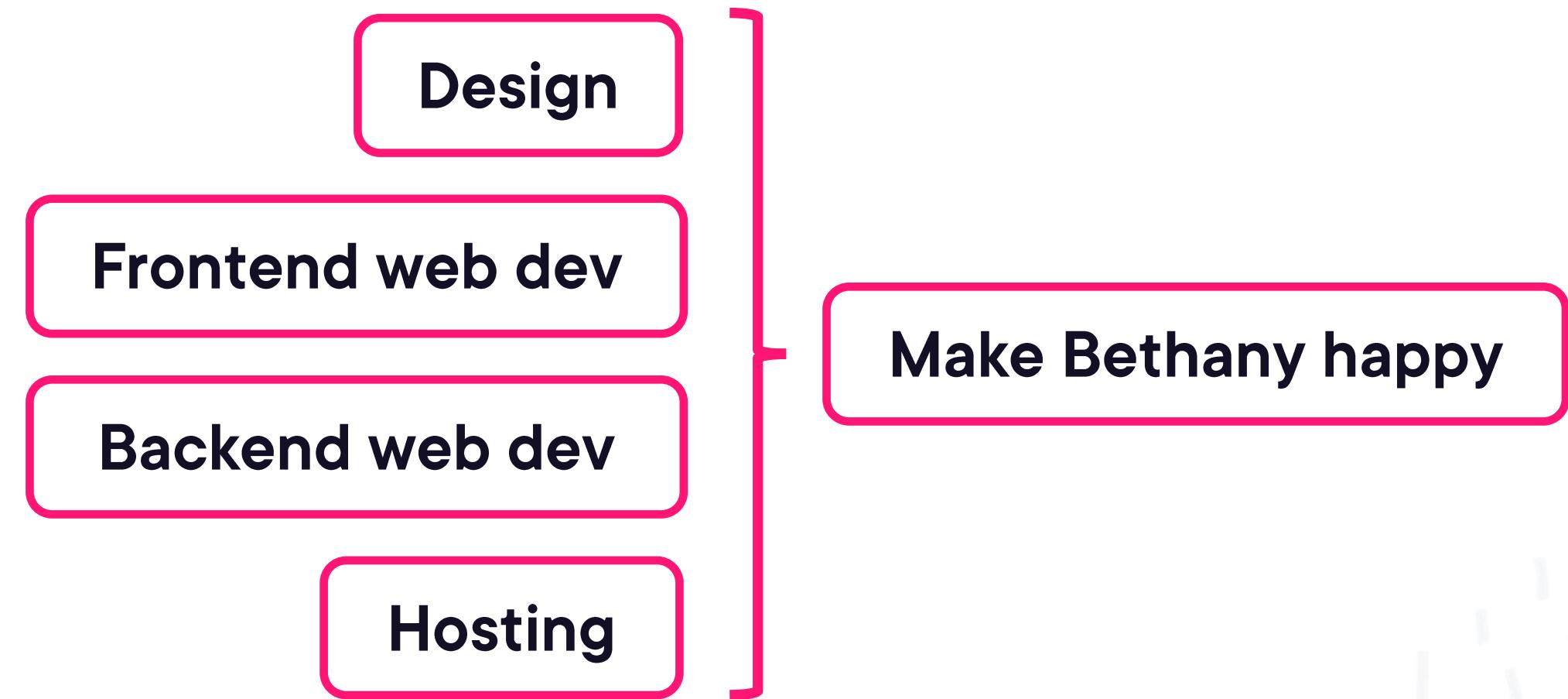
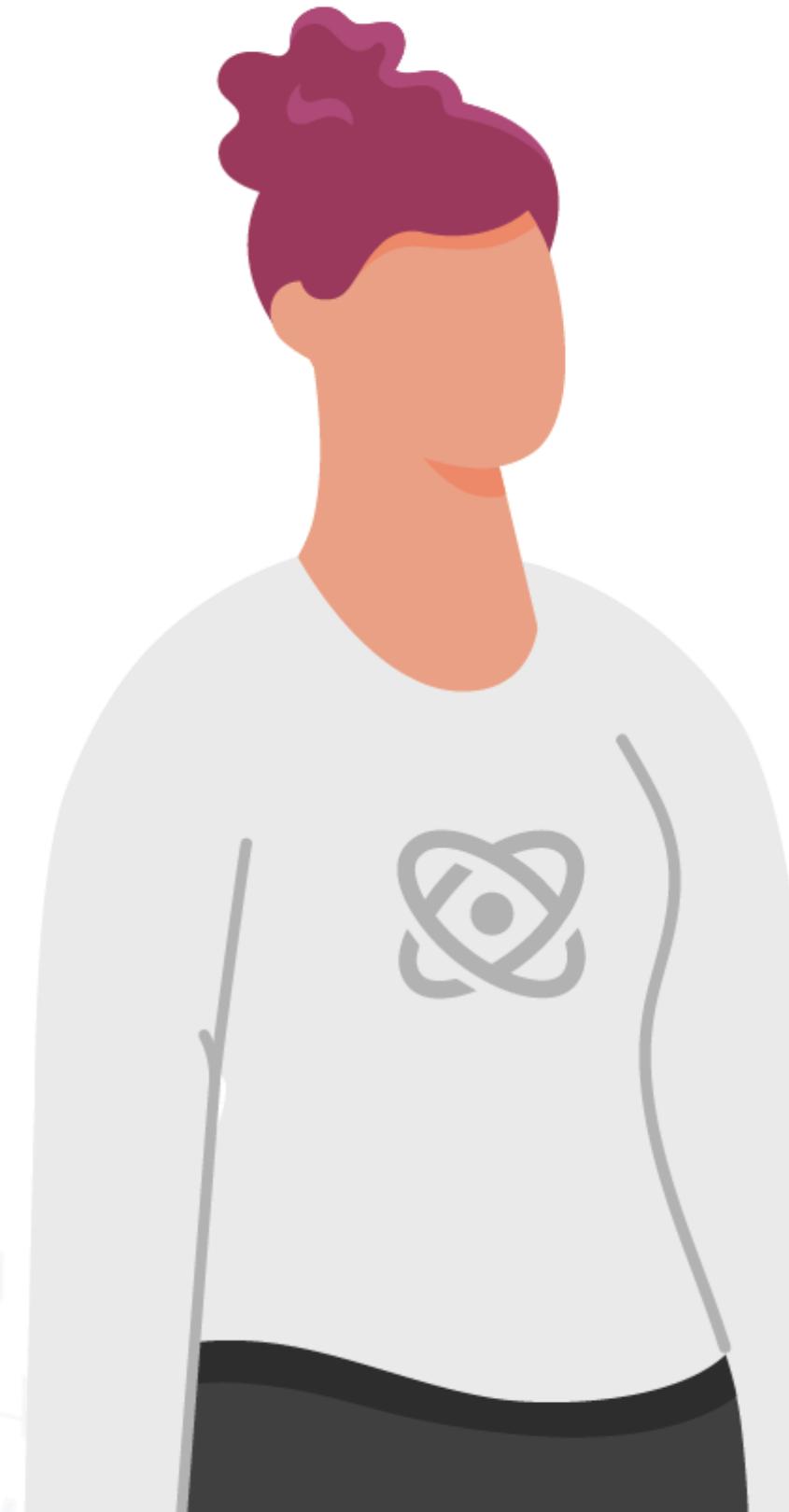
Clean store

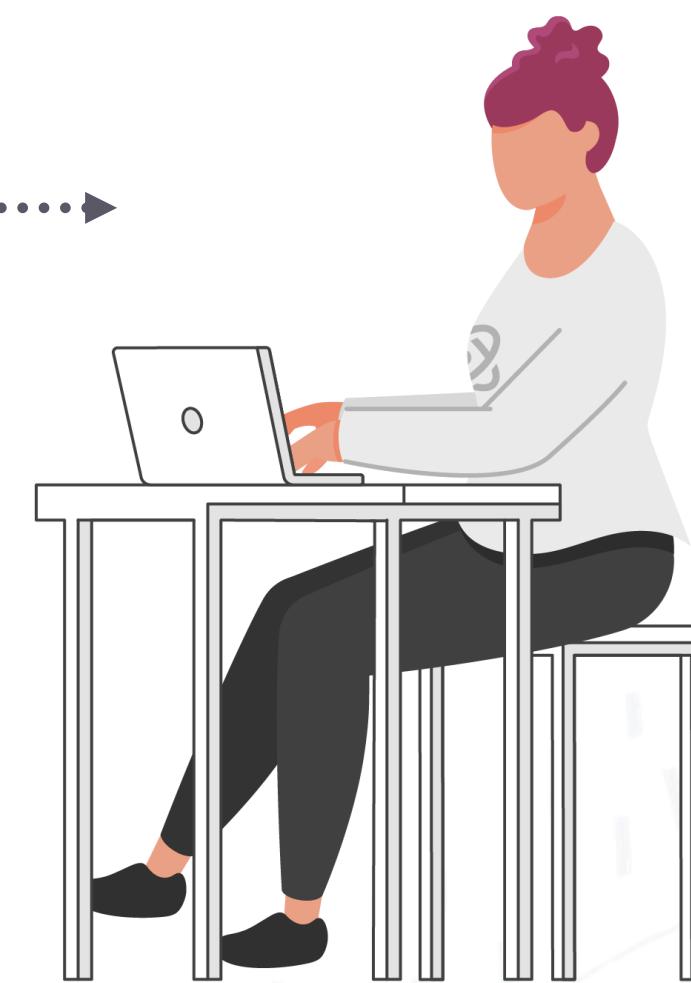
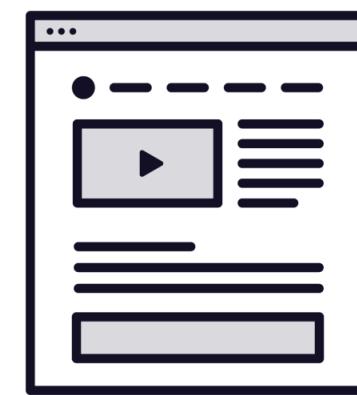


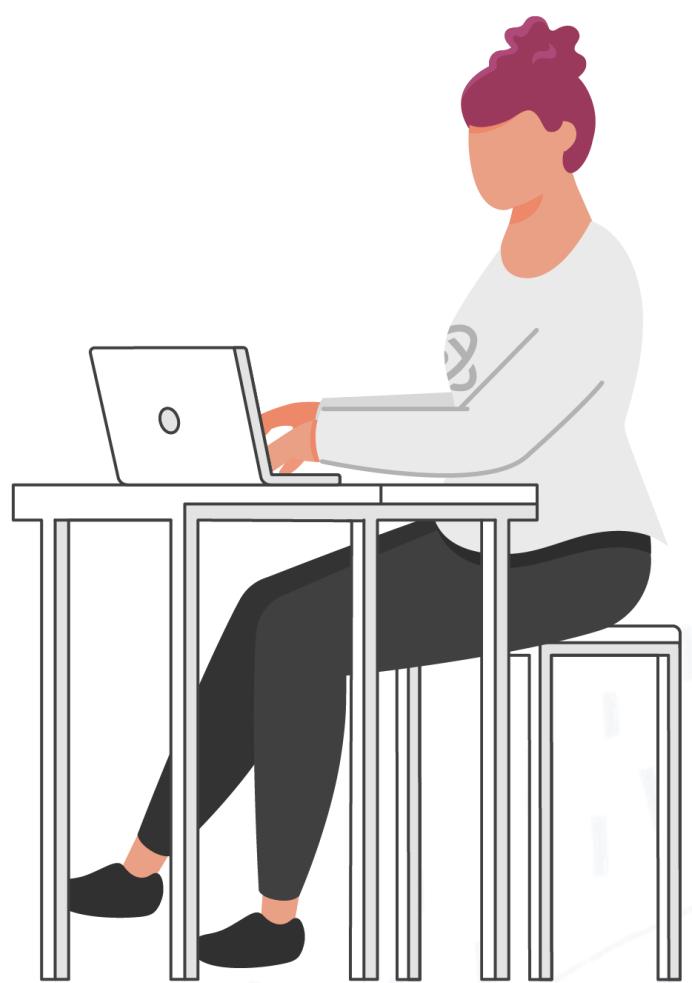
Your Responsibilities



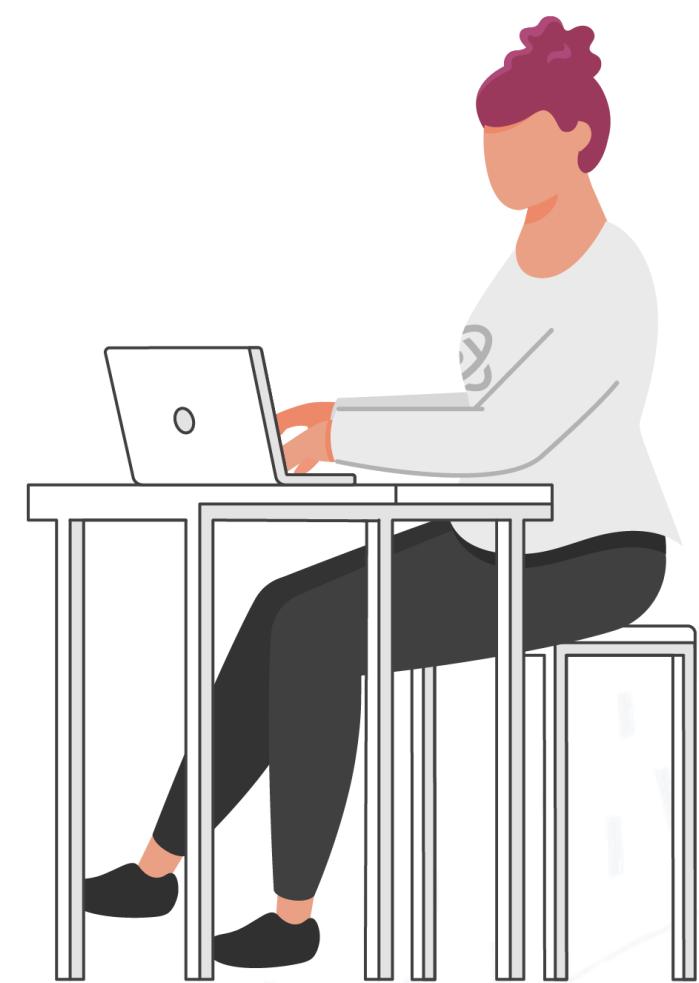
Your Responsibilities













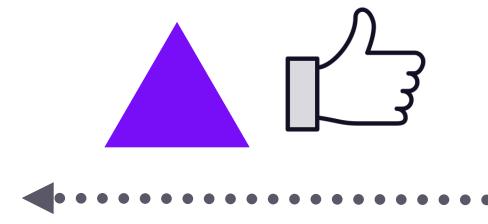
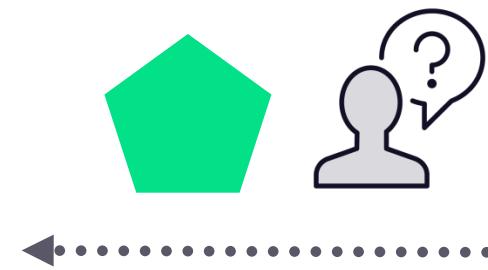
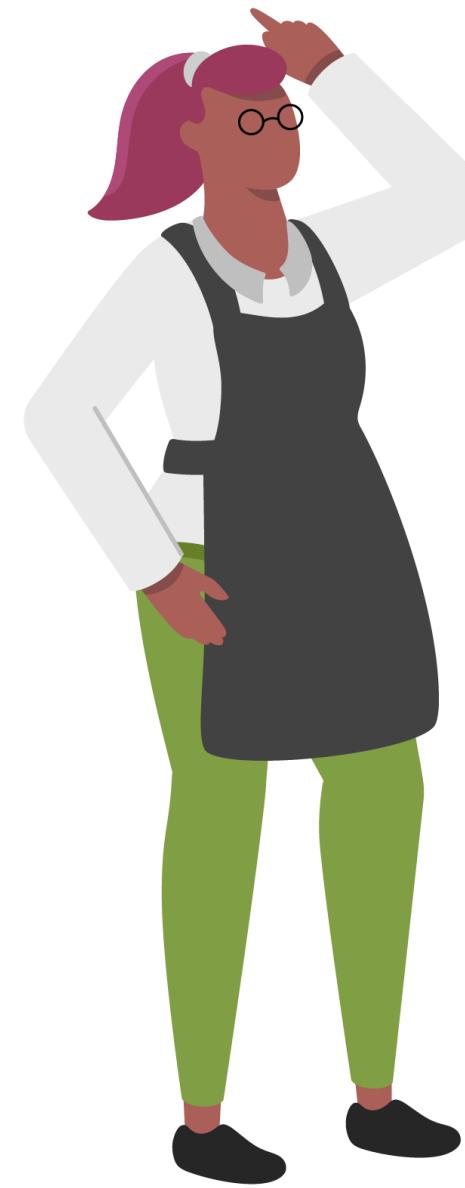
How to Keep Bethany Happy

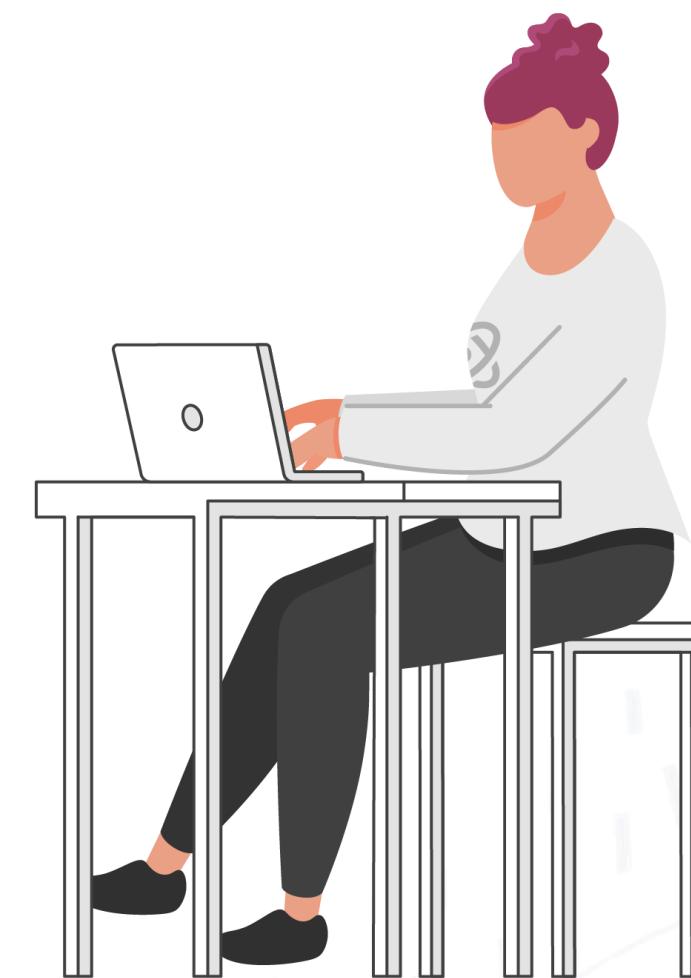
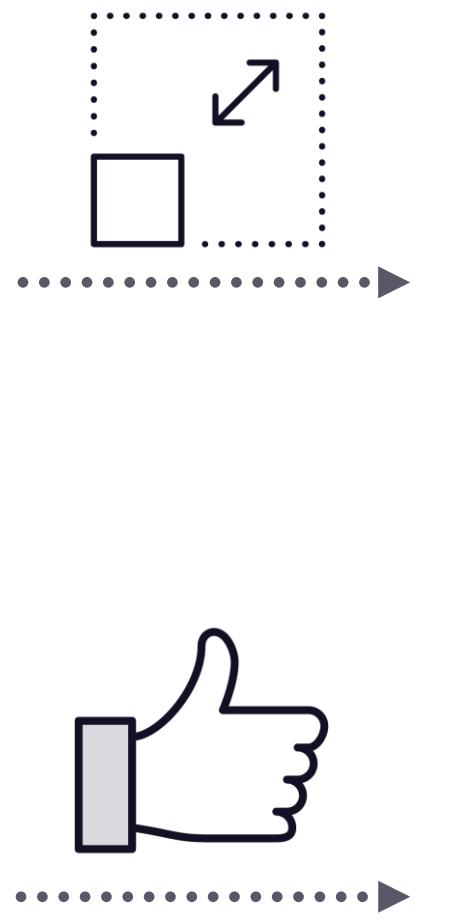
Validate ideas early

Keep her in the loop

“Good” means
pleasing Bethany

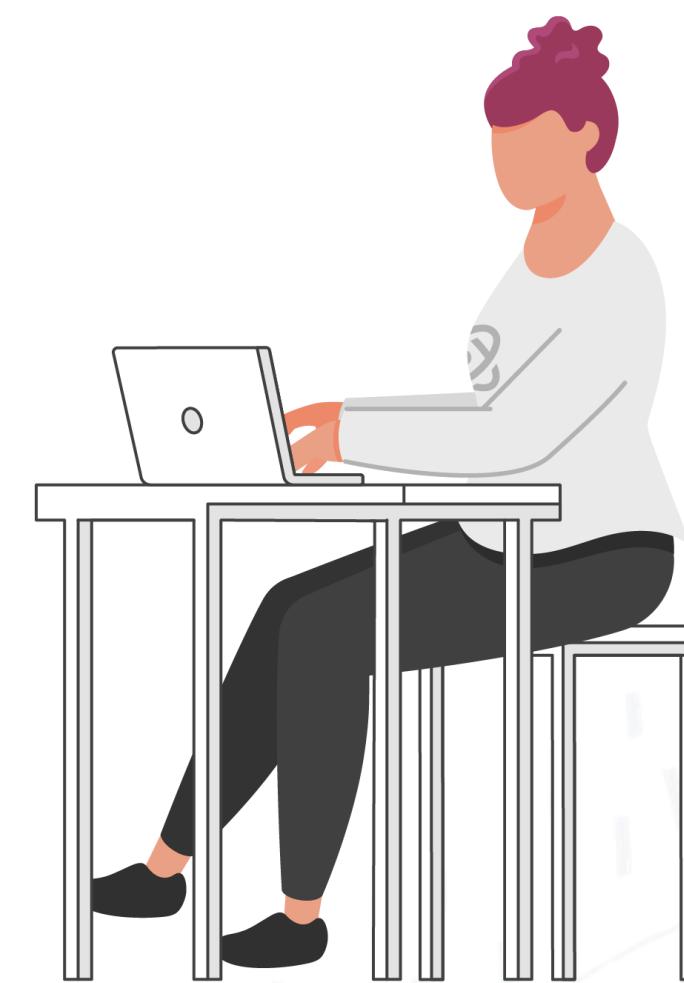
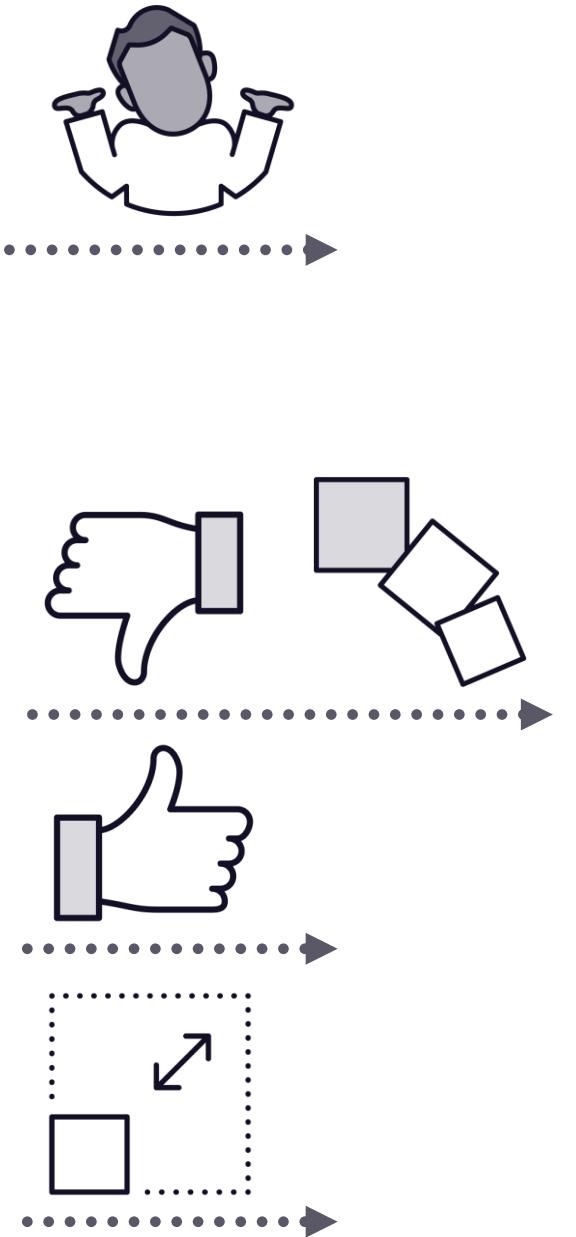






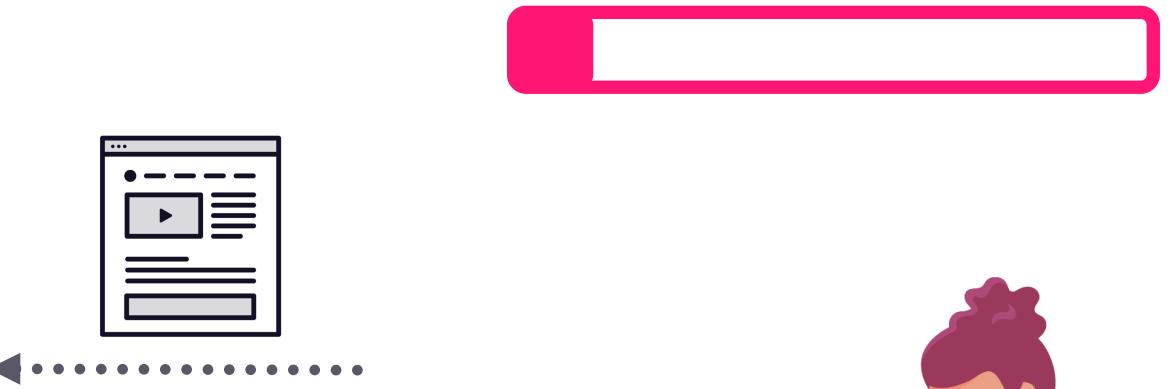
Criticism comes more
naturally than creation



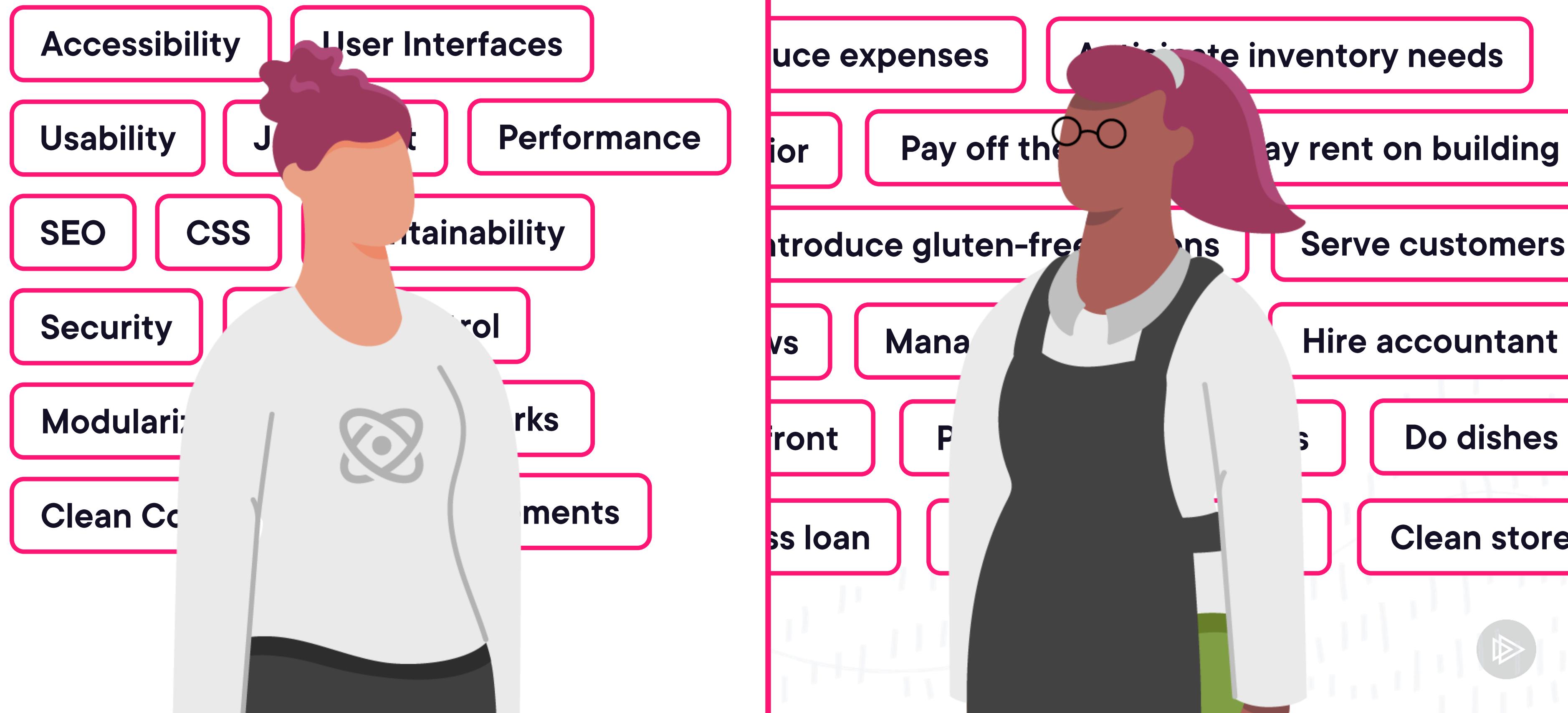


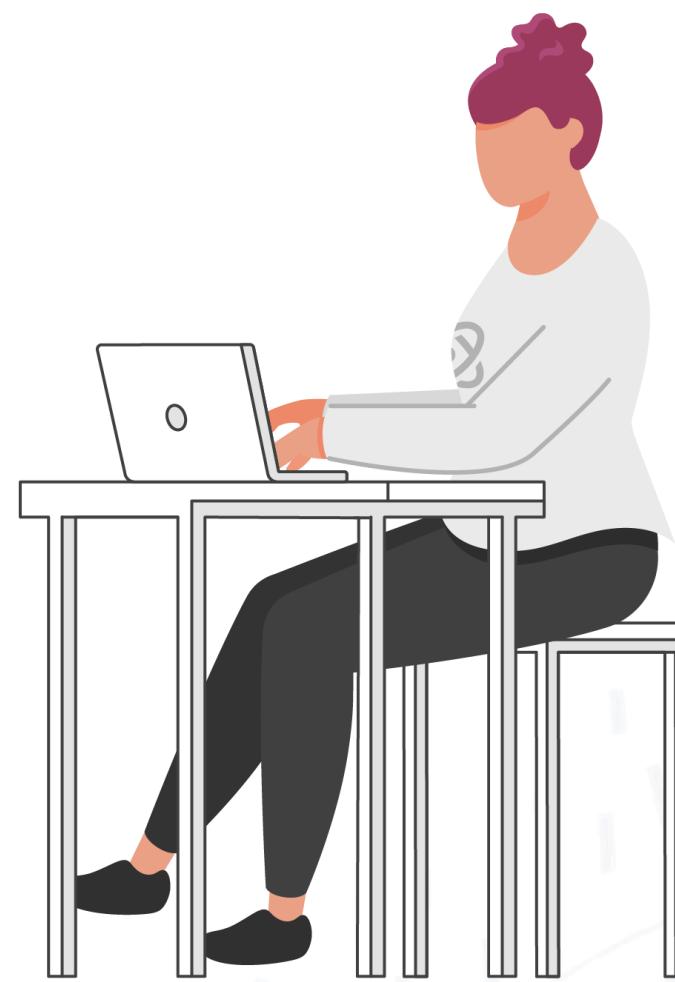
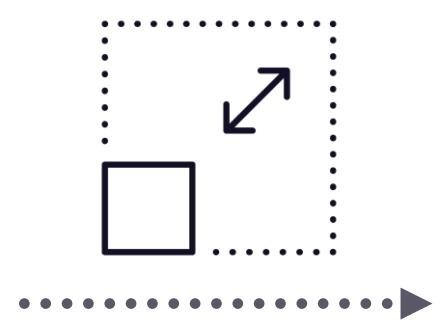


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You Know the Web, Bethany Knows Her Business





Up Next:

What Before How



Multiverse Overview



**Bethany's Pie Shop:
An Independent Business**



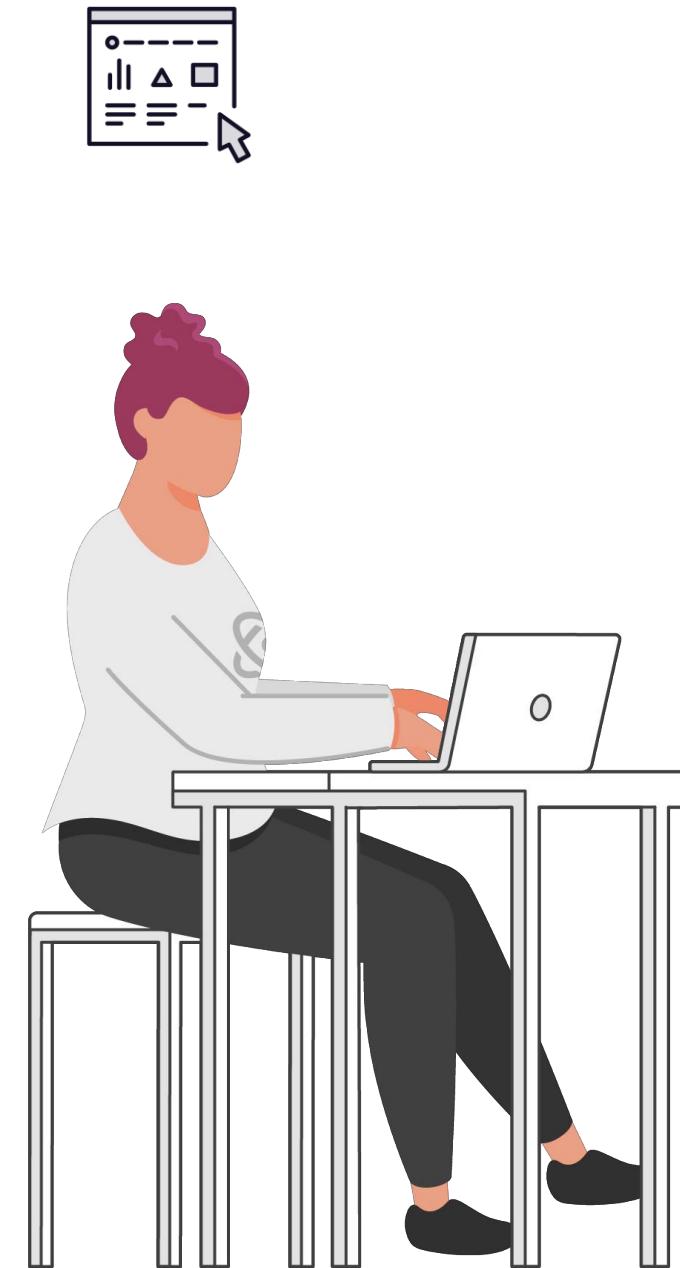
**Bethany's Pie Shop:
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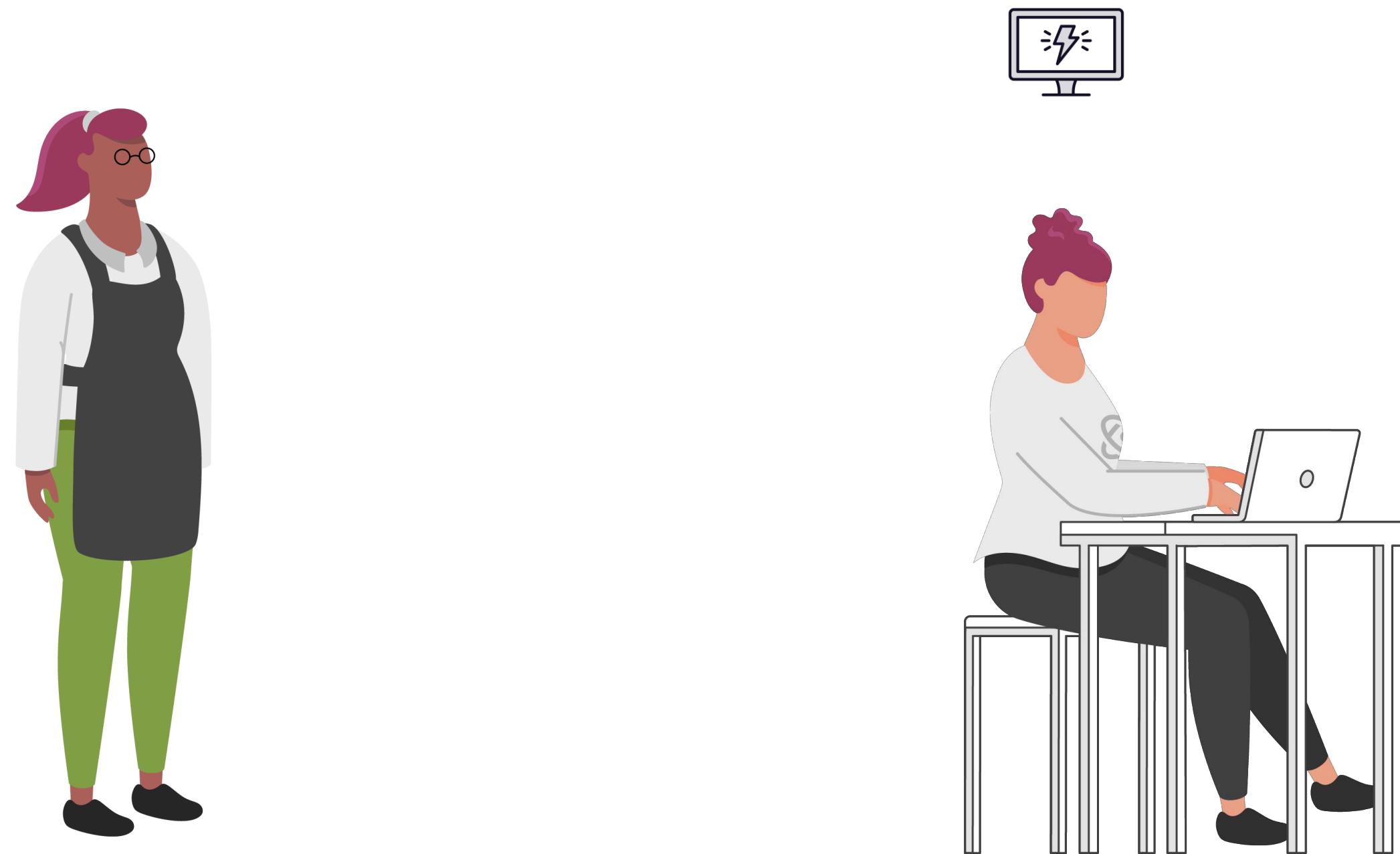
Bethany's Pie Shop: A Globomantics Subsidiary



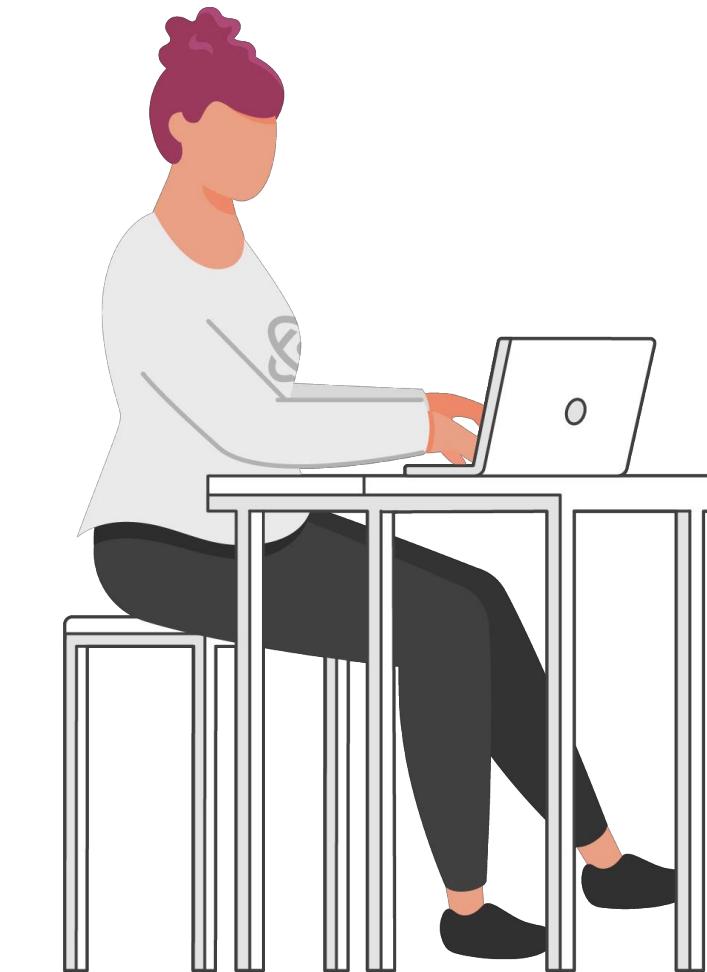
Bethany's Pie Shop: An Independent Business



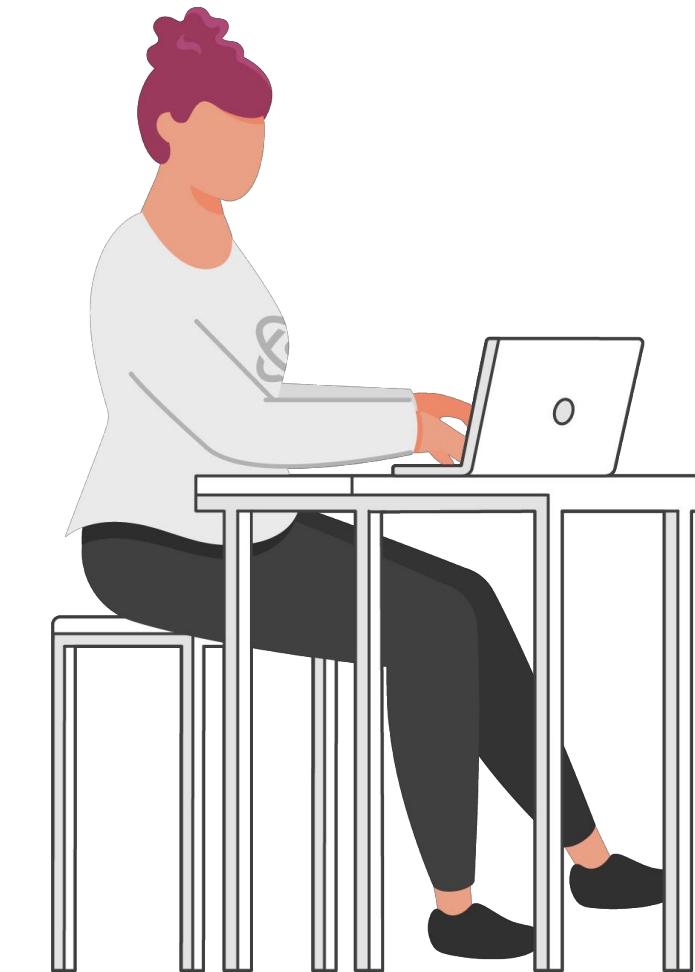
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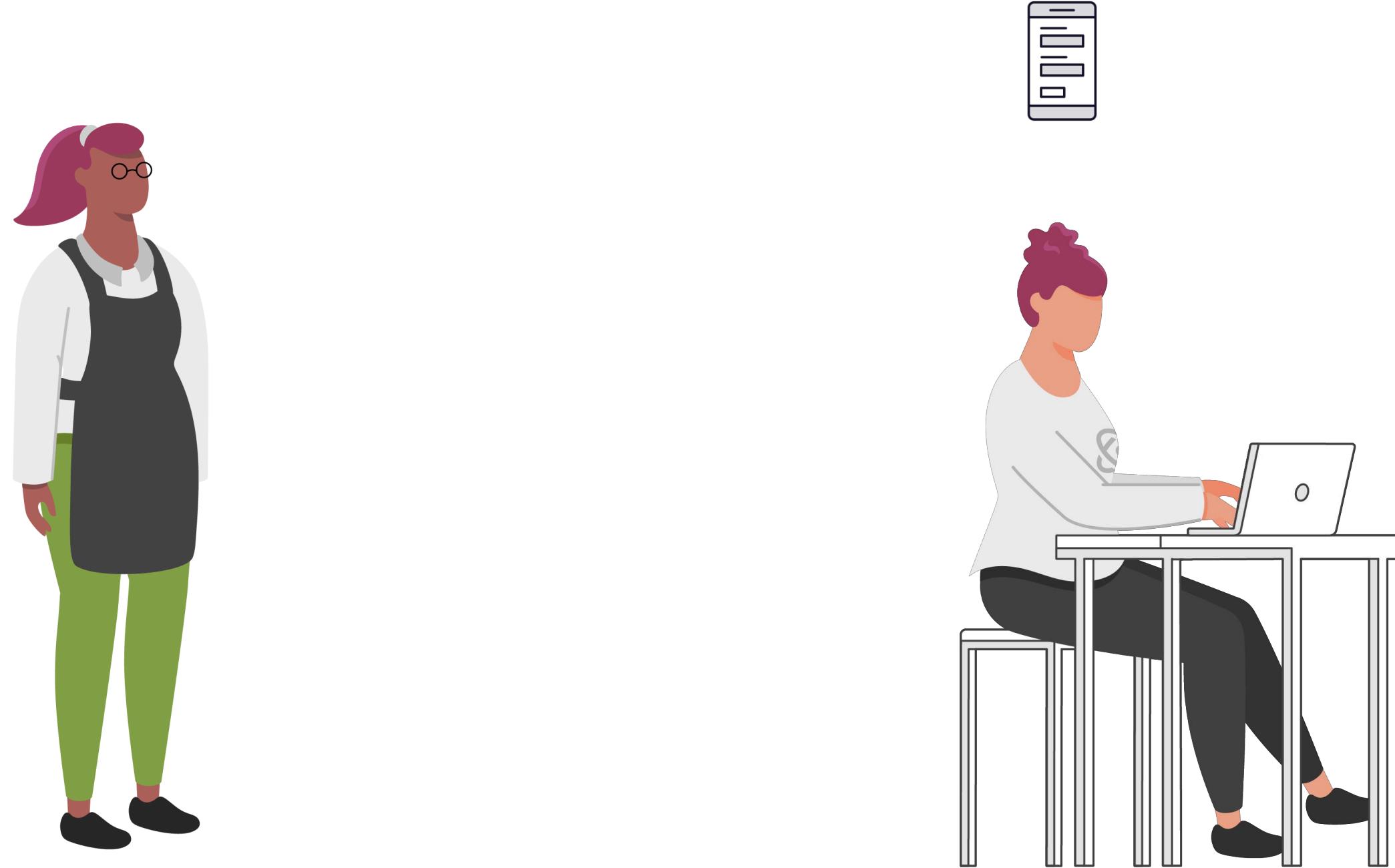
Bethany's Pie Shop: An Independent Business



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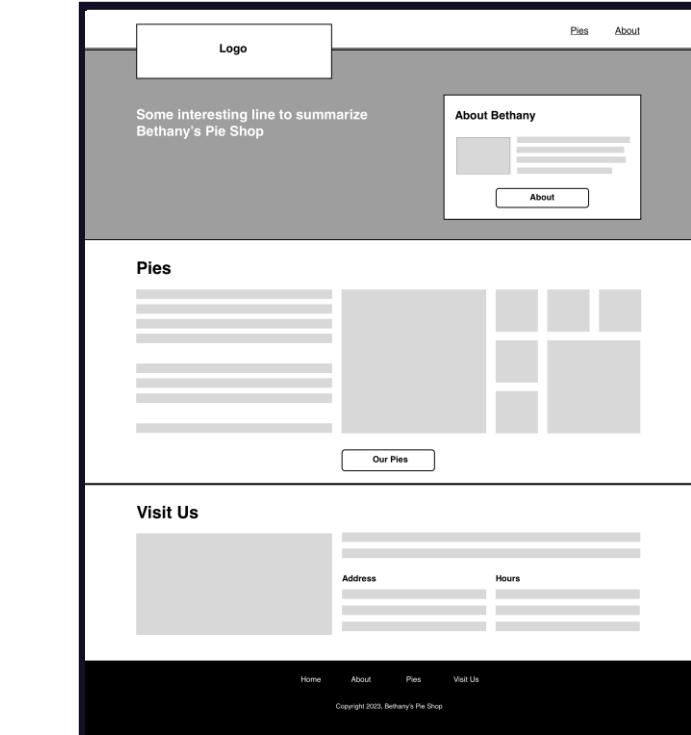
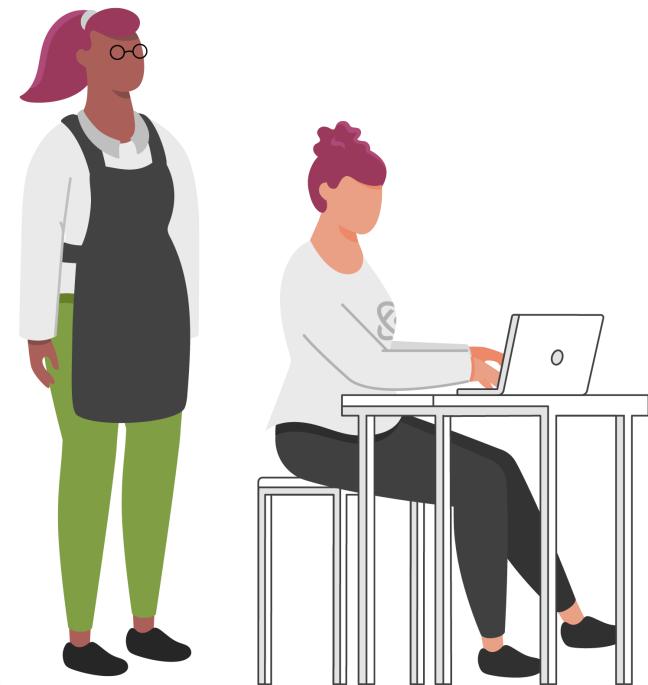
Bethany's Pie Shop: An Independent Business



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What

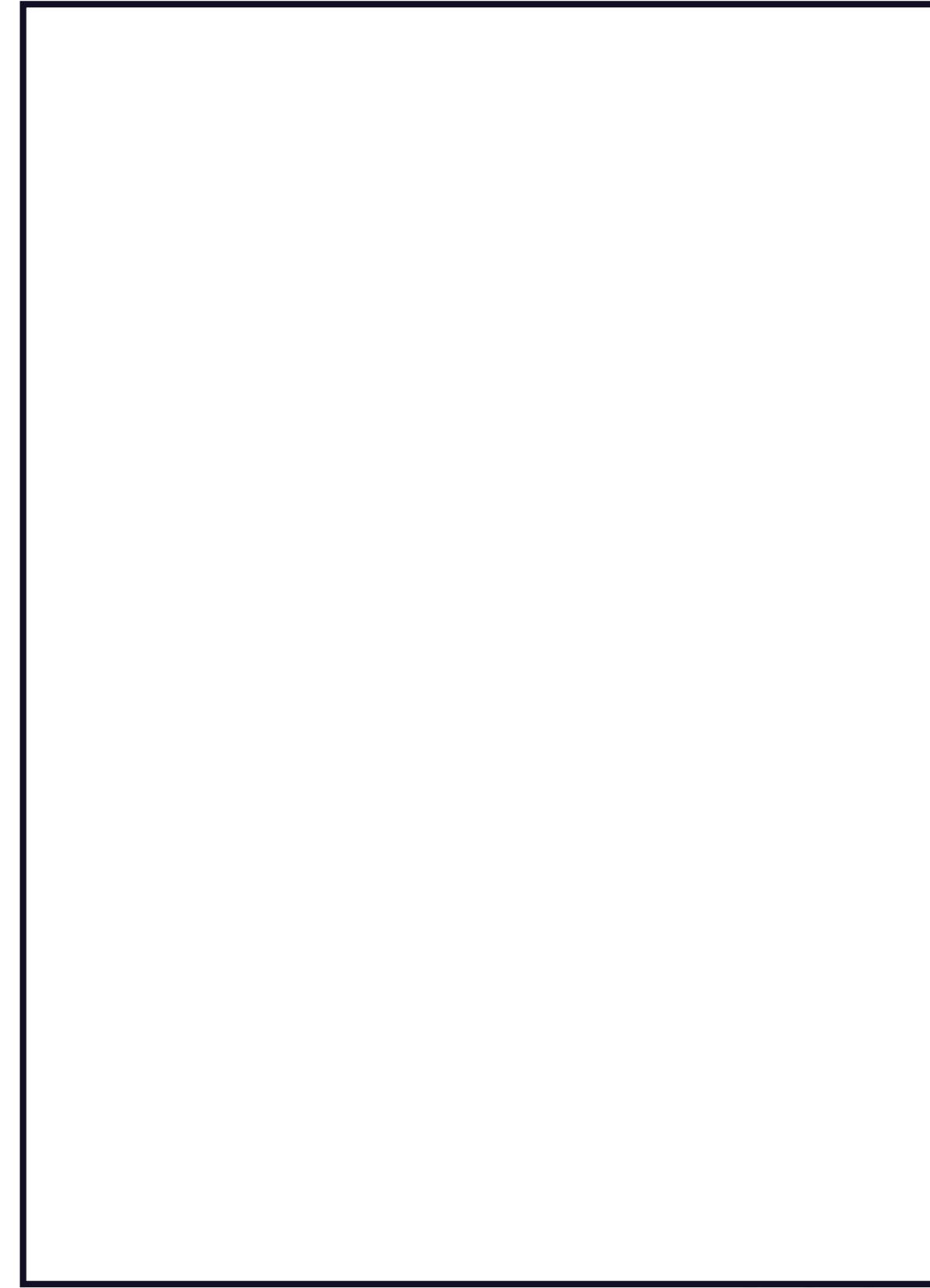
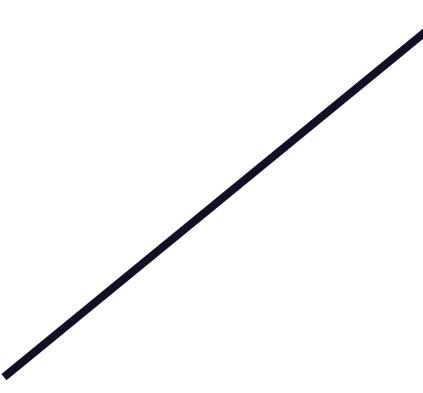
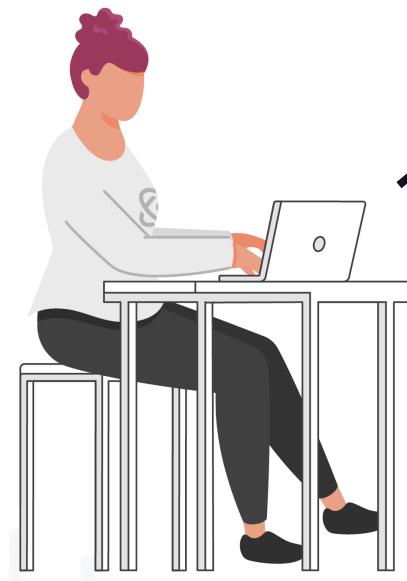
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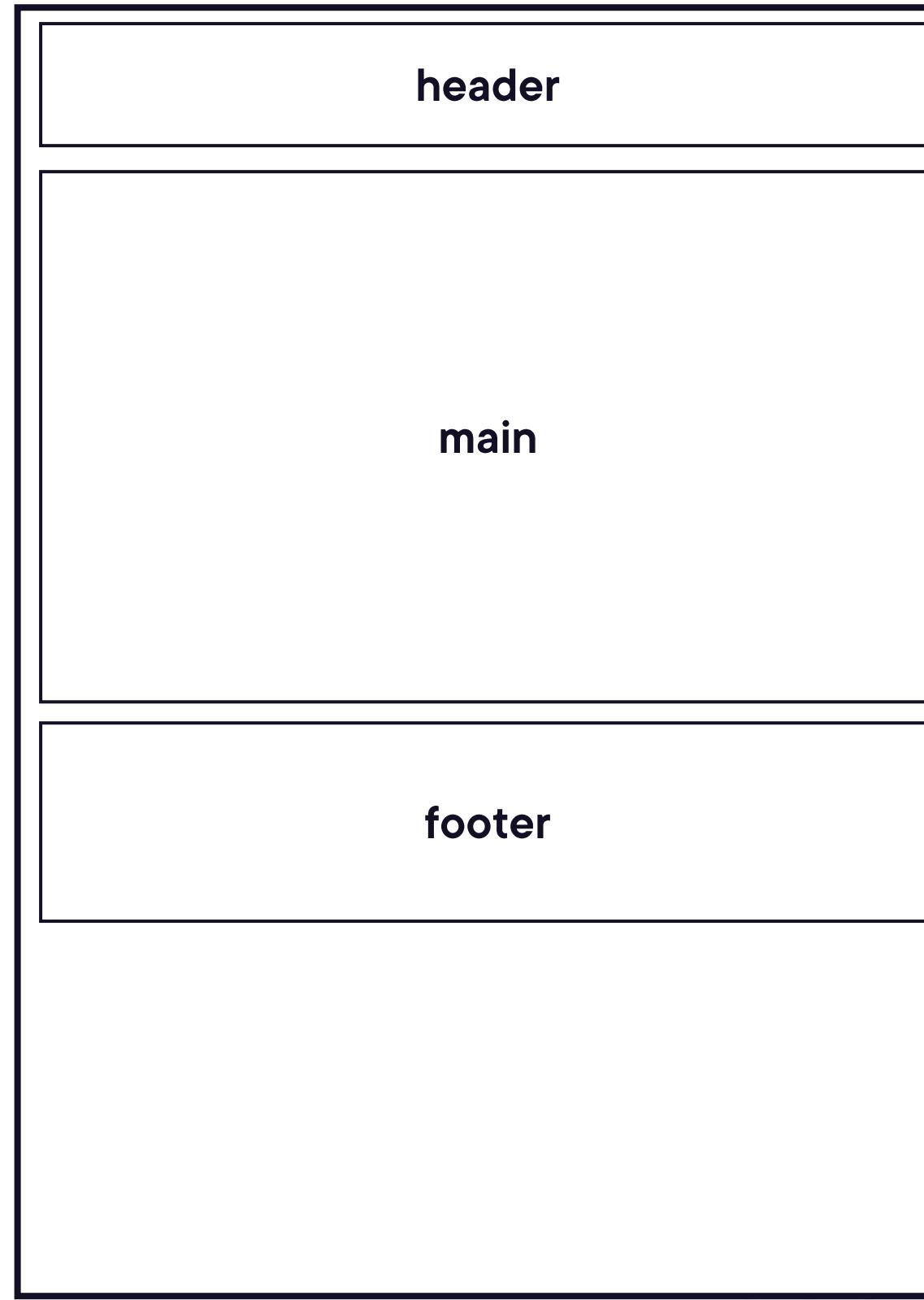
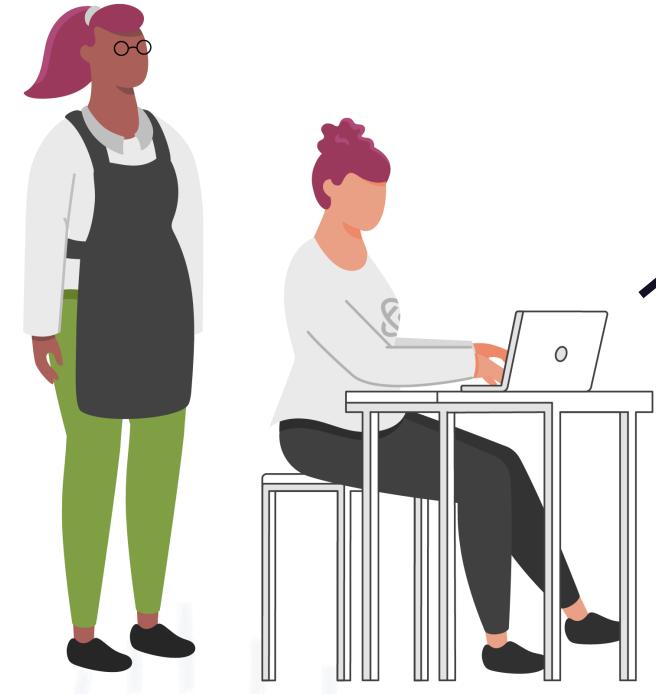


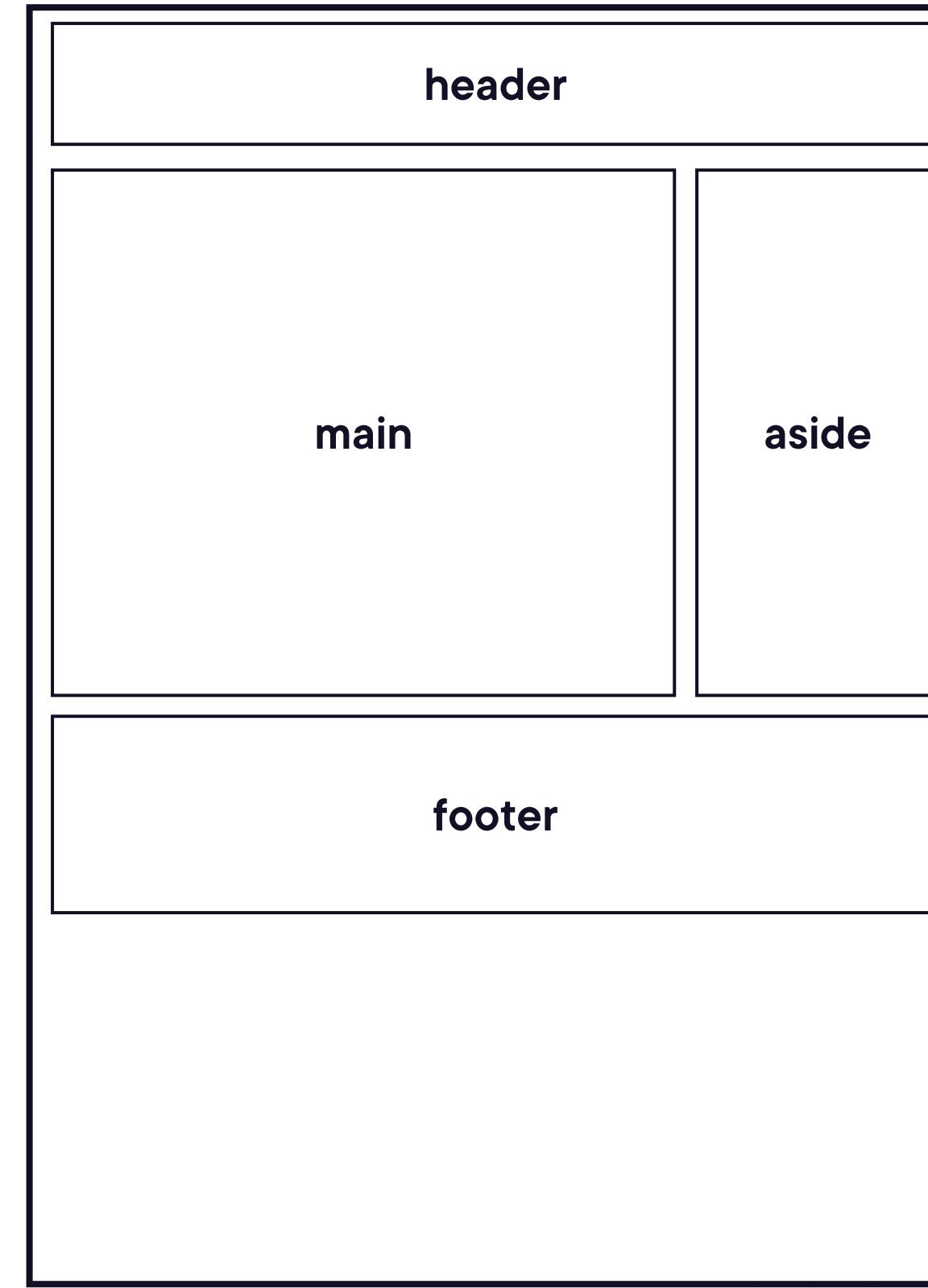
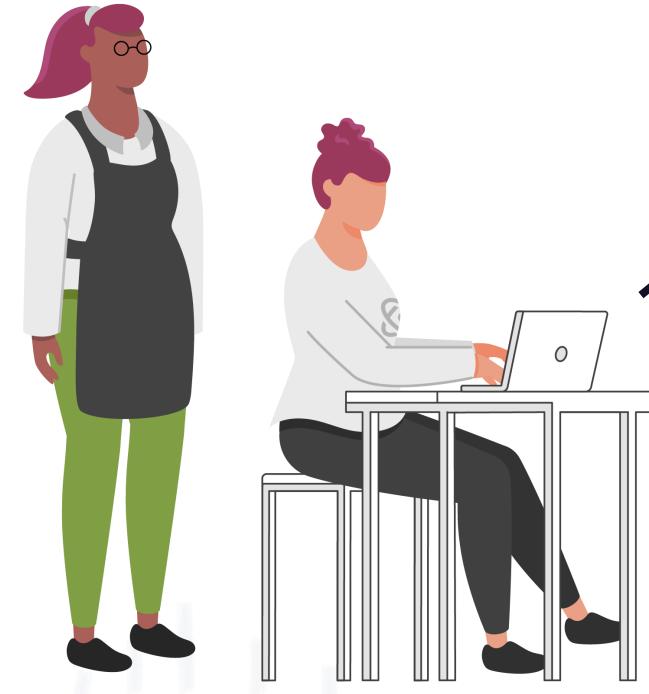
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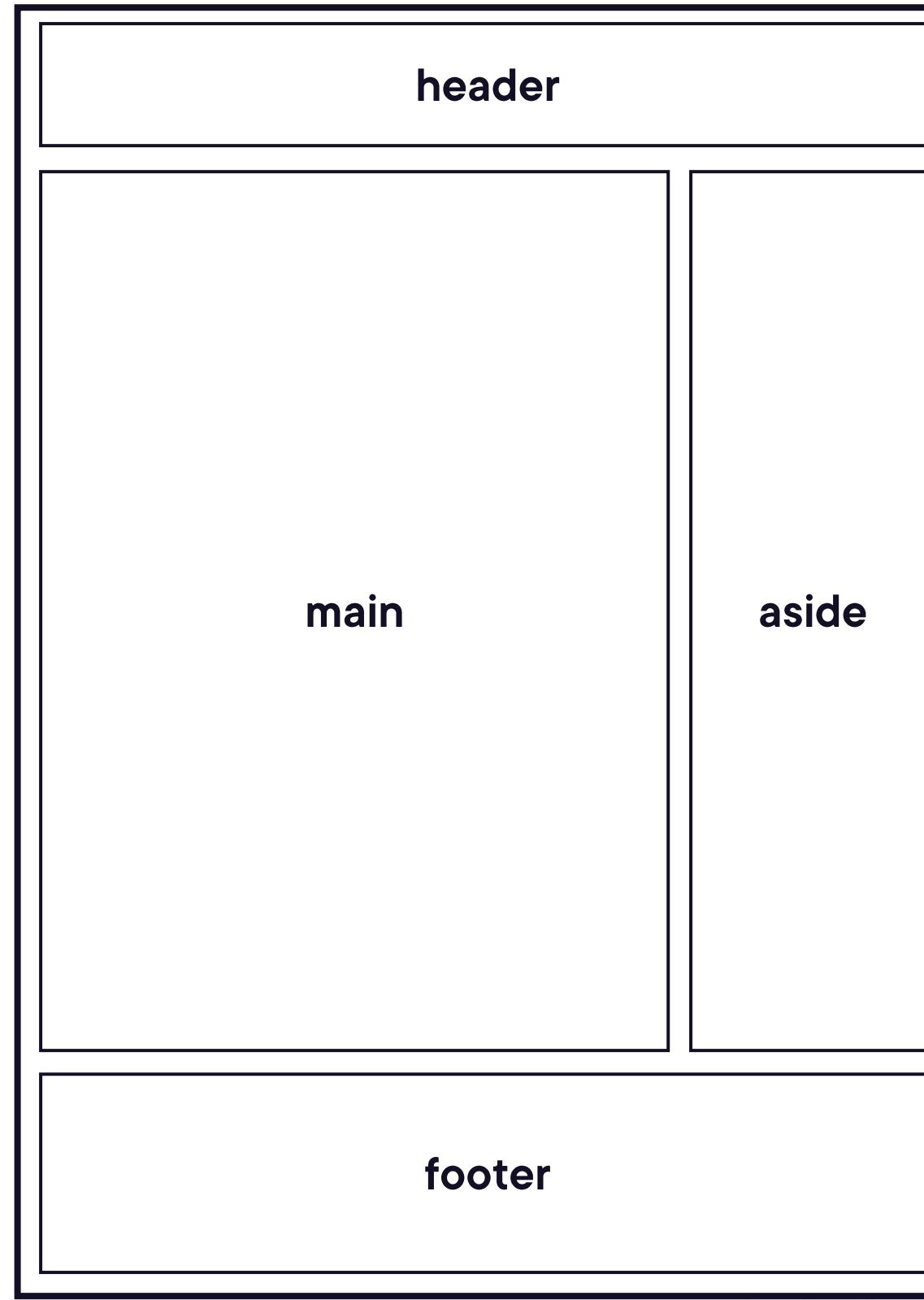
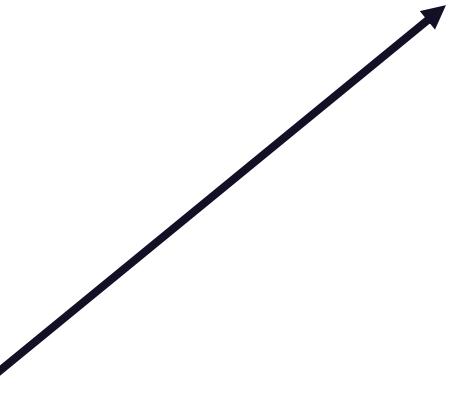
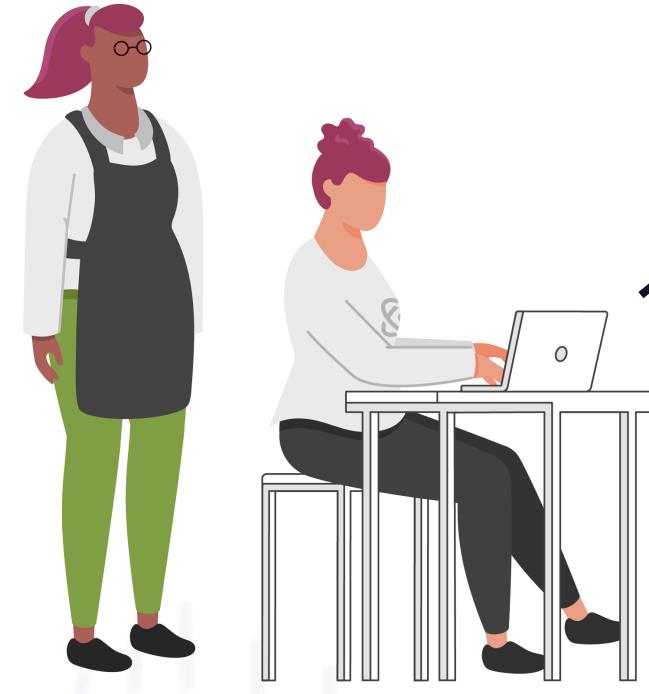
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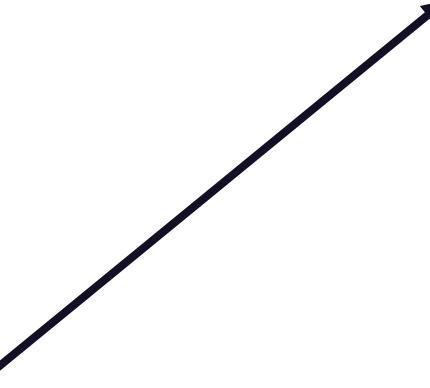
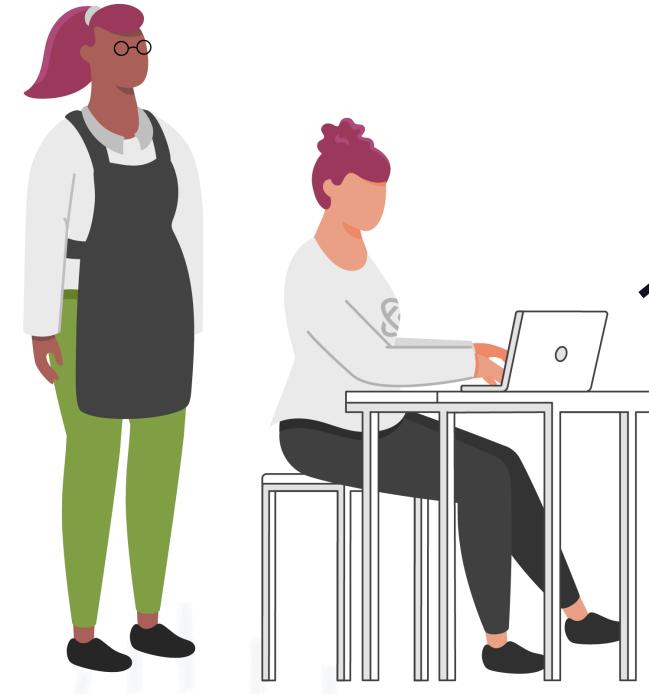


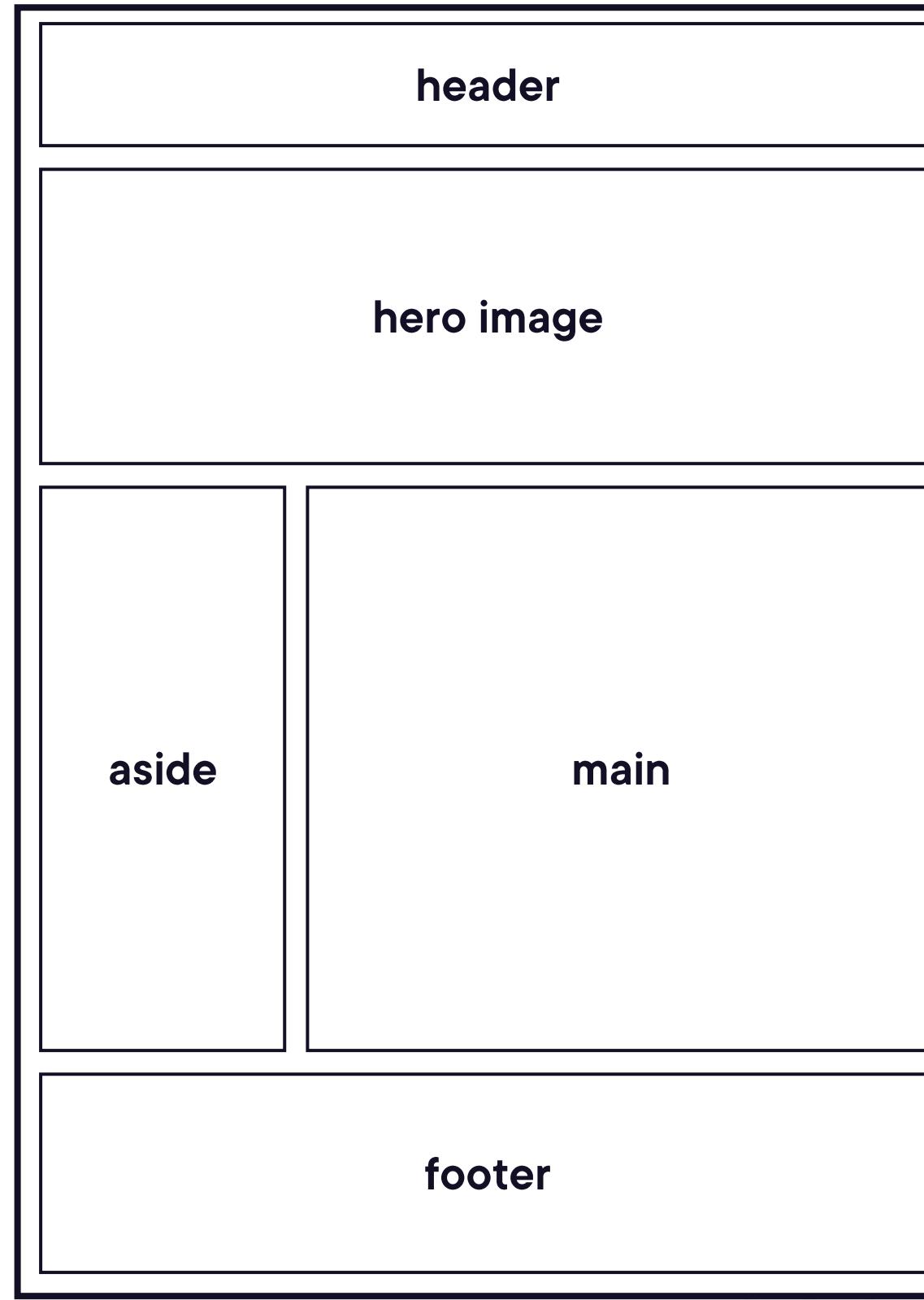
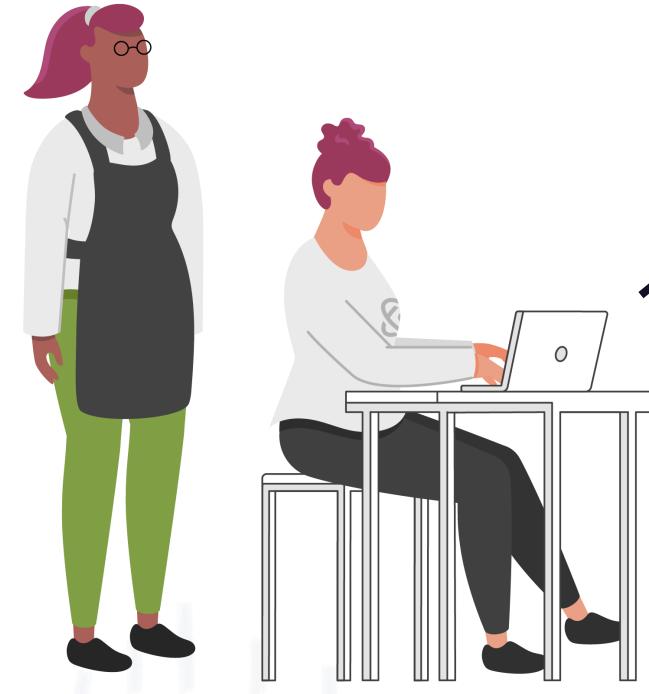


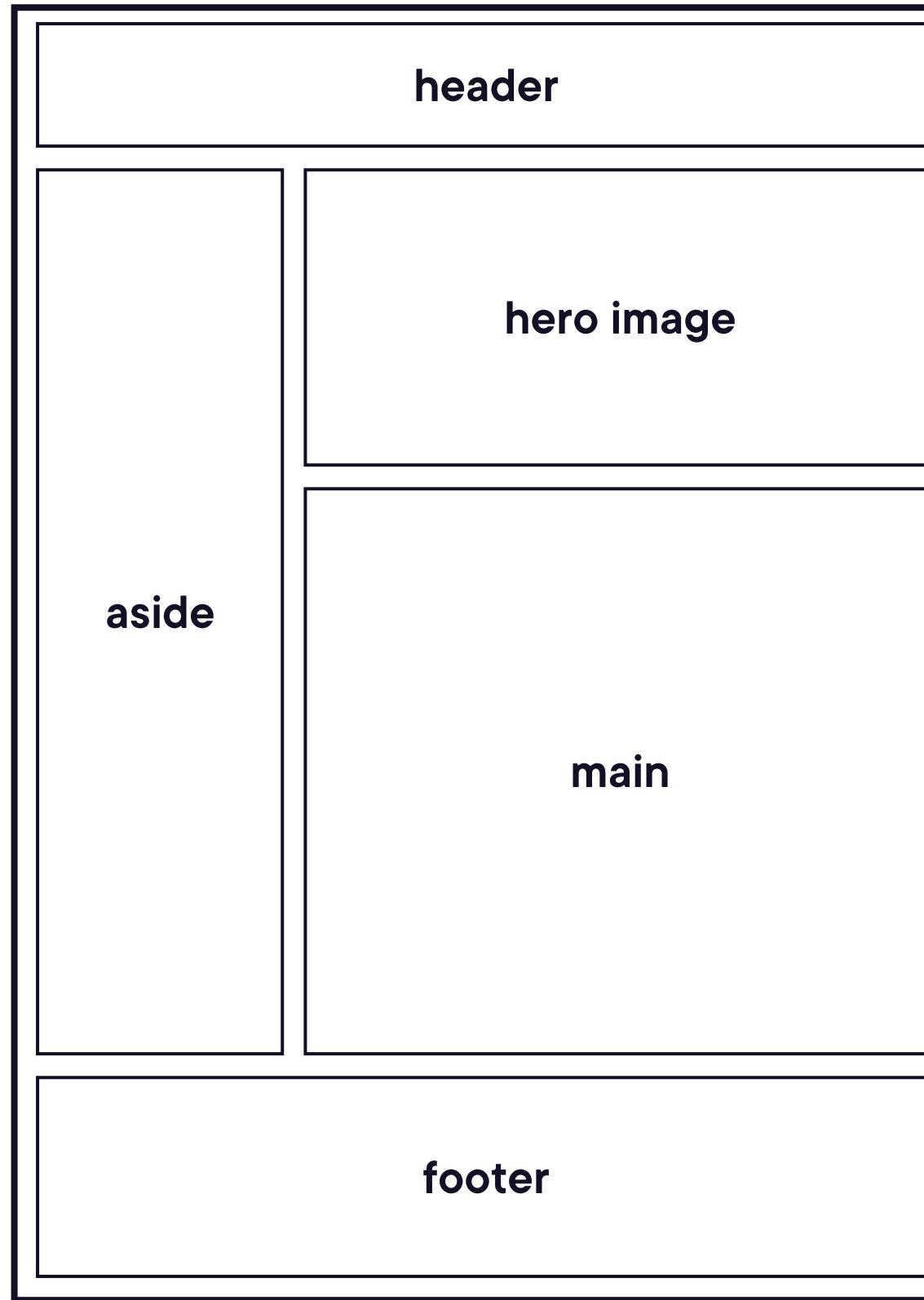
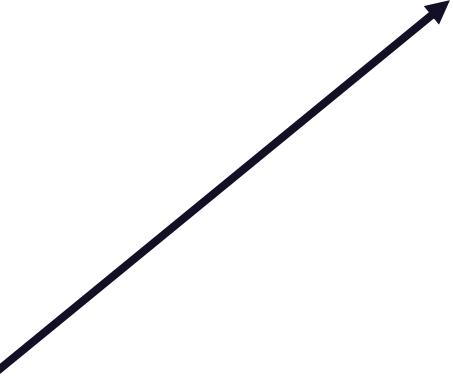
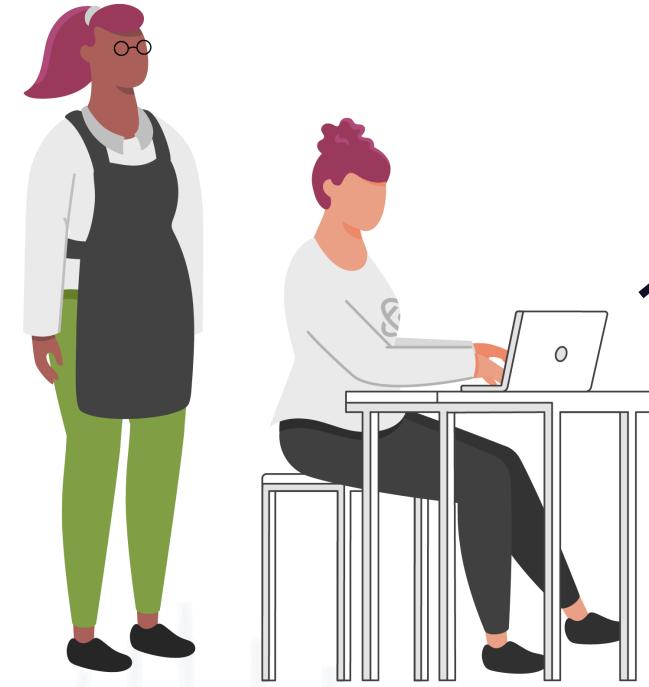












“Designing in Code”



Reasons to Avoid Designing in Code

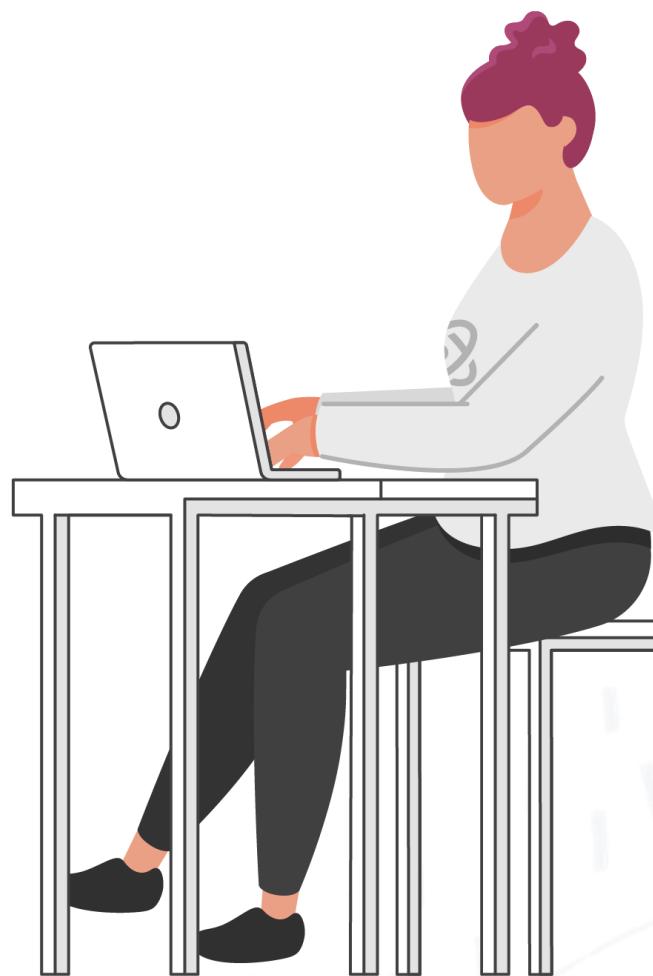
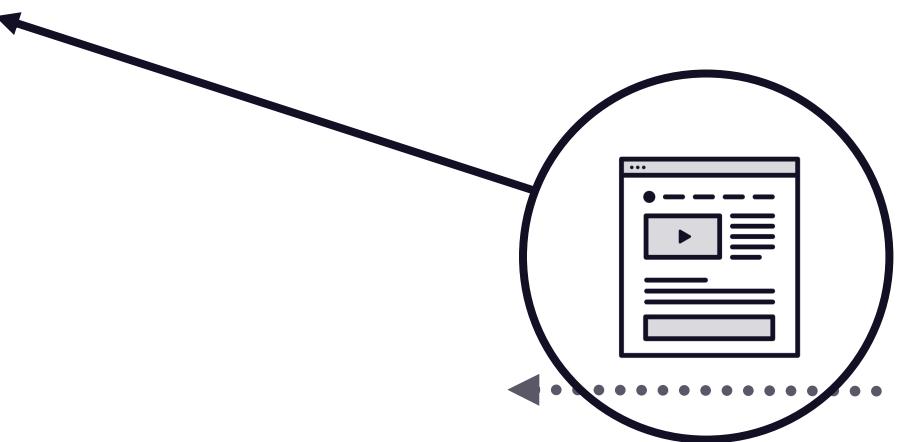
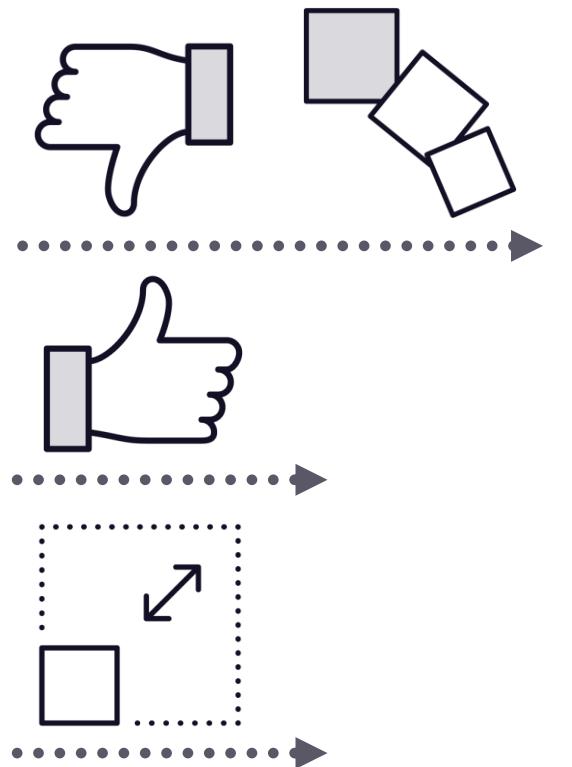
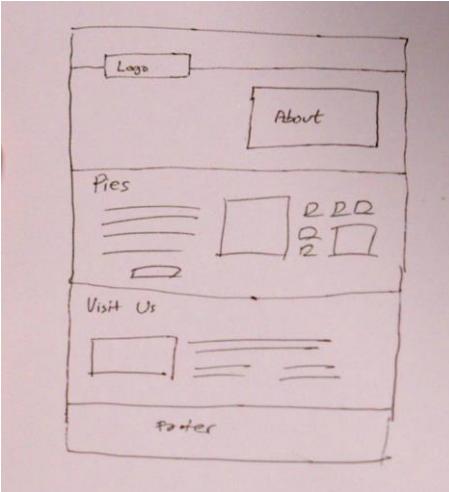
Harder to design

Client isn't kept in the loop

**Design motivated by
implementation**

**Your implementation will be
slower**





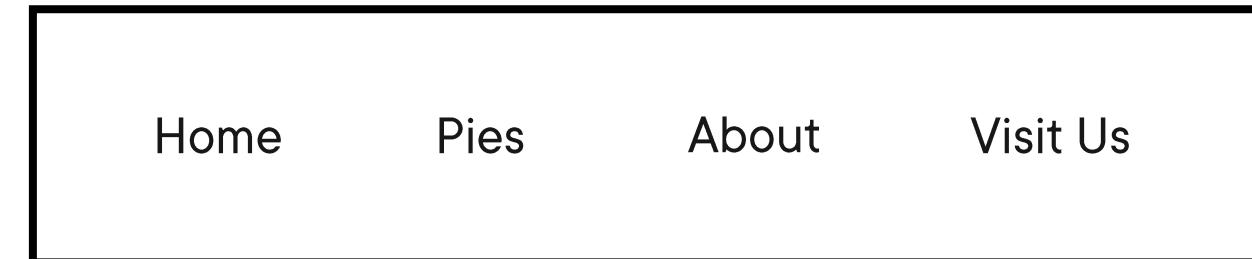
Criticism comes more
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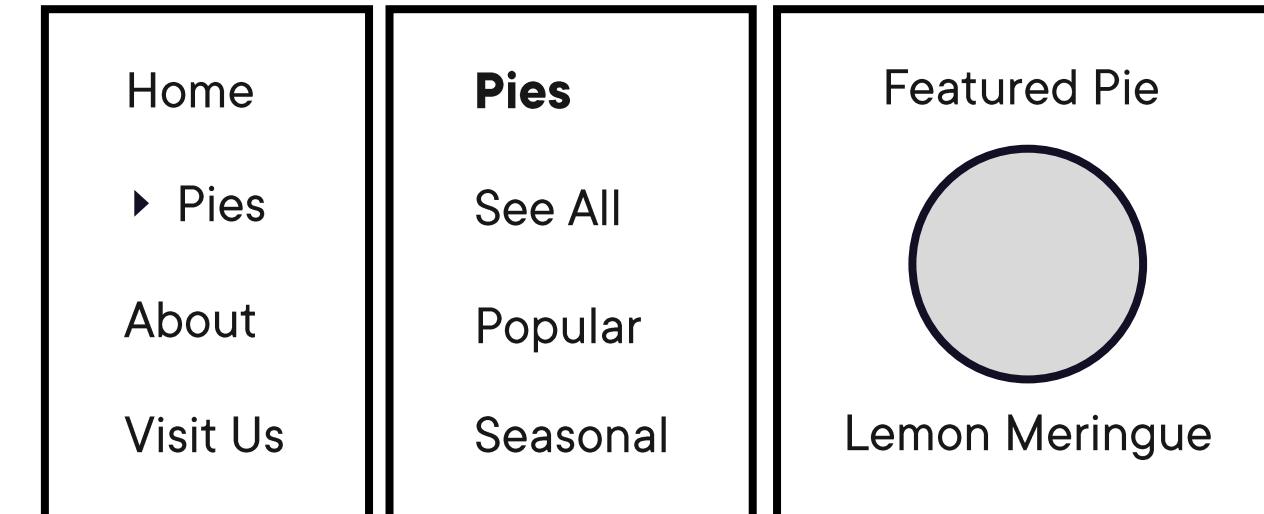
Motivated by Ease of Implementation



#1



#2



The design should be chosen based on design factors



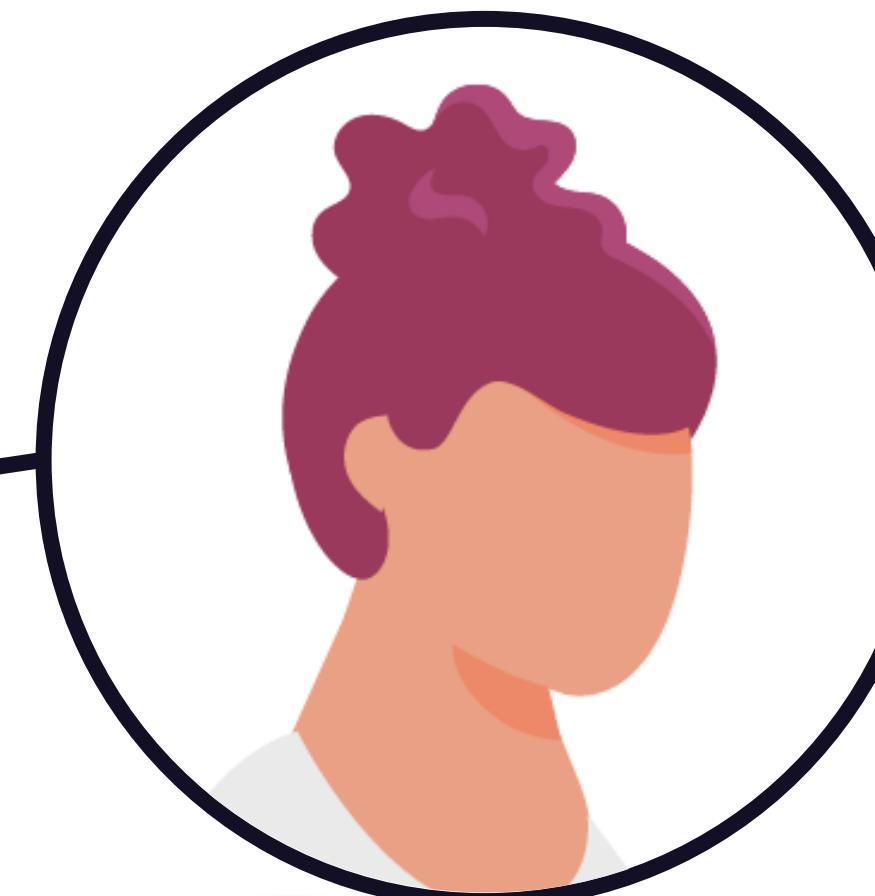
“Designing in Code”



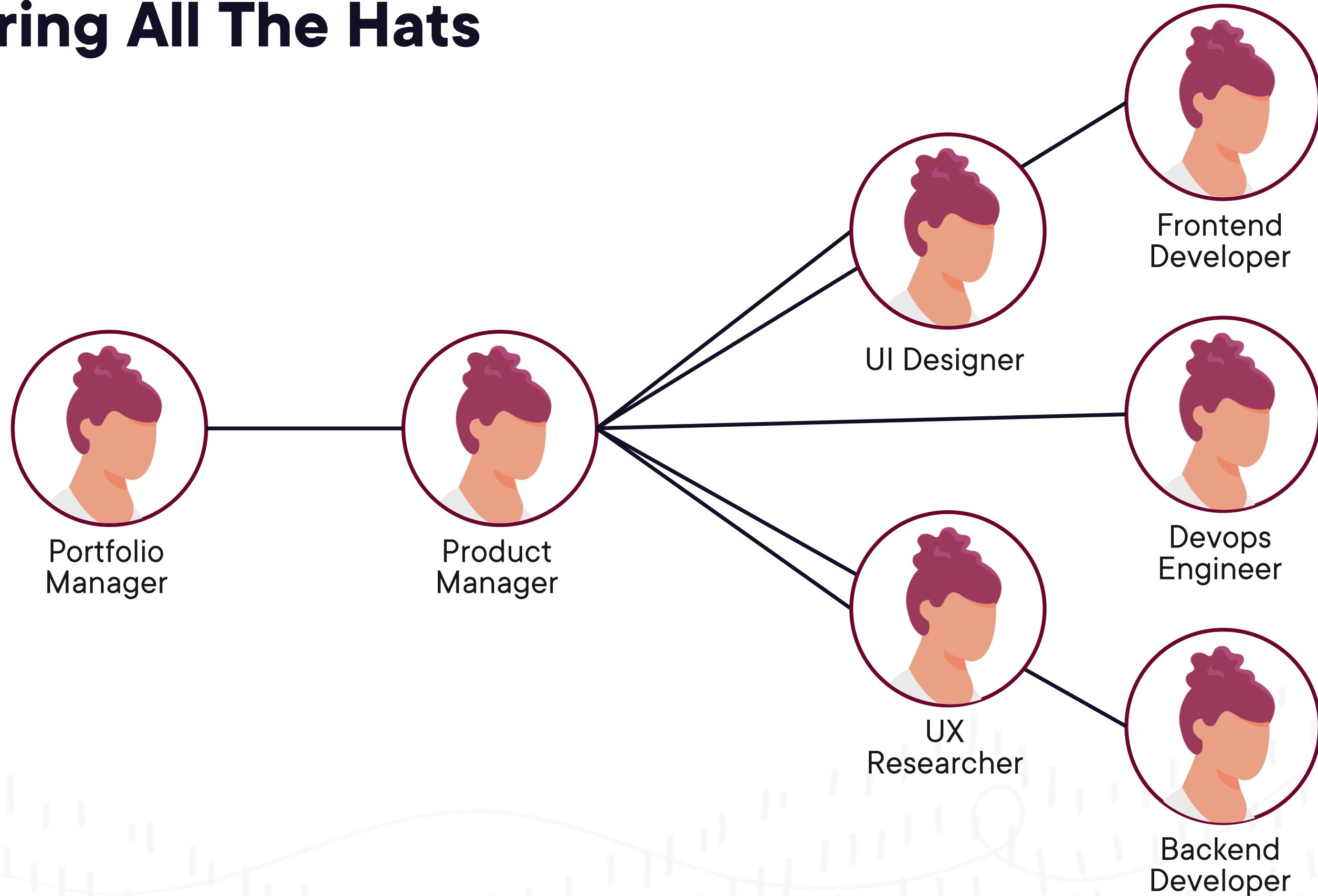


UI Designer

Frontend Developer

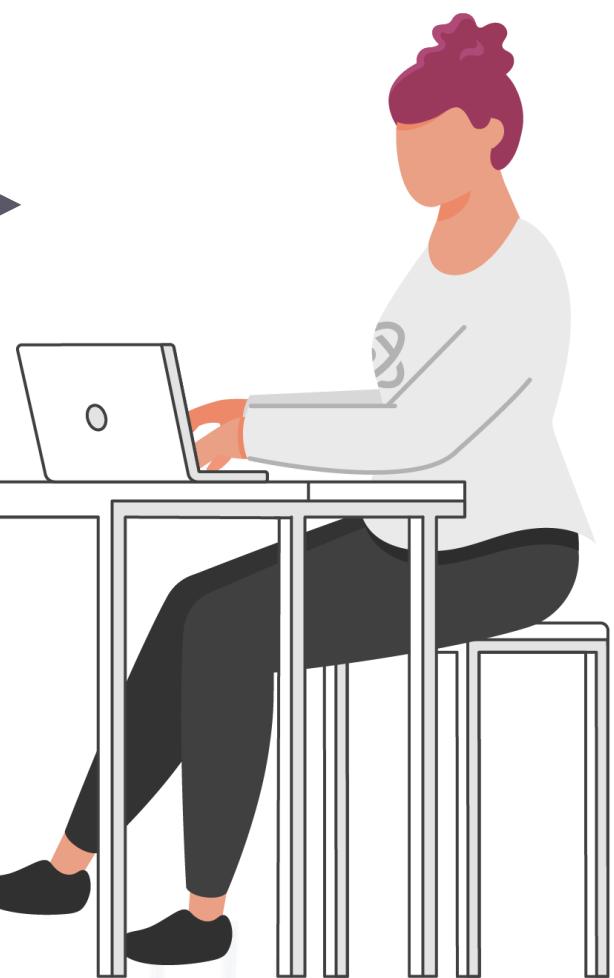


Wearing All The Hats





What



How



Up Next:

Good Layouts



You Are Responsible for Designing a Layout



Principles of Good Layout Design

Have a solid hierarchy

Use a grid

Use white space



Users don't read; they scan.



Site Structure

- About
 - History
 - Philosophy
 - Meet the Chef
- Menu
 - Drinks
 - Food
- Catering
 - Services Overview
 - How to Book
- Reservations
 - Reservations Policy
 - Make a Reservation
- Access
 - Hours
 - Location

About Menu Catering Reservations Access

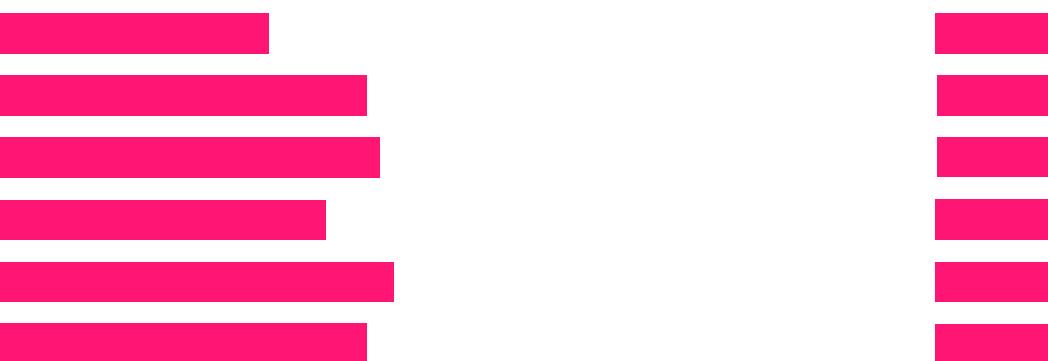
Menu



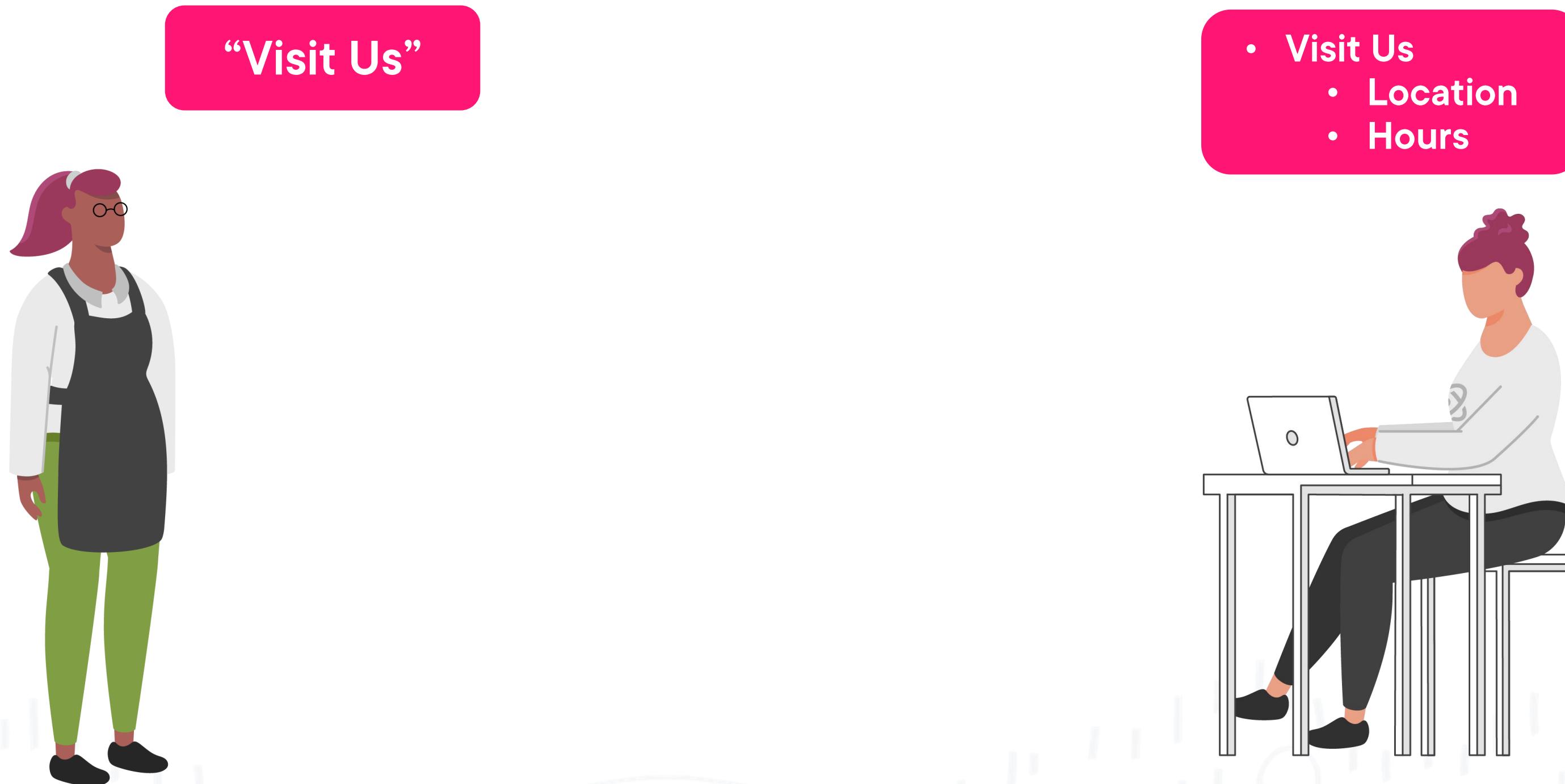
Drinks



Food



Dissecting a Page Structure



- Visit Us
 - Location
 - Hours

Visit Us

Our location

Store hours



Grids are Secret Powers

Secret: You don't immediately perceive them

Powerful: Make your layout sturdy and professional





1

2

3

4

5

6

7

8

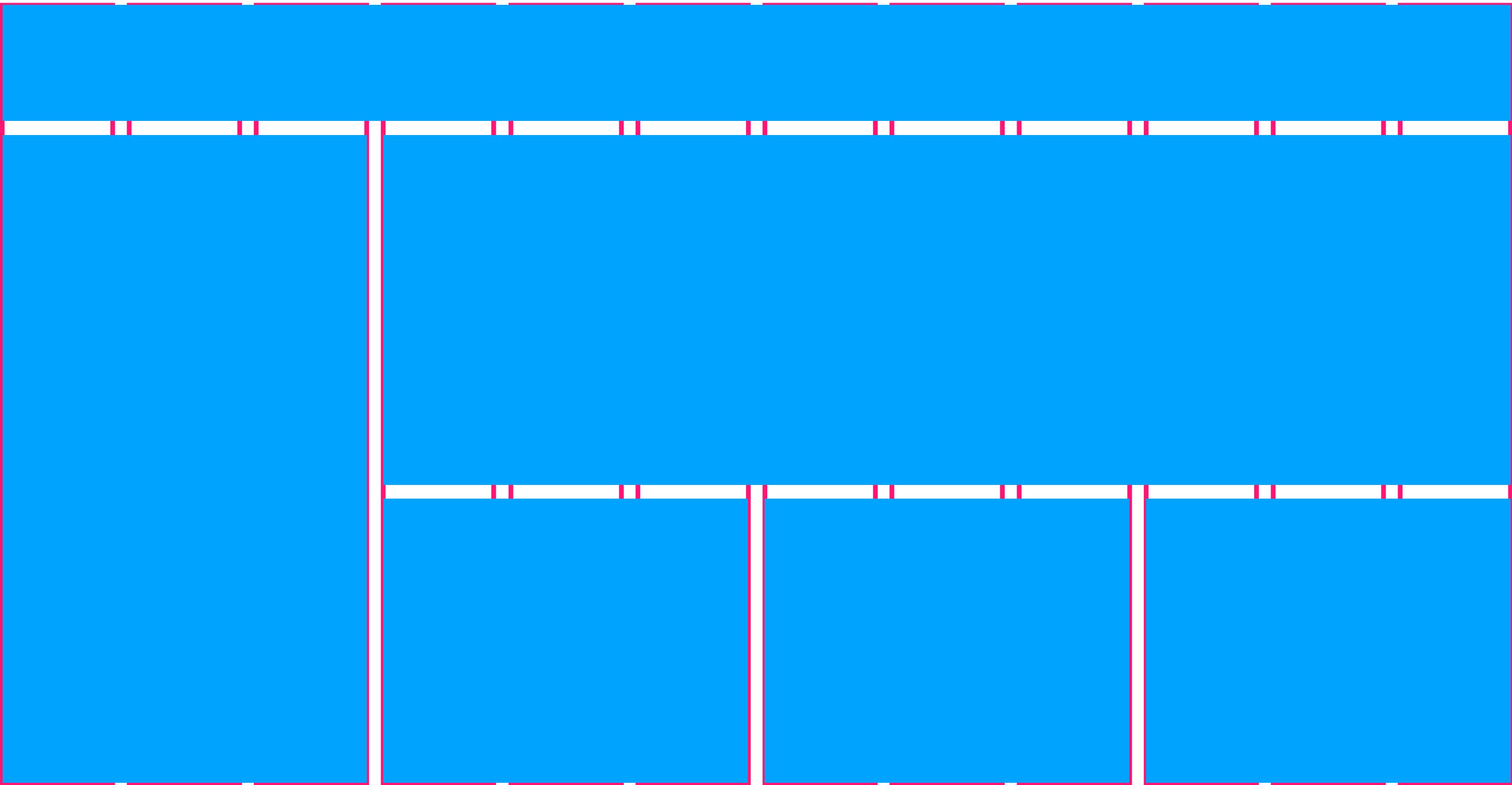
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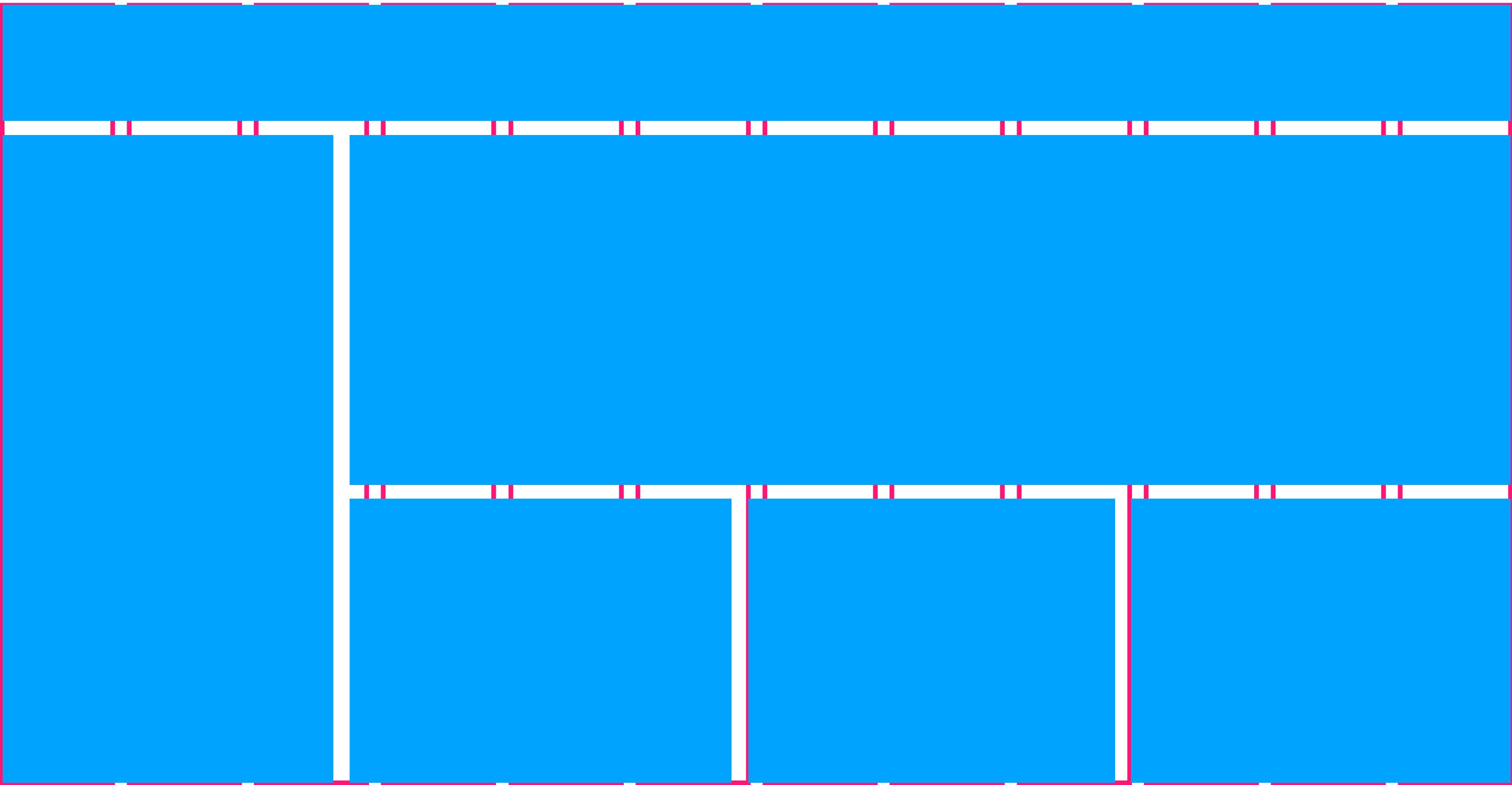
10

11

12







White space

Negative space of a layout which doesn't hold any content



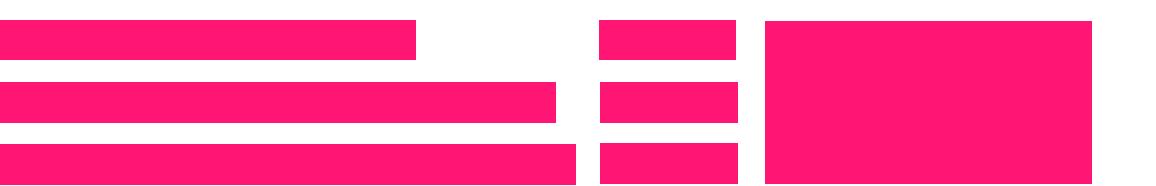
Visit Us



Our location



Store hours



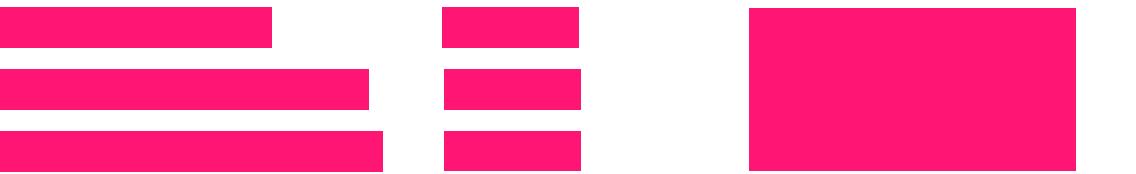
Visit Us



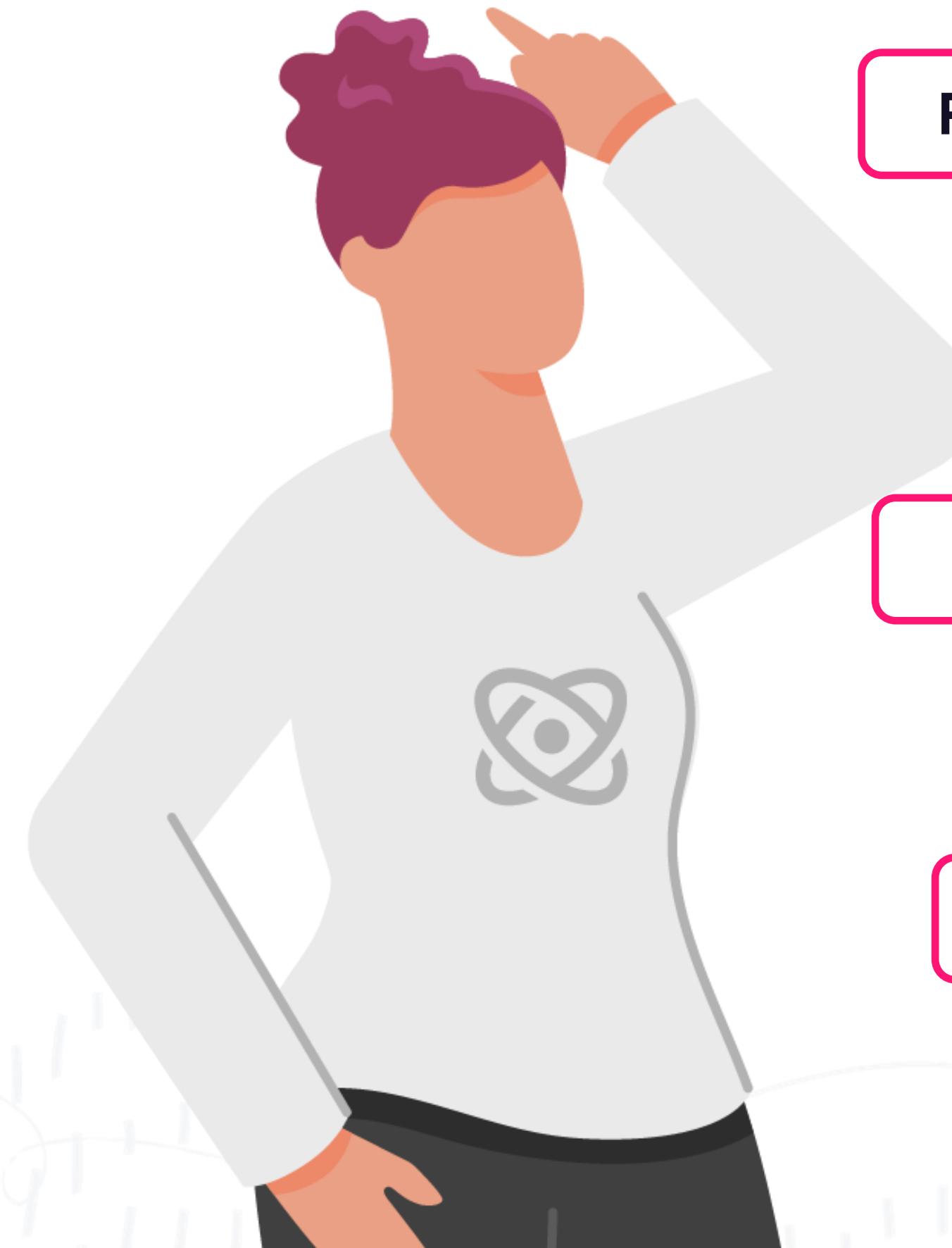
Our location



Store hours



Design Uses Subjective Words



Room to breathe

Luxurious

High class

Cramped

Energetic

Ornate

Zen

Dynamic

Playful

Feminine

Serene

Comfortable

Futuristic



Clients Also Use Subjective Words

Make it pop!

Make it more clean!

Make it more playful!

Make it metaverse-y!

Make it modern!

Make it Web3-y!

Make it more premium!

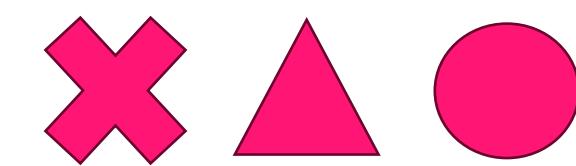
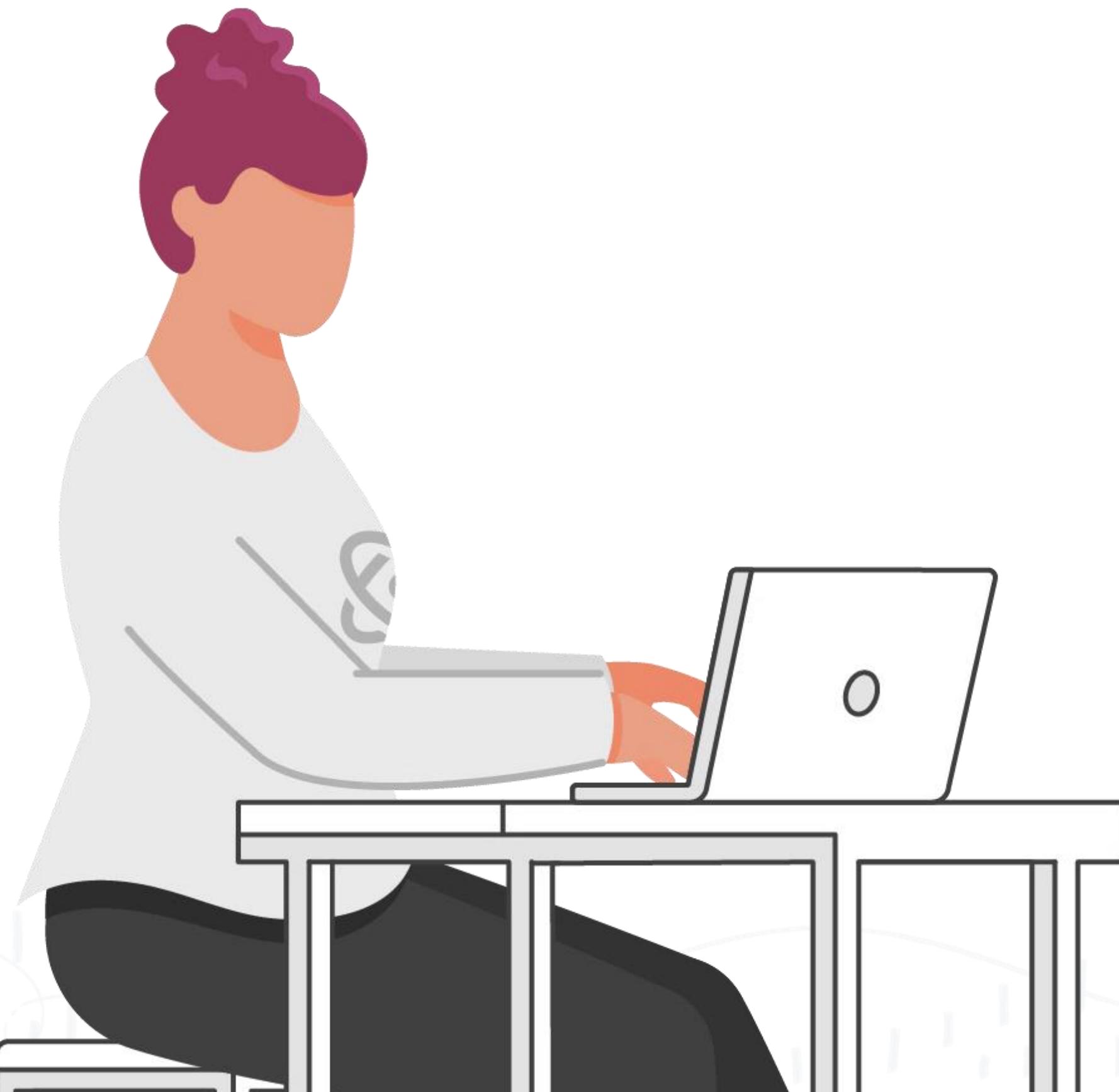
Make it more friendly!

Make it traditional!

Make it luxuri



Notice How Layouts Make You Feel



=

Playful



Up Next:

Common Layout Patterns



In UI design, stealing is a good idea



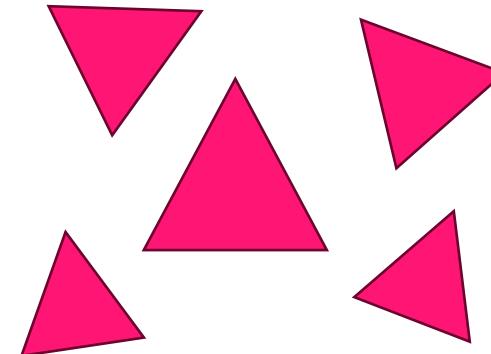
Your Site's UI Design Should Match User Expectations



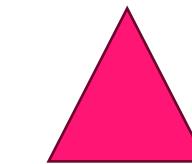
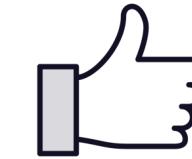
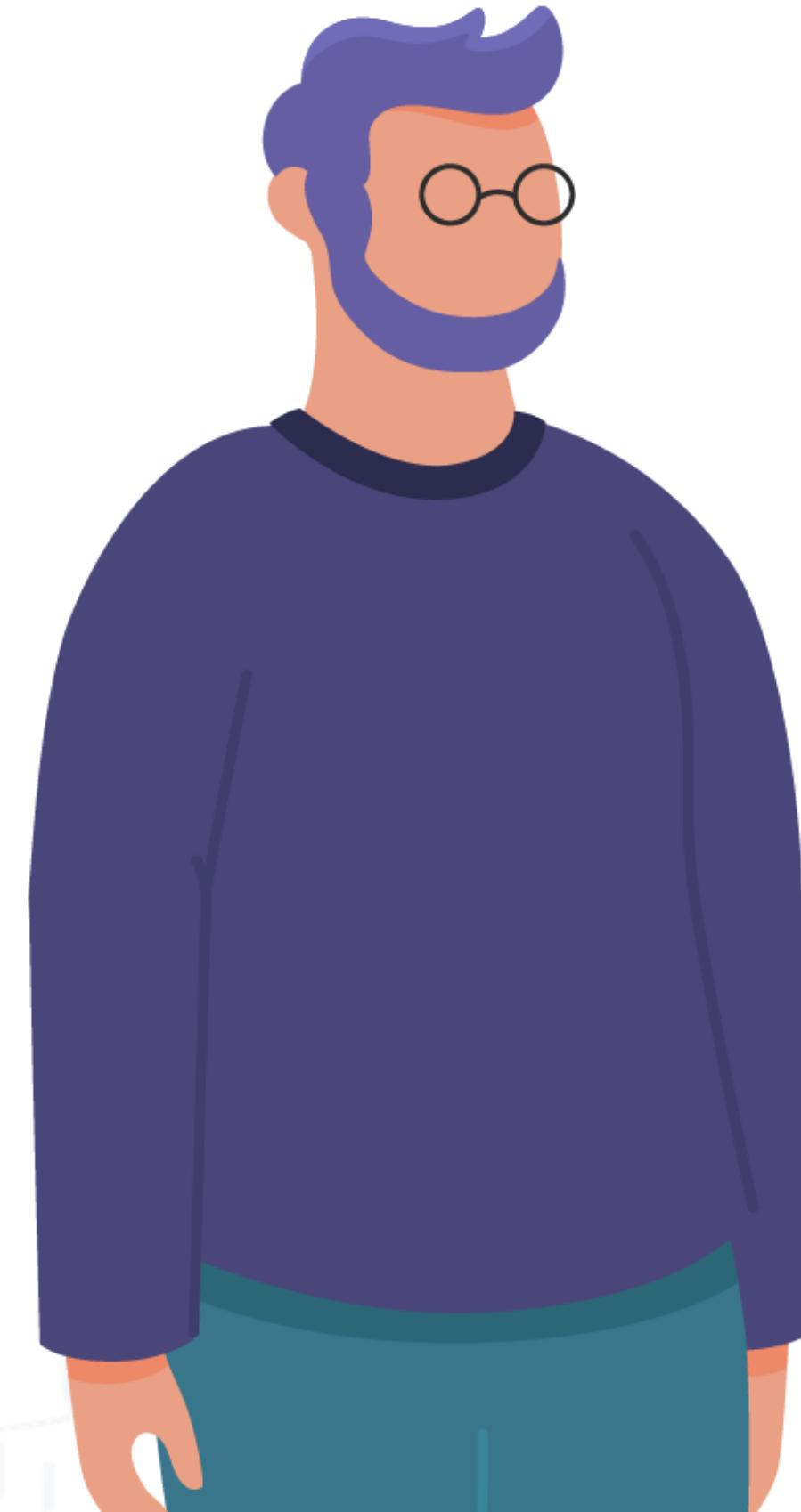
Your Site's UI Design Should Match User Expectations



Your Site's UI Design Should Match User Expectations



Expectations



Your Site



Common Layout Patterns

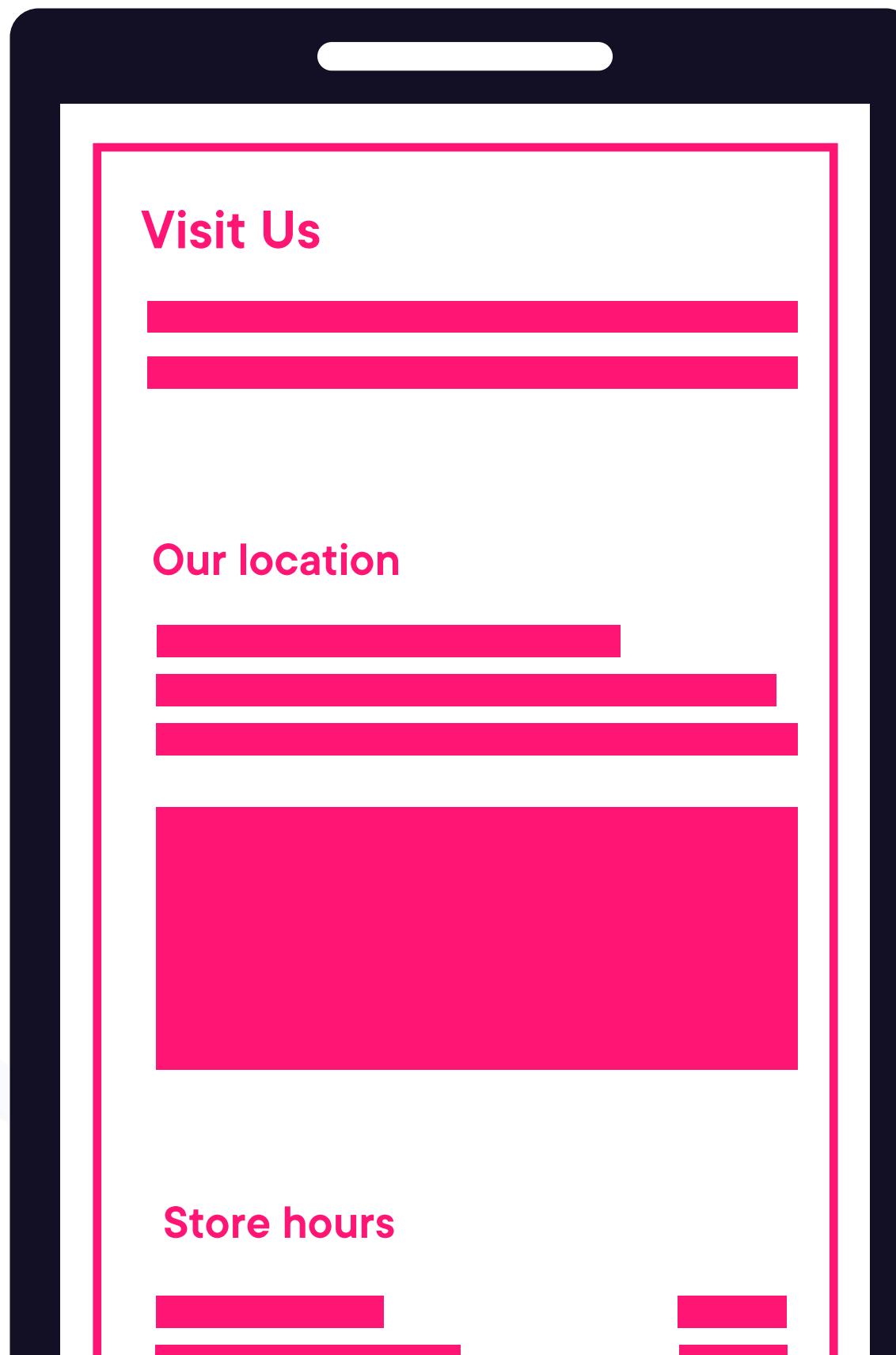
Single-column layout

Fixed sidebar layout

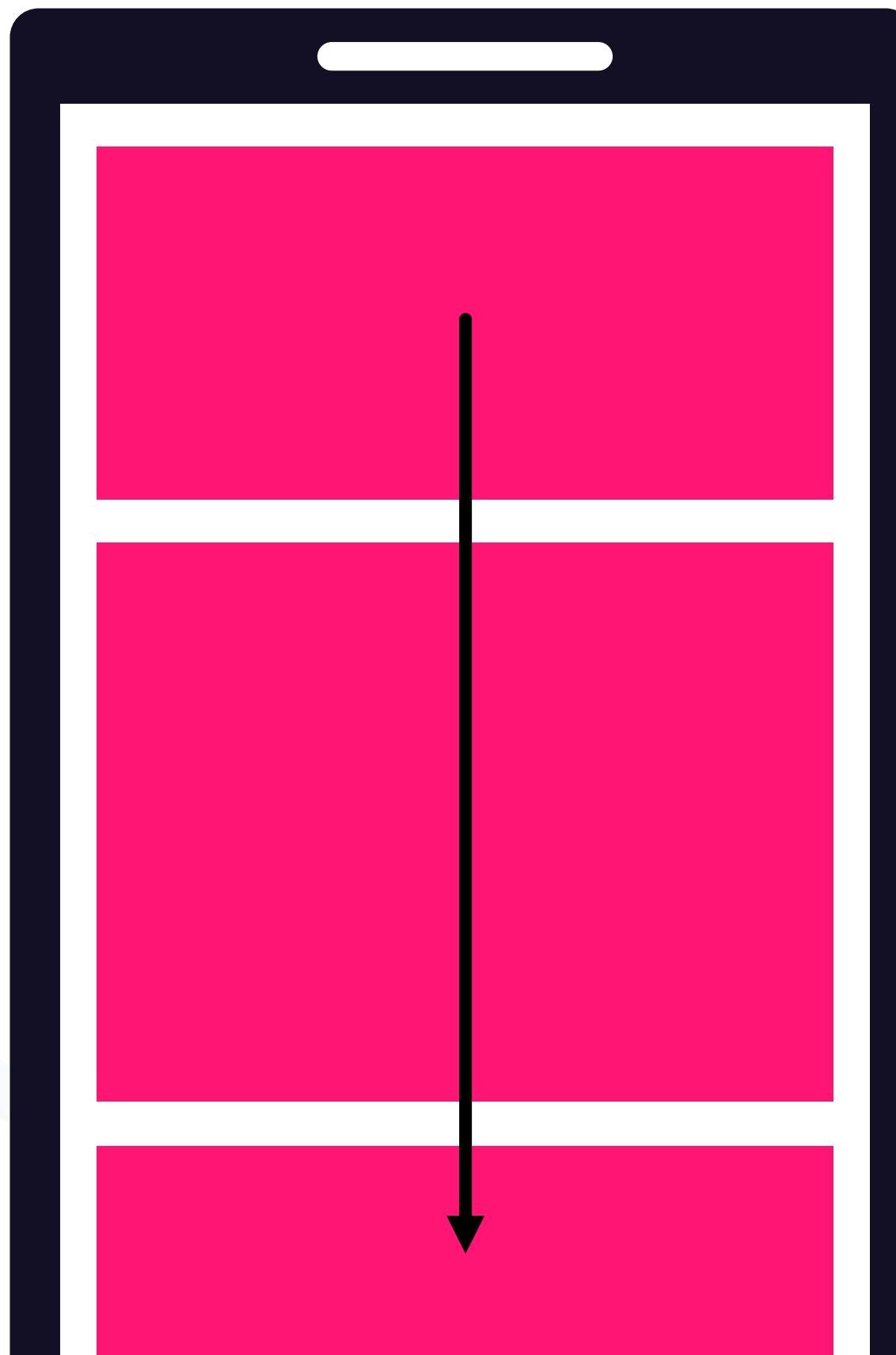
Holy grail layout



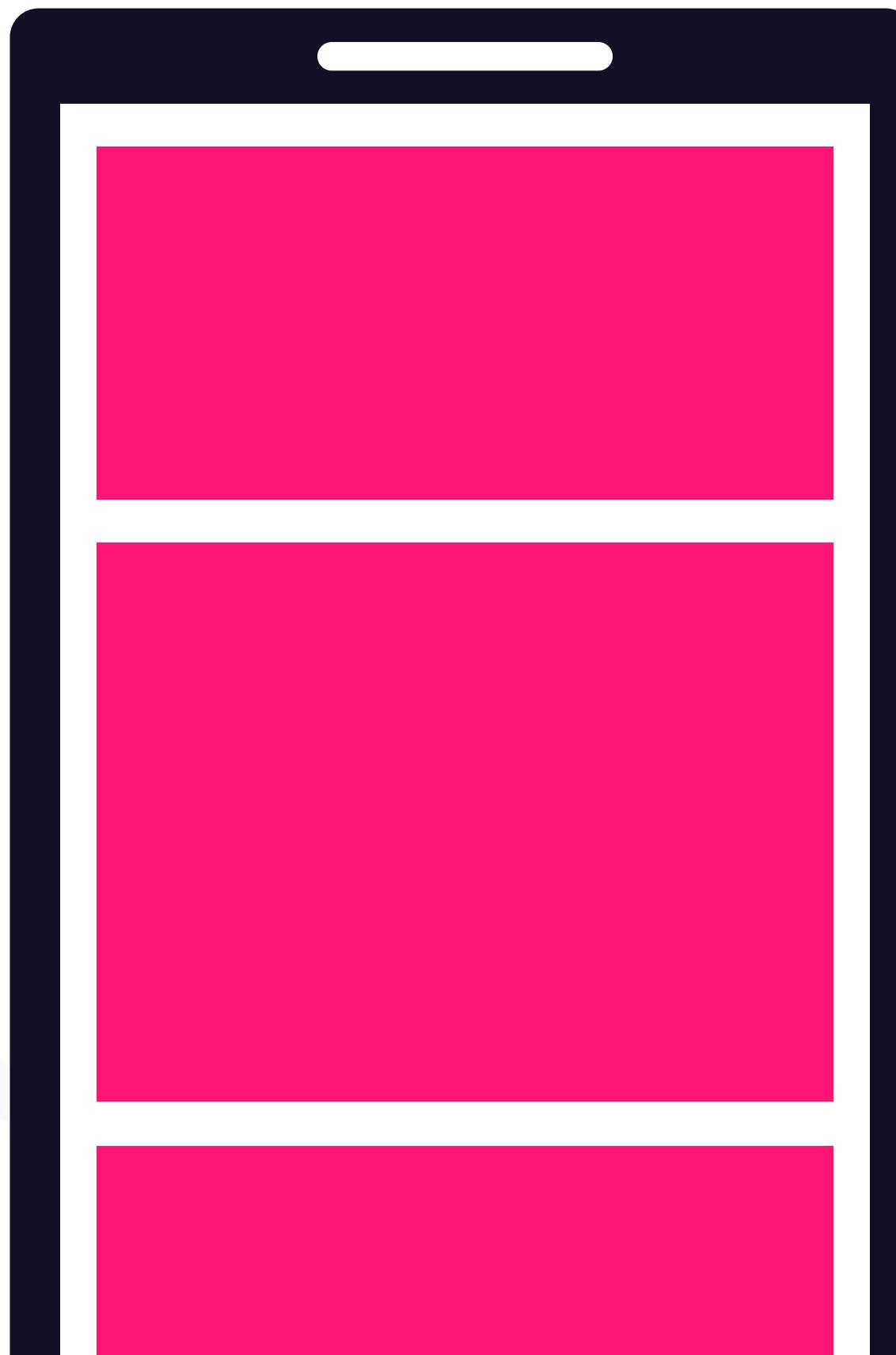
Single-Column Layout



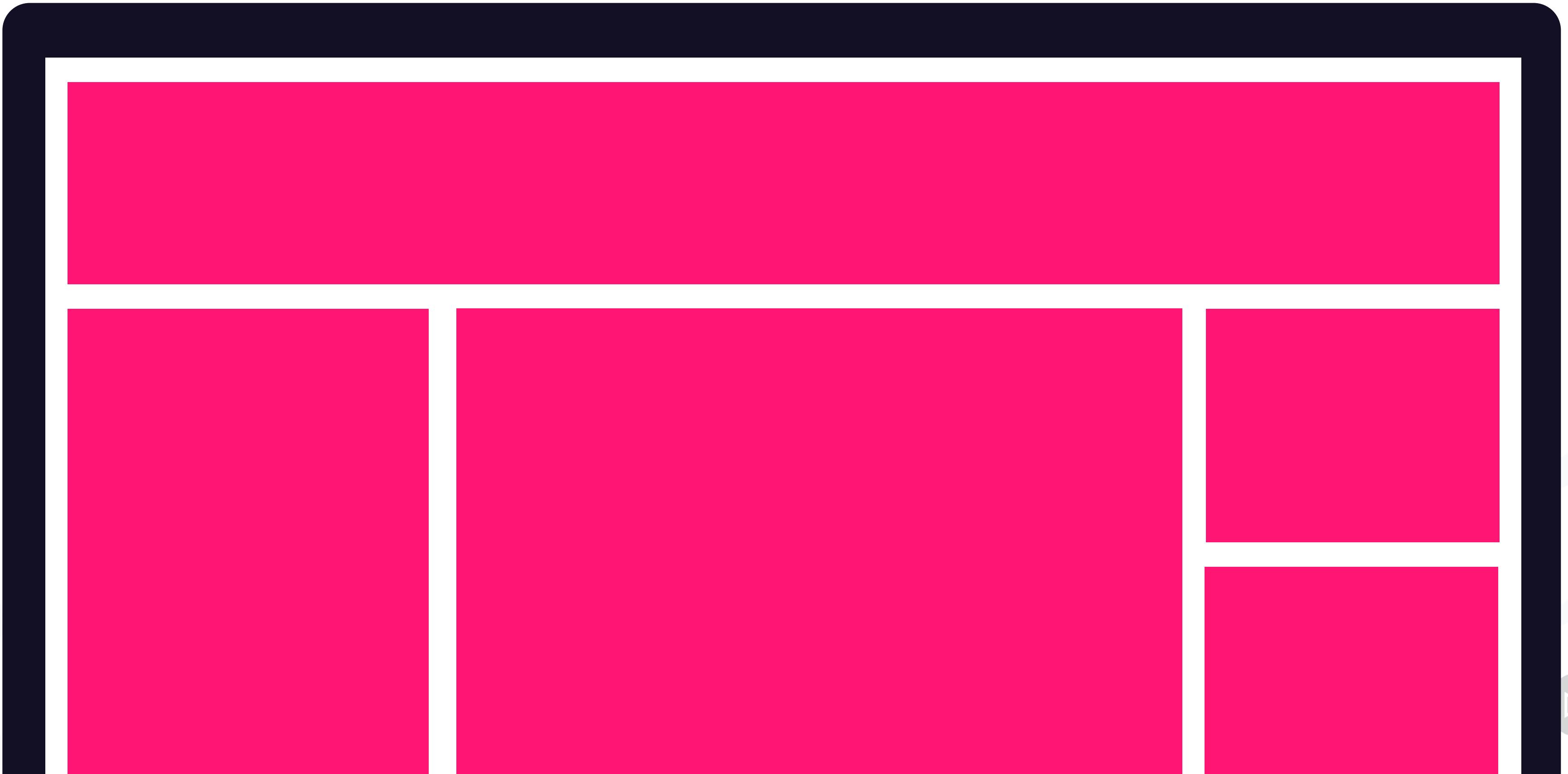
Single-Column Layout



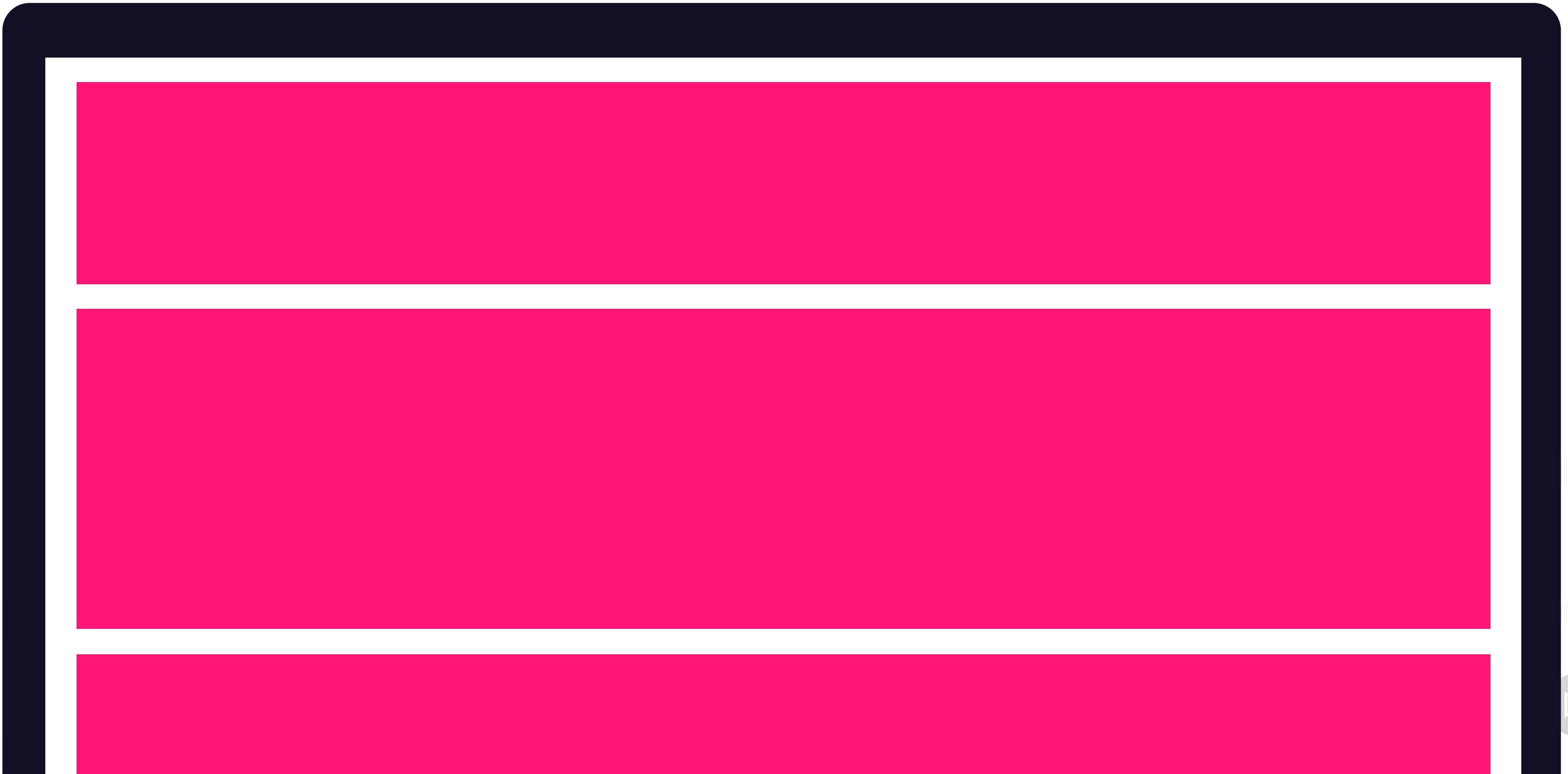
Single-Column Layout



Single-Column Layout



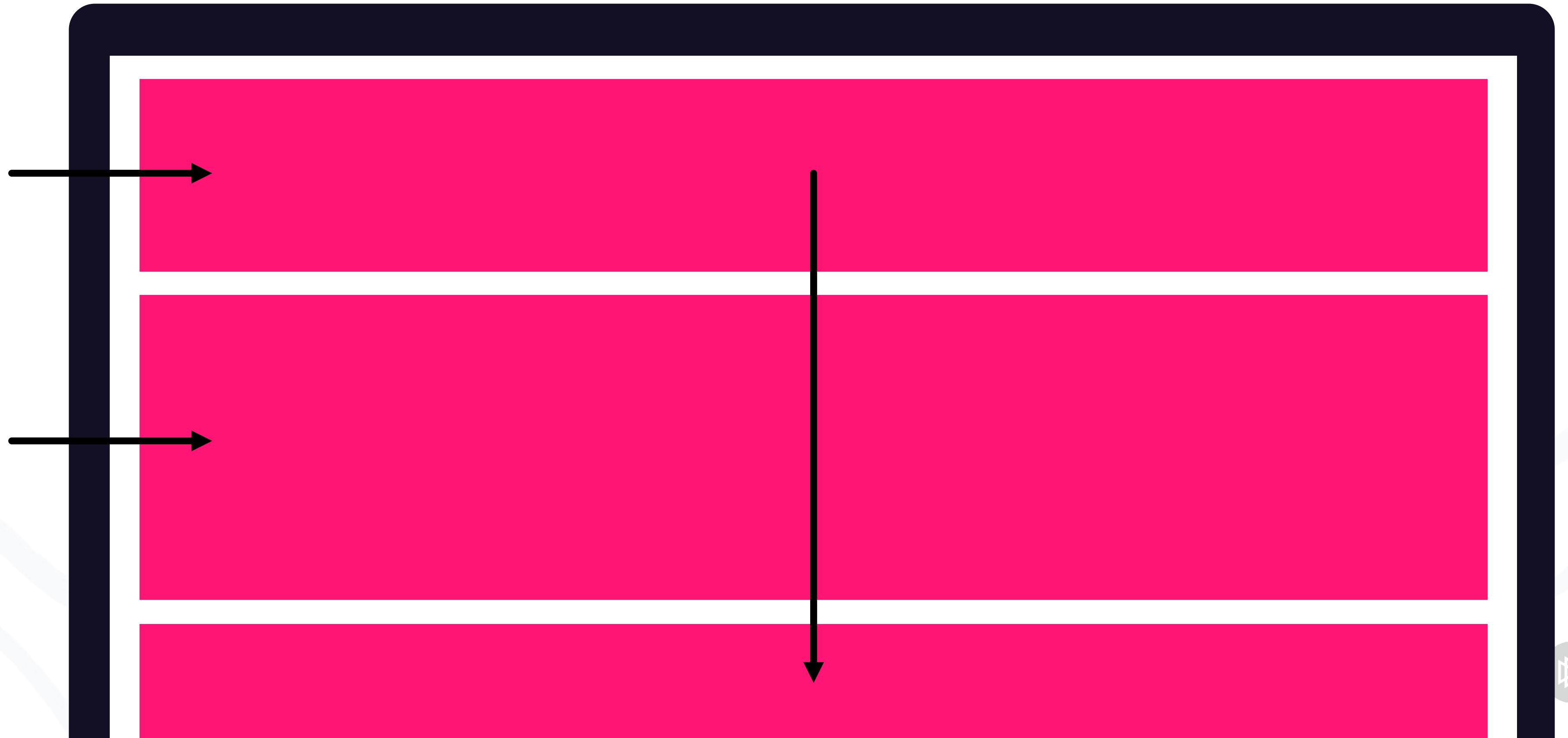
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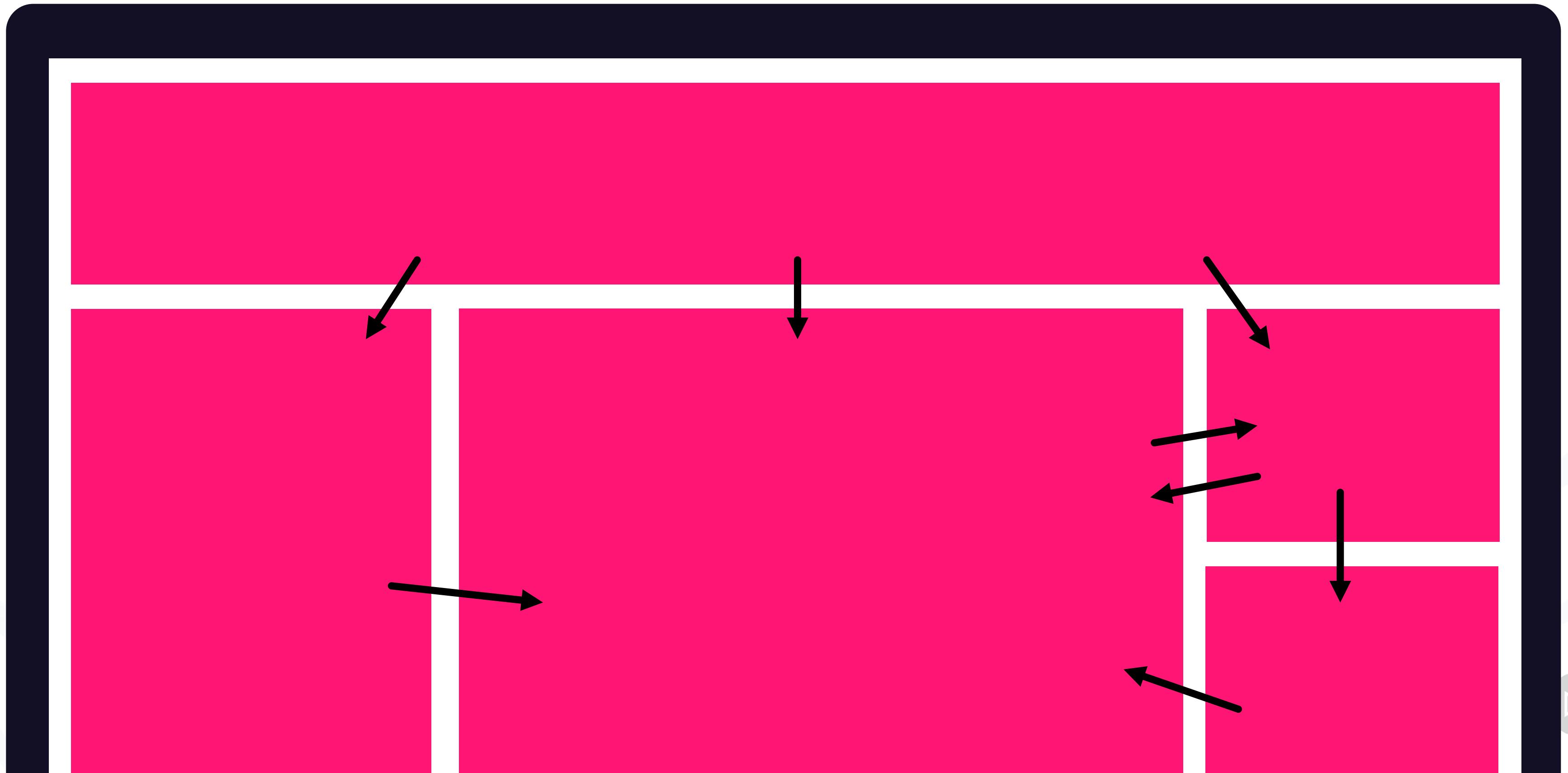
Single-column layouts are easy to scan



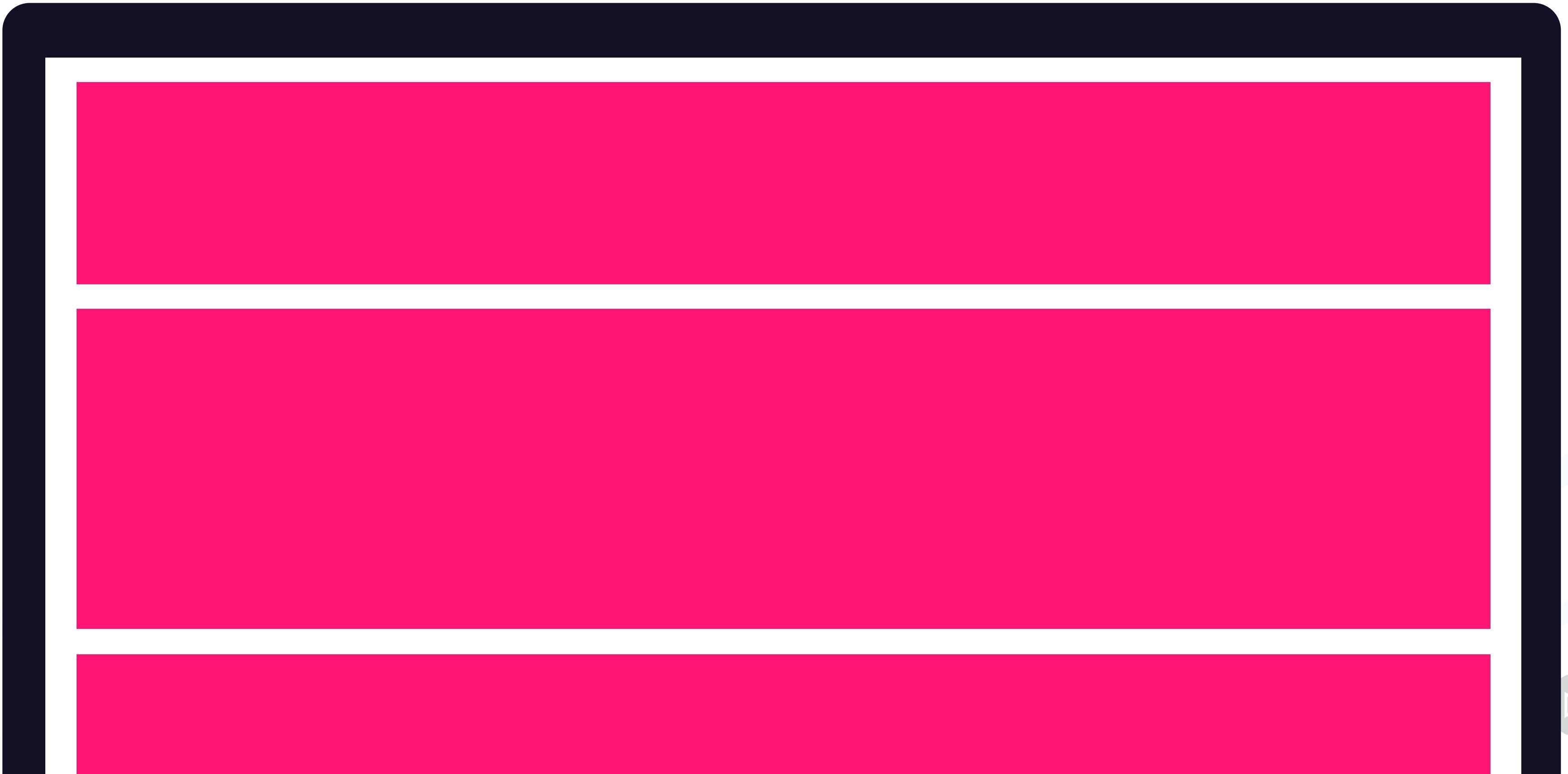
Single-Column Layout



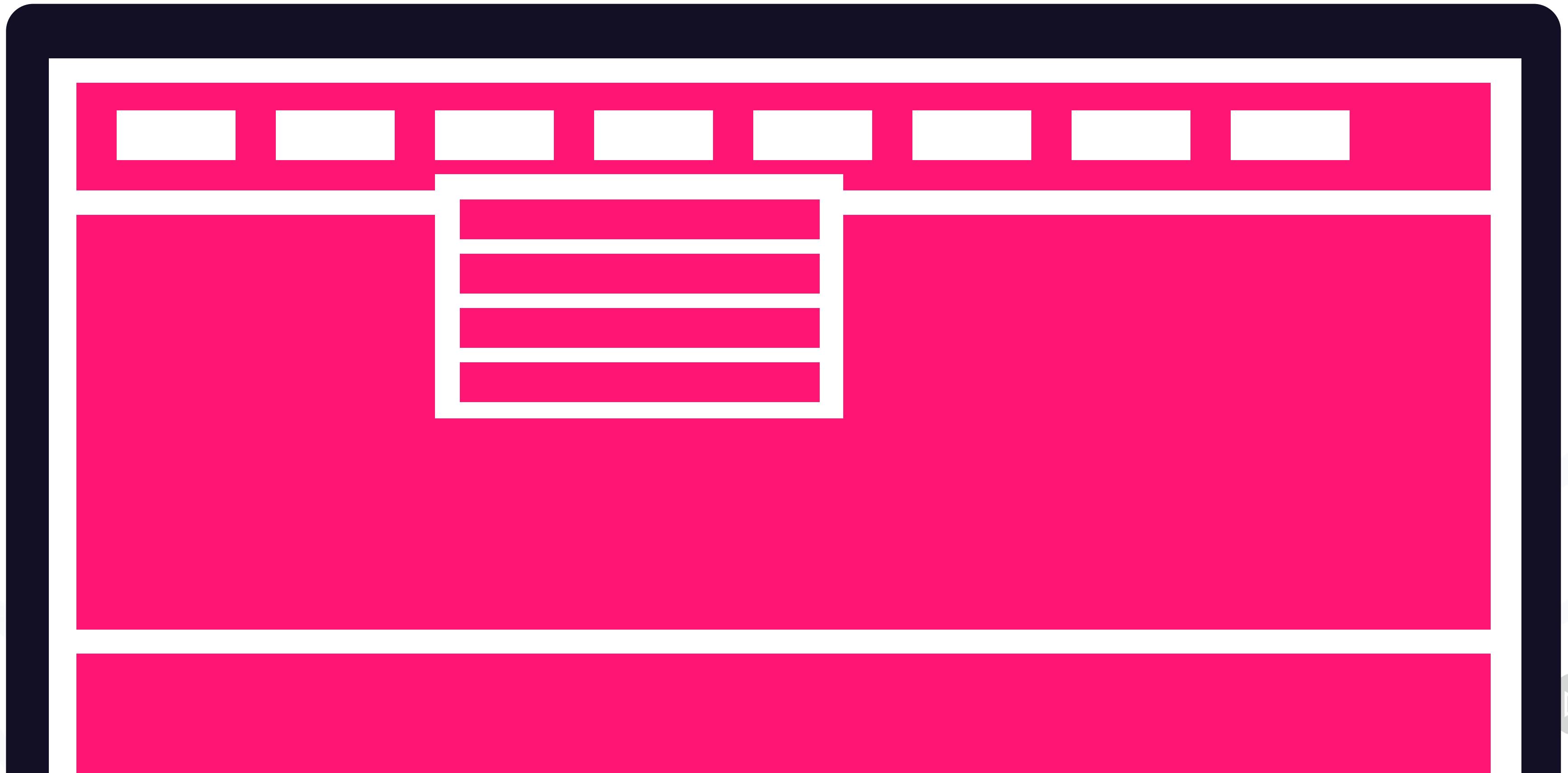
Single-Column Layout



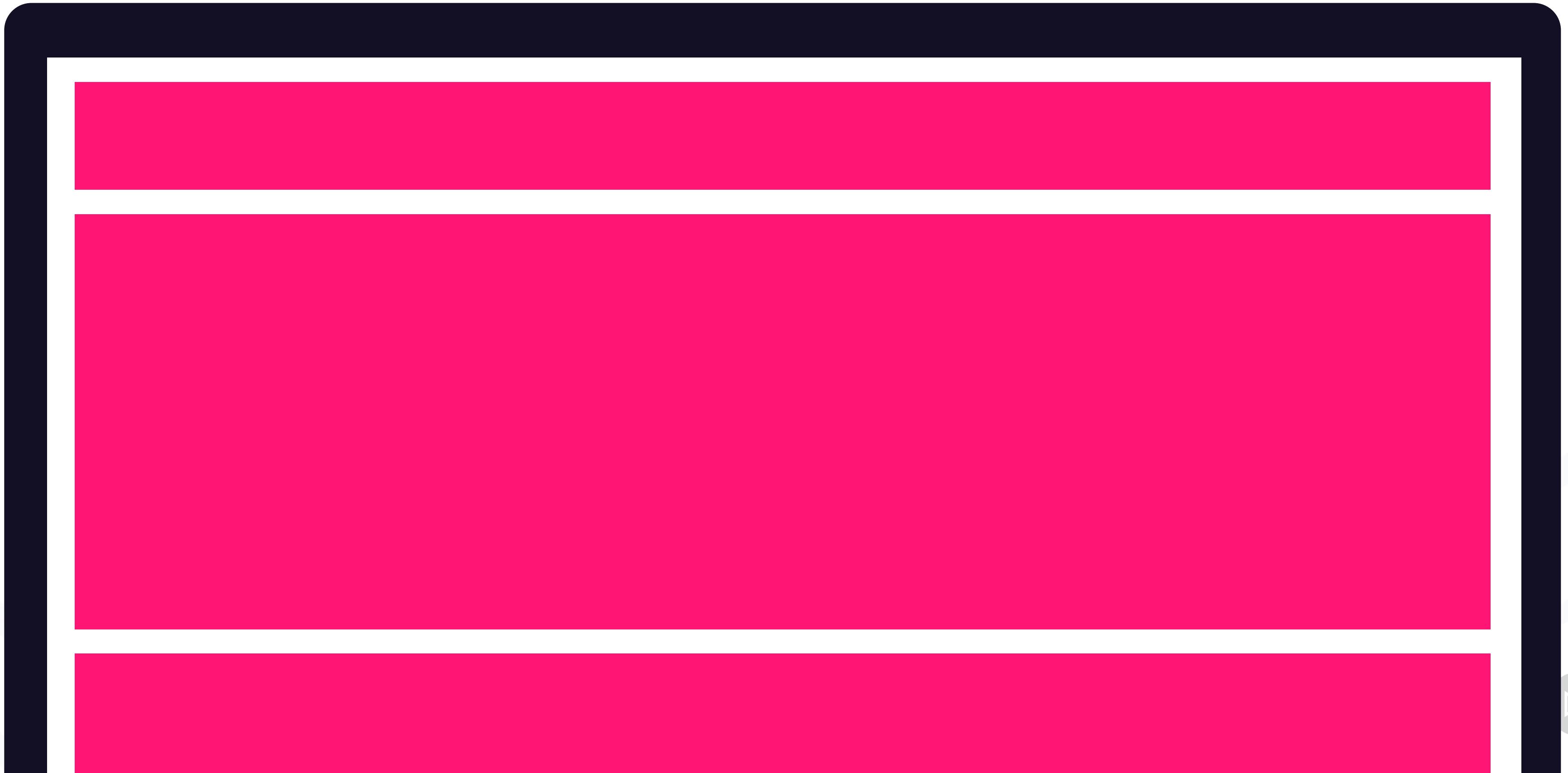
Single-Column Layout



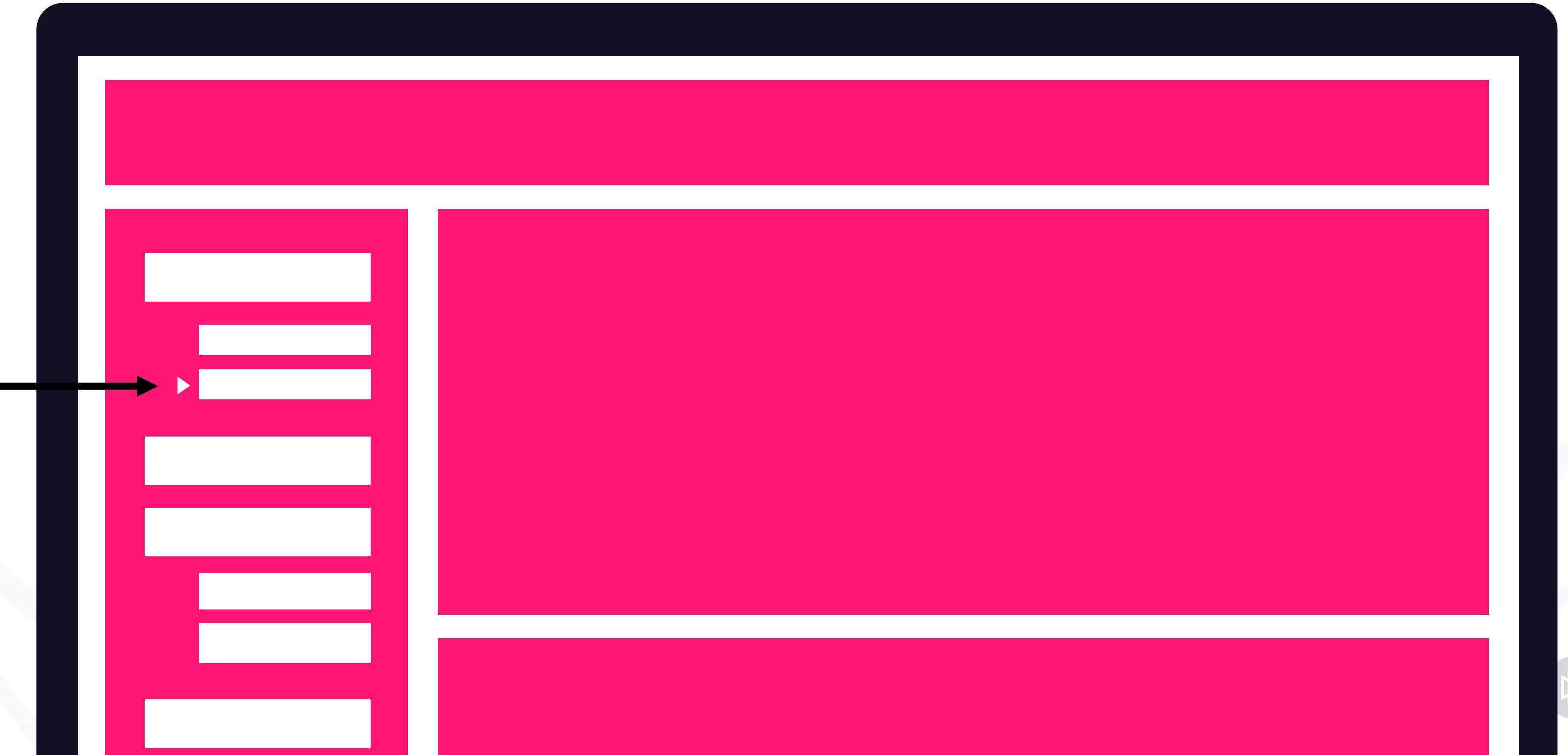
Fixed Sidebar Layout



Fixed Sidebar Layout



Fixed Sidebar Layout



Fixed Sidebar Layout



Fixed Sidebar Layout



Holy Grail Layout



Some notes on common layouts

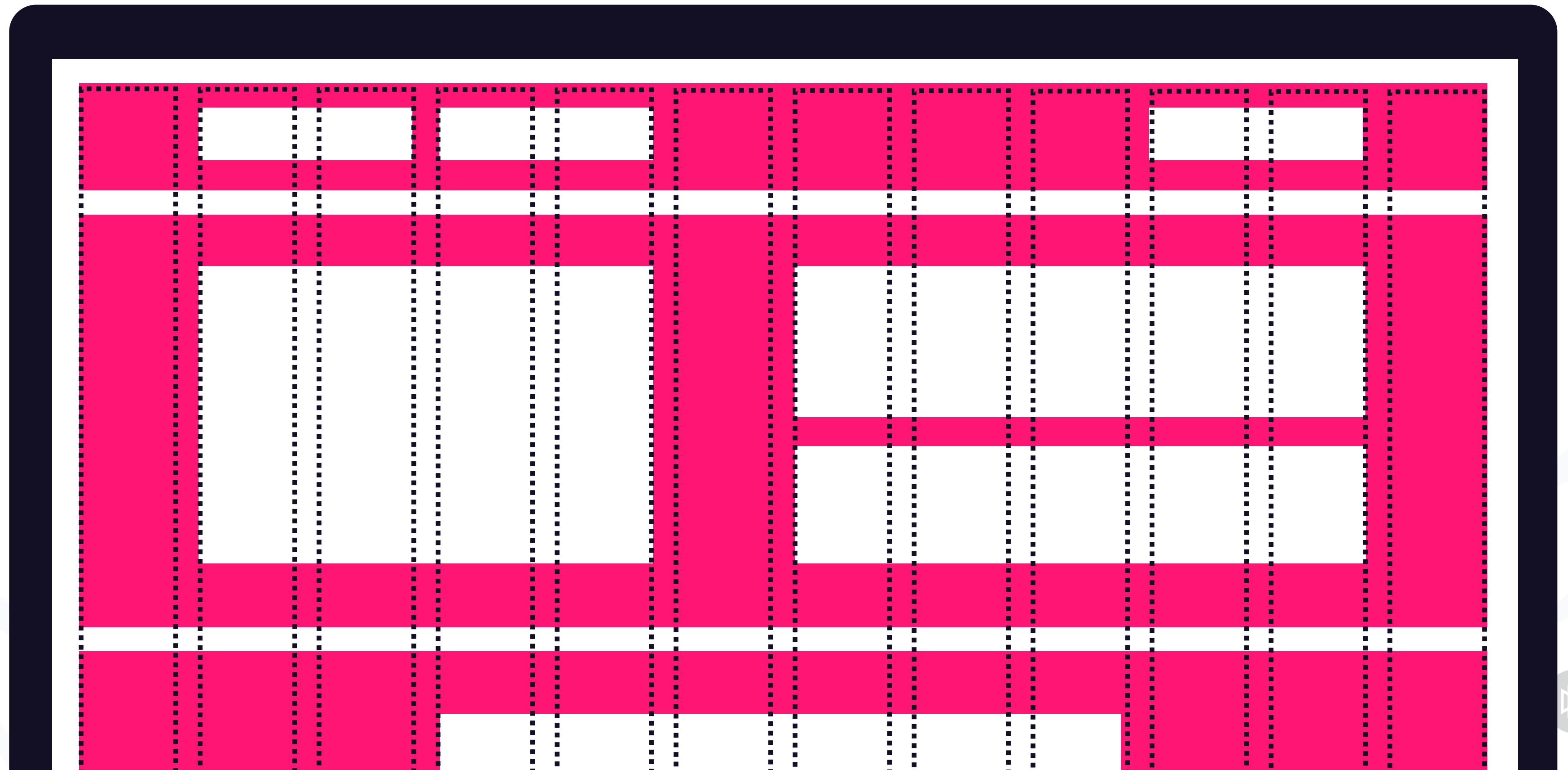
Layout columns are different from grid columns

There can be variety within categories

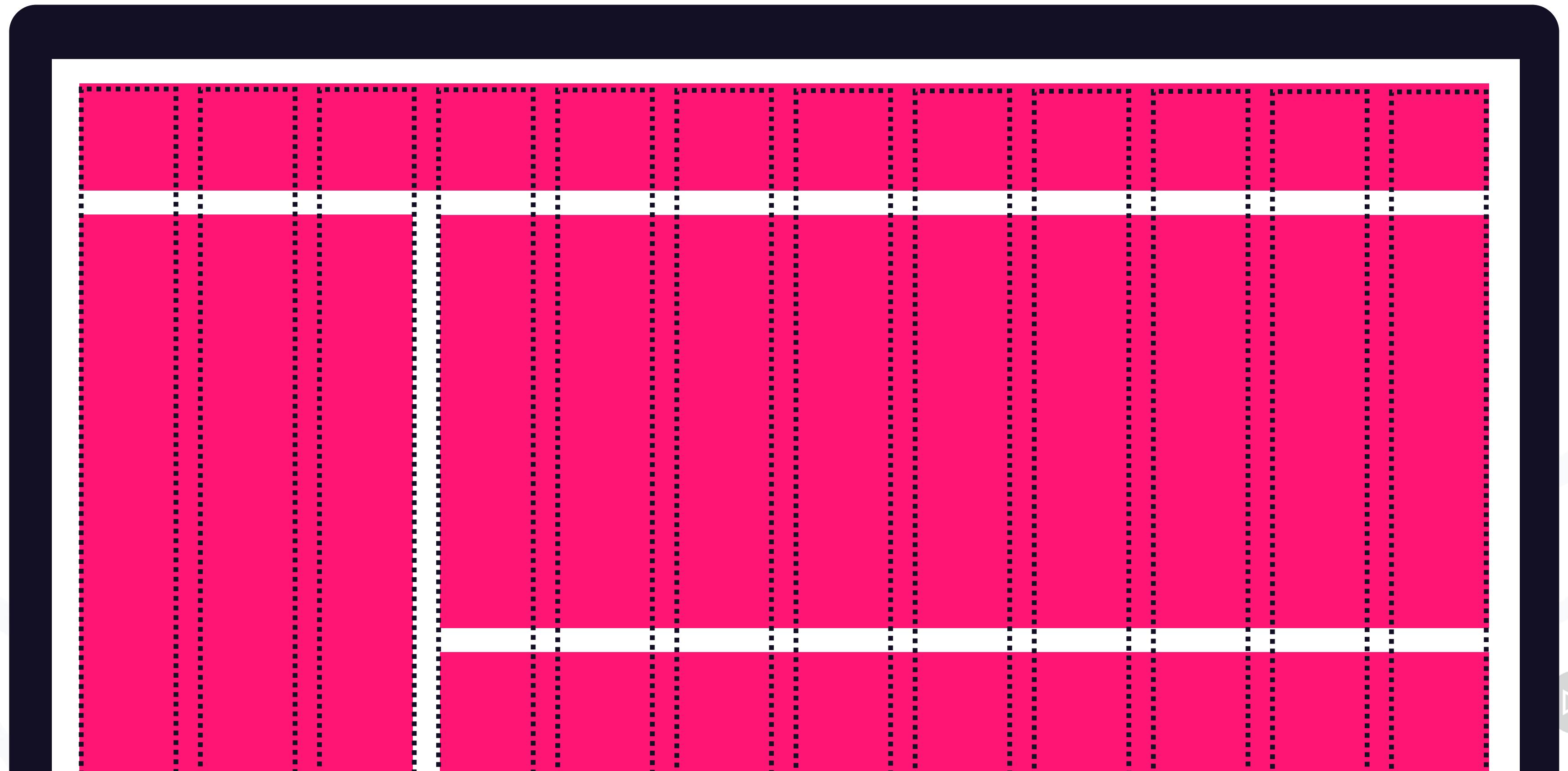
Predicting where a user will look gets harder when you add columns



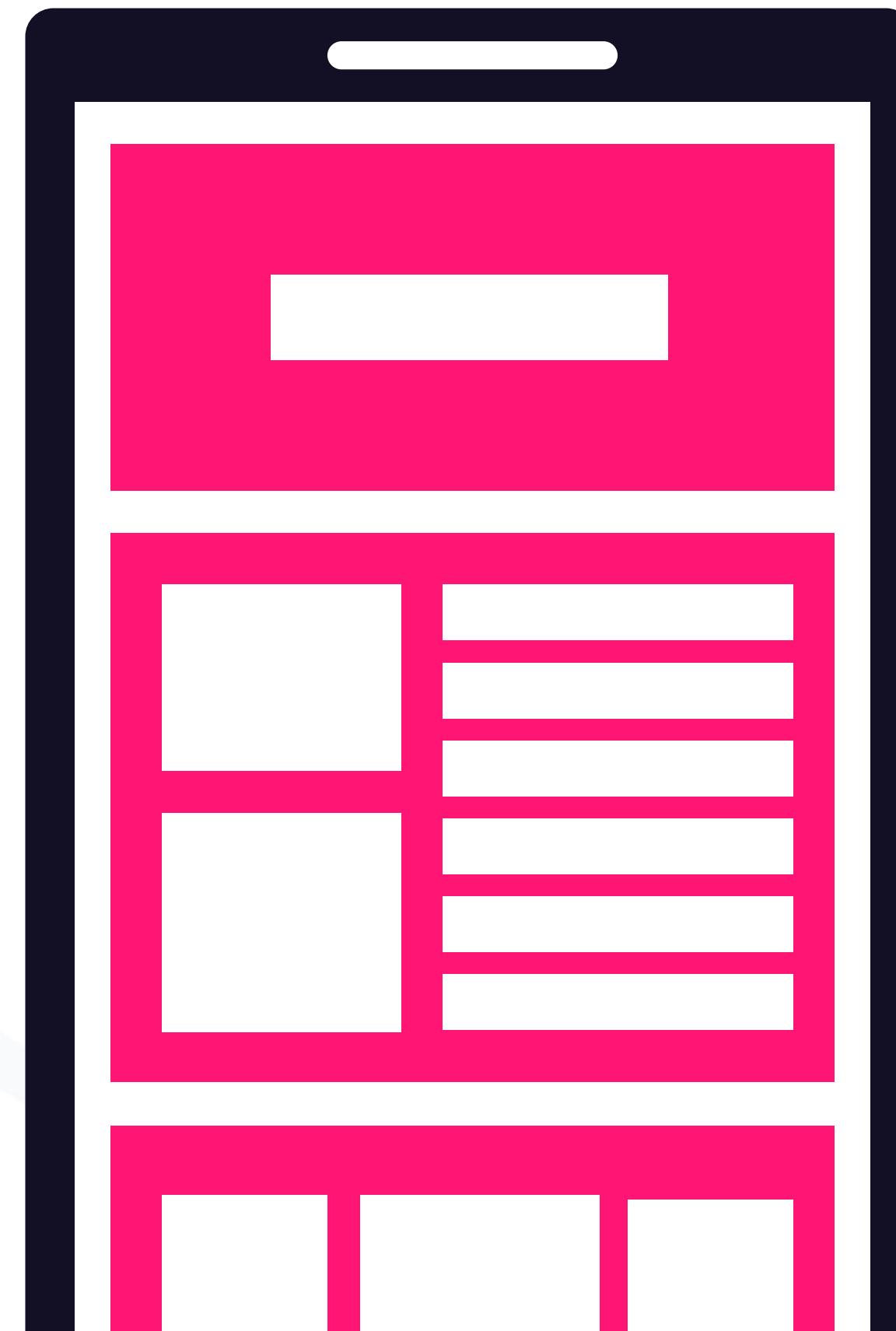
Grid Columns and Layout Columns



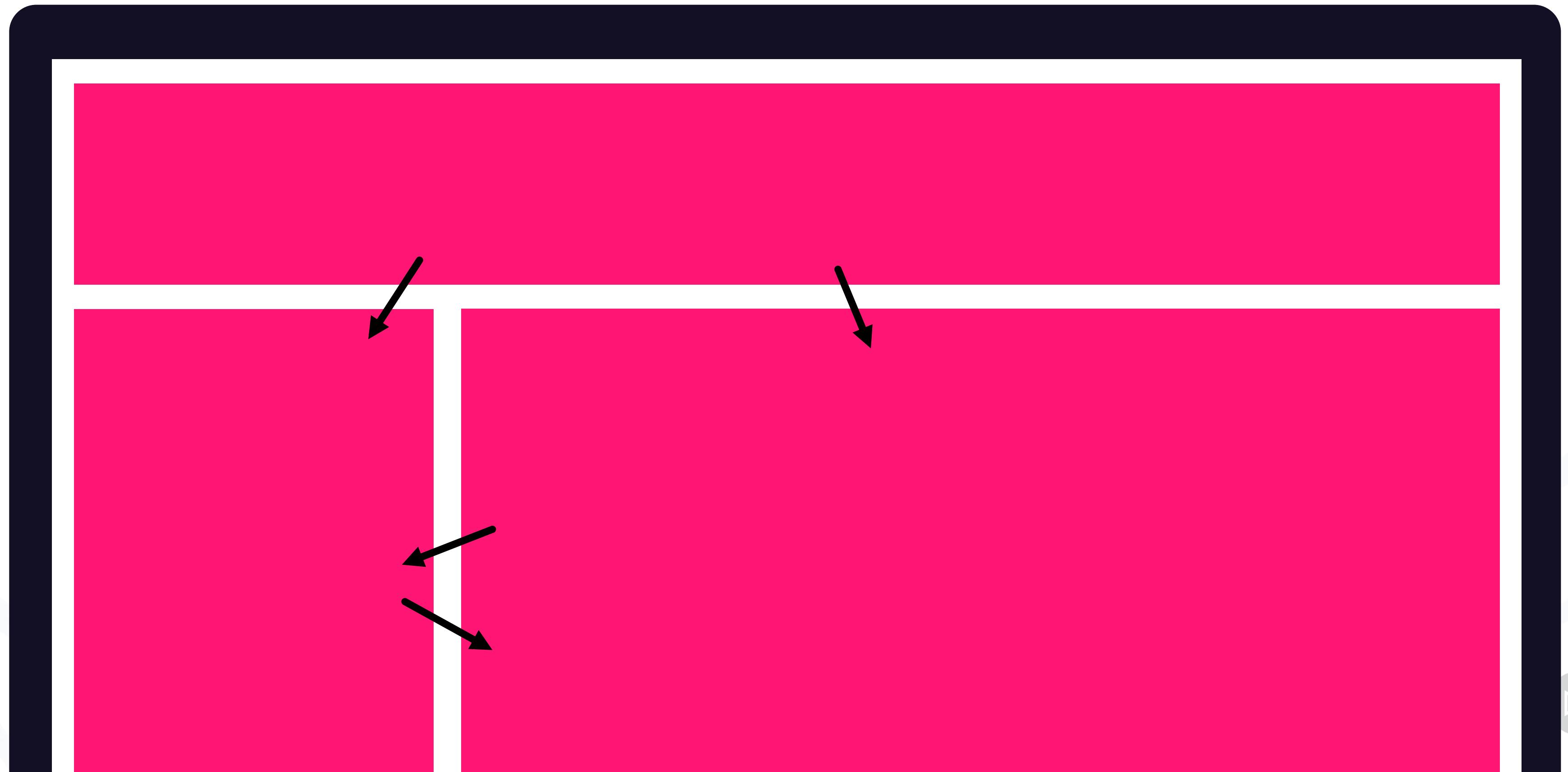
Grid Columns and Layout Columns



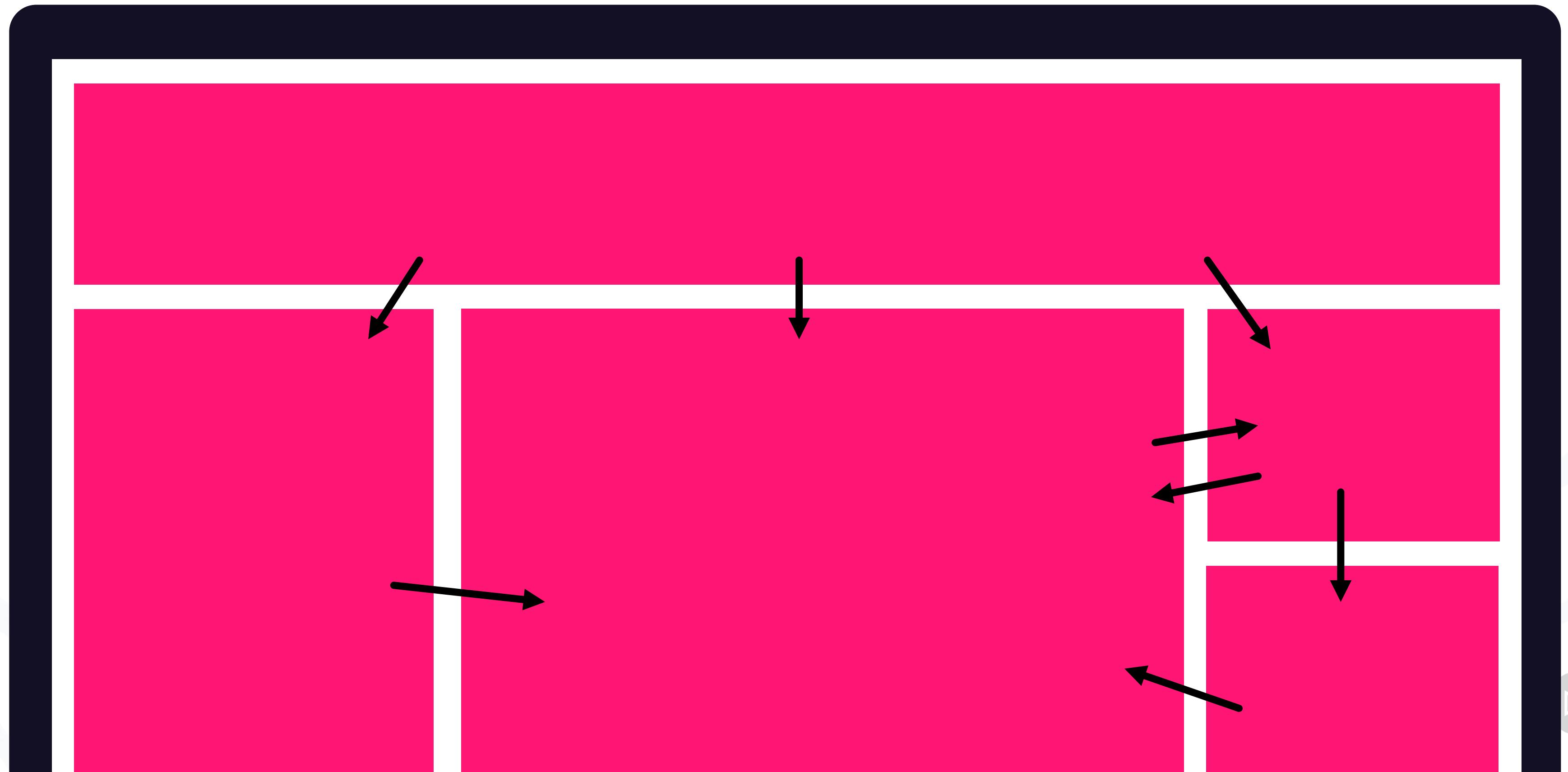
Variety Within Single-Column Layouts



More Columns, More Places to Look



More Columns, More Places to Look



How to Draw a User's Eye

Typography

Visual weight

White space

Many other techniques...



What do I want the user to look at first?



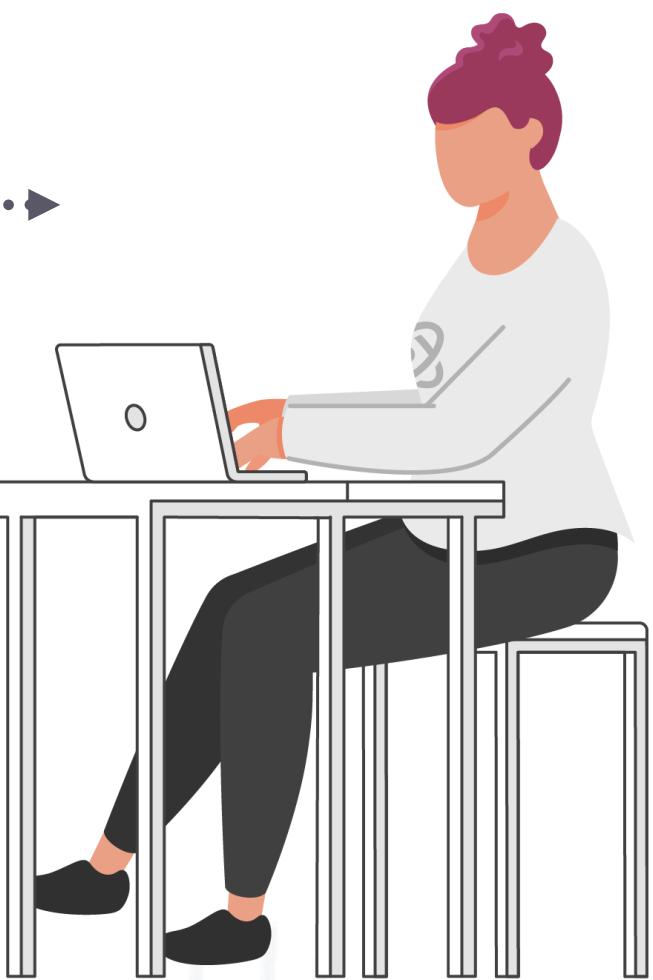
Up Next:

Designing a Layout In Action



Designing a Layout In Action





Requirement Gathering



Pages:

1. About the Shop
2. Pies
3. Access
4. Home

Design:

Use this logo



Fonts: Unknown

Style: Friendly, traditional



Criticism comes more
naturally than creation



Completed Wireframe

This wireframe shows the layout of the homepage. At the top left is a three-line menu icon. To its right is a white rectangular box labeled "Logo". Below the logo is a "Hero Image" placeholder. Underneath the hero image is a text area containing "Some interesting line to summarize Bethany's Pie Shop". A horizontal line separates this from the "About Bethany" section, which contains a title and several horizontal gray bars representing copy or images. Another horizontal line separates this from the "Pies" section, which also contains a title and similar visual elements. A final horizontal line separates this from the "Visit Us" section, which includes a "Visit Us" button. At the very bottom is a black footer bar with copyright information and navigation links: "Home", "About", "Pies", and "Access".

Logo

Hero Image

Some interesting line to summarize Bethany's Pie Shop

About Bethany

Pies

Visit Us

Copyright 2023, Bethany's Pie Shop

Home
About
Pies
Access

This wireframe shows the layout of the "Pies" page. At the top right are two navigation links: "Pies" and "About". The main content area features a large text block: "Some interesting line to summarize Bethany's Pie Shop". To the right of this text is a white box titled "About Bethany" containing several horizontal gray bars. Below this is another horizontal line separating the text from the "Pies" section. The "Pies" section contains a title and several horizontal gray bars. To the right of the title is a large image placeholder divided into four quadrants, each containing a smaller gray square. A "Our Pies" button is located at the bottom of this section. A horizontal line separates this from the "Visit Us" section. The "Visit Us" section includes a large image placeholder and two sets of horizontal gray bars labeled "Address" and "Hours". At the very bottom is a black footer bar with copyright information and navigation links: "Home", "About", "Pies", and "Visit Us".

Pies

About

Some interesting line to summarize Bethany's Pie Shop

About Bethany

Pies

Our Pies

Visit Us

Address

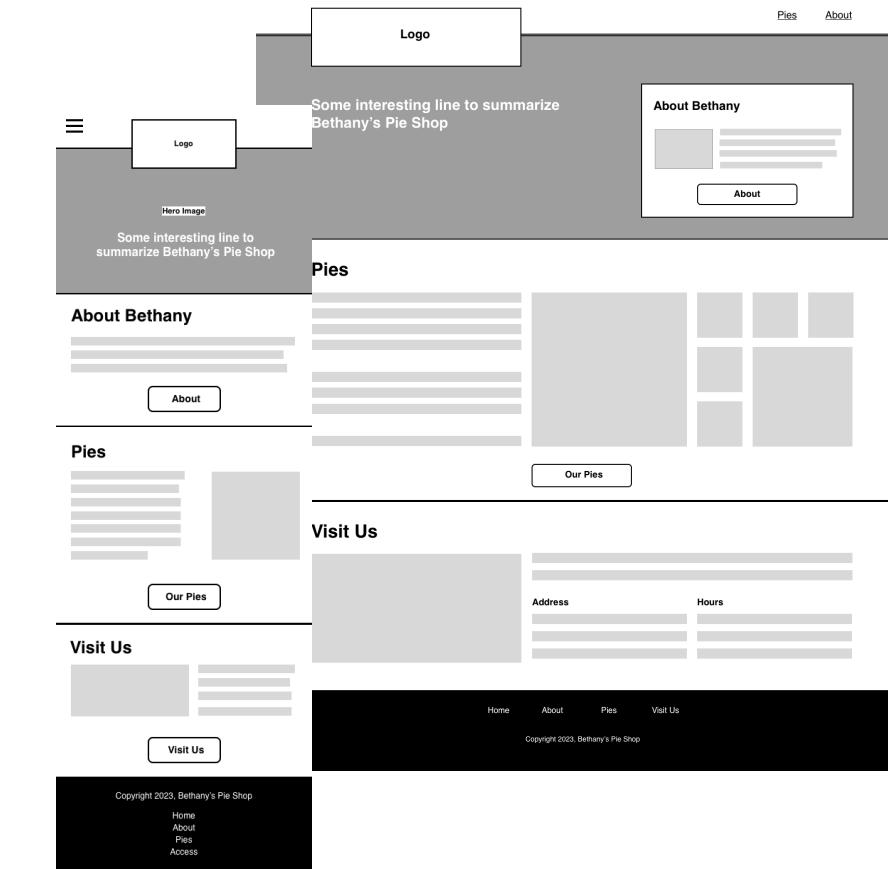
Hours

Copyright 2023, Bethany's Pie Shop

Home
About
Pies
Visit Us



Wireframe Validation



I like it!
More pictures, especially pies
No picture in Visit Us on mobile
About section about Shop



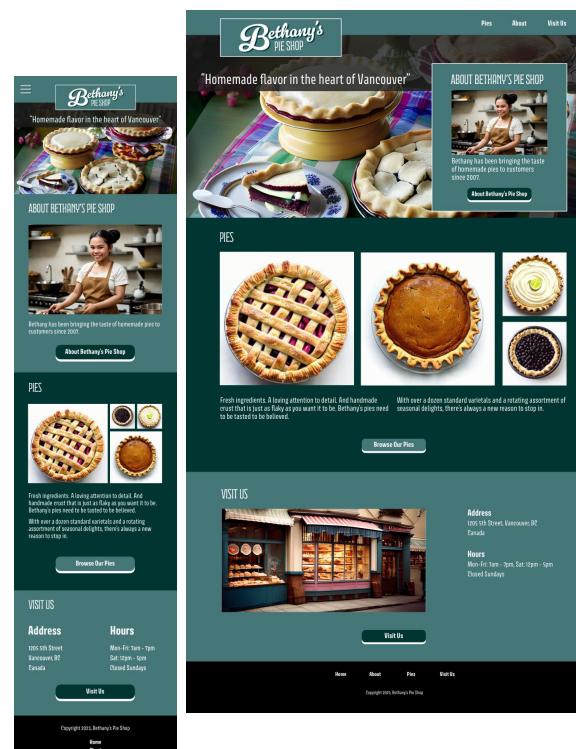
Completed Mockups (Draft 1)

The mobile version of the website features a dark teal header with the shop's name and a "Homemade flavor in the heart of Vancouver" tagline. Below the header is a grid of pie images. A sidebar on the left contains sections for "ABOUT BETHANY'S PIE SHOP" (with a photo of Bethany and a bio), "PIES" (with a large image of a lattice-topped pie and smaller images of other pies), and "VISIT US" (with address and hours information). A footer at the bottom includes a "Visit Us" button and copyright information.

The desktop version of the website has a similar layout but with a larger main image of various pies. It includes a "PIES" section with four large images of different pie types. Below this are two descriptive paragraphs about the quality of the pies. A "Browse Our Pies" button is located here. The "VISIT US" section features a photograph of the storefront. The footer includes a "Visit Us" button and copyright information. Navigation links for Home, About, Pies, and Visit Us are at the very bottom.



Mockup Validation



Way too much green!



Mockup Validation



The image shows two versions of a website for "Bethany's Pie Shop" side-by-side, connected by a horizontal dotted arrow. The left version is a mobile or tablet layout, and the right version is a desktop layout. Both pages feature the shop's name in a logo, a banner with a photo of a pie, and sections for "About", "Pies", and "Visit Us". The desktop version includes a navigation bar with "Pies", "About", and "Visit Us".

Looks good!



Completed Mockups



PIES

Fresh ingredients. A loving attention to detail. And handmade crust that is just as flaky as you want it to be. Bethany's pies need to be tasted to be believed.

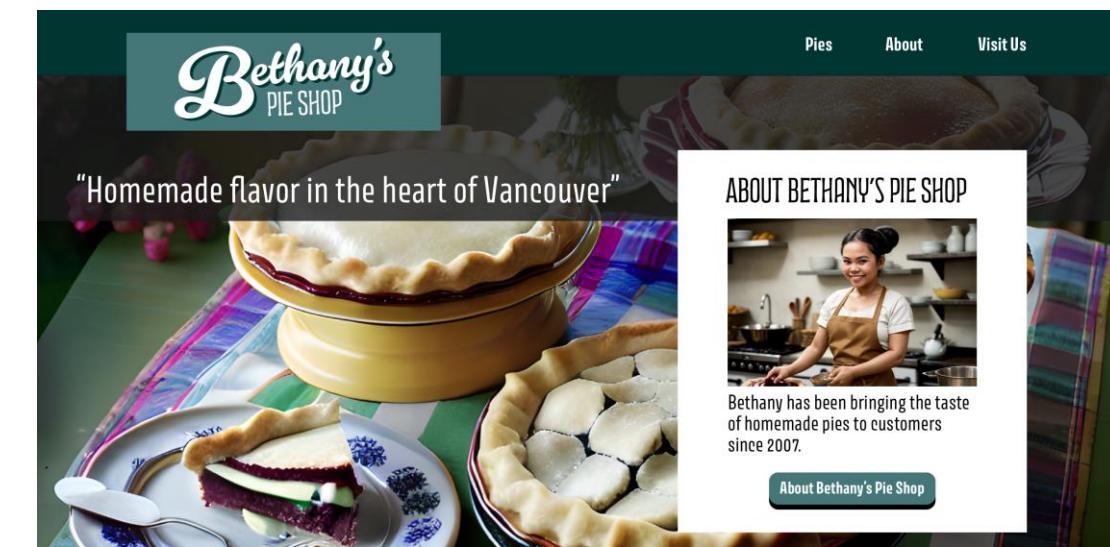
With over a dozen standard varietals and a rotating assortment of seasonal delights, there's always a new reason to stop in.

[Browse Our Pies](#)

VISIT US

Address	Hours
1205 5th Street Vancouver, BC Canada	Mon-Fri: 7am - 7pm Sat: 12pm - 5pm Closed Sundays

[Visit Us](#)



PIES

Fresh ingredients. A loving attention to detail. And handmade crust that is just as flaky as you want it to be. Bethany's pies need to be tasted to be believed.

With over a dozen standard varietals and a rotating assortment of seasonal delights, there's always a new reason to stop in.

[Browse Our Pies](#)

VISIT US

Address
1205 5th Street
Vancouver, BC
Canada

Hours
Mon-Fri: 7am - 7pm
Sat: 12pm - 5pm
Closed Sundays

[Visit Us](#)



Benefits of Design Workflow

For Me

Unlikely to have large change requests

Easy to make changes while designing

For Bethany

Three updates in first few days

Feels like the page is coming together

Feels like she will be satisfied



Up Next:

Clean Code

