Chapter 4

Layout and Design

Head First Web Design

Design is about audience

RPM Records needs our help

audience with personas

Name: **Ann**

Age: **28**

Internet Connectivity: **DSL**

Avg. time online/week for leisure: **15 hours**

Browser of choice: **Firefox**

Operating System: **Windows XP**

Screen Resolution: **800x600**

Occupation: **Student**

Details: **Ann considers herself very tech-savvy. She actively participates in social networks and online communities. She also regularly shops online. Her laptop (which is a little old, but all she can really afford right now) is her primary computer—and where she does all of her web browsing.**

Building two personas widens the audience you can build your site for

Name: Susan
Age: 30
Internet Connectivity: Cable
Music of Choice: Rap/Hip Hop
Browser of choice: Firefox
Operating System: Mac OS X
Screen Resolution: 1024x768
Occupation: Student
Details: Susan is grad student and spends a fair amount of time online outside school. She is very tech-savvy and likes to shop and buy music online for her MP3 player. Her PC is a laptop so she can easily take notes in class and study outside her apartment.

Name: Jon
Age: 24
Internet Connectivity: DSL
Music of Choice: Pop
Browser of choice: Internet Explorer
Operating System: Windows XP
Screen Resolution: 800x600
Occupation: Architect
Details: Jon is a busy guy and only spends about an hour a day outside of work online. He uses the family computer to read news and a few architectural blogs online. Occasionally, he buys books and music from Amazon when he can't make it out to the store.
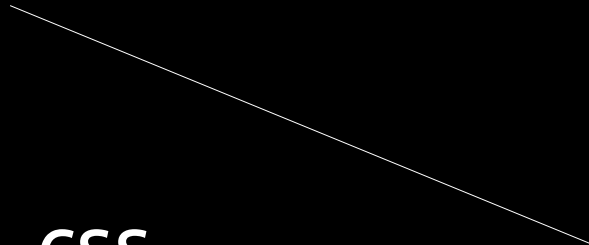
Resolution impacts design and layout
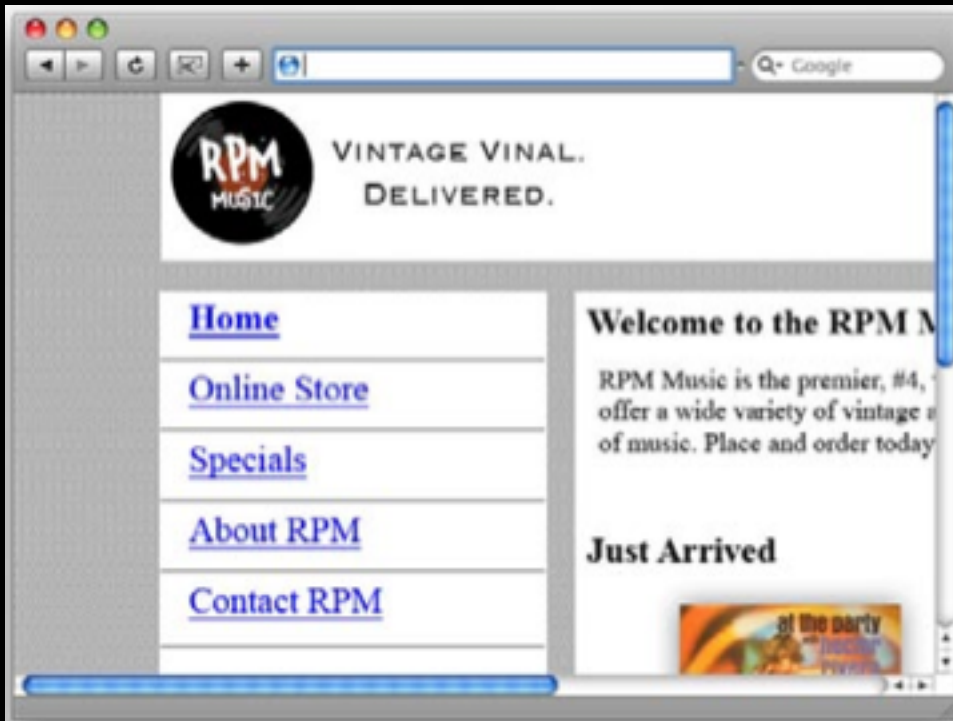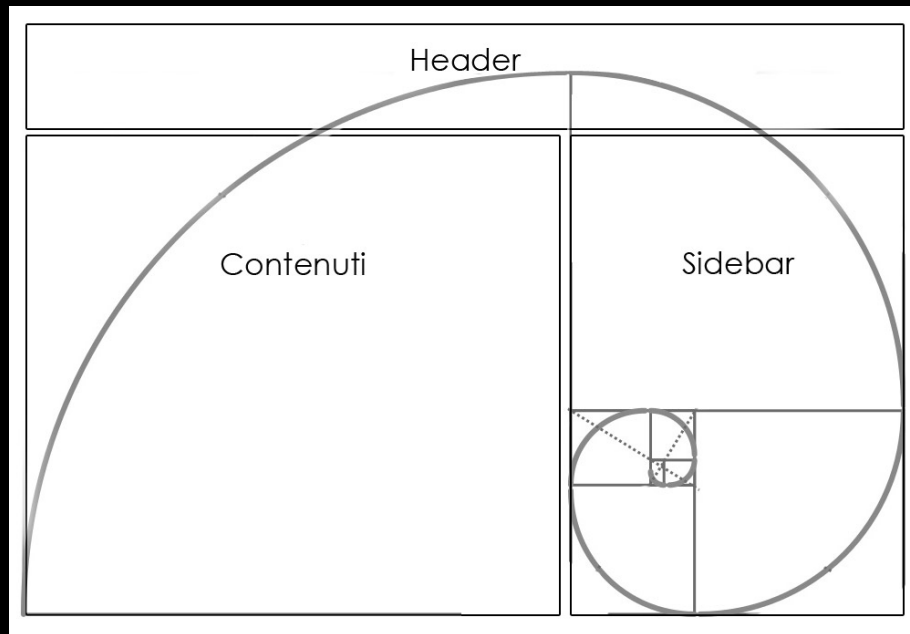

640x480

1280x800

«resolution» methods
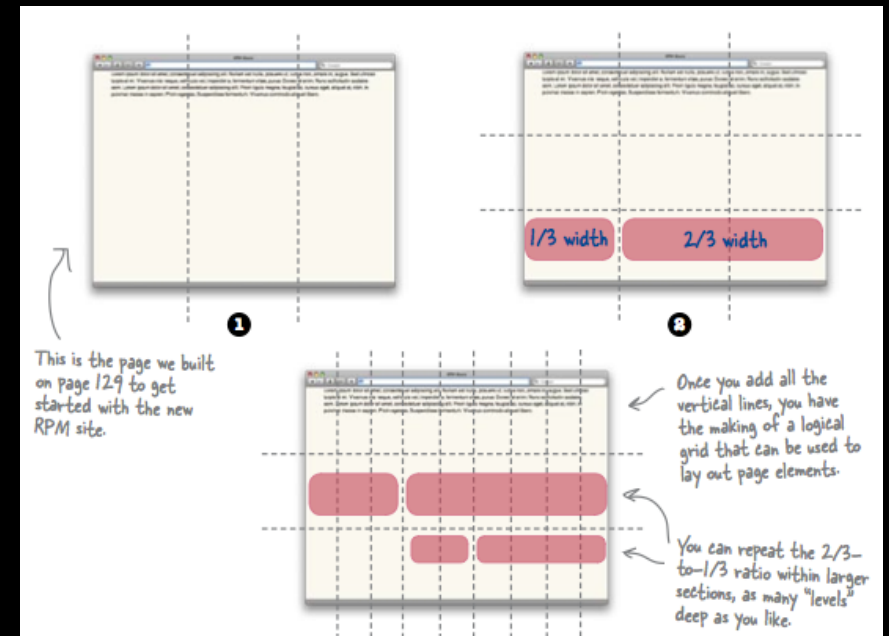
- JavaScript
- Html
- JavaScript+ css
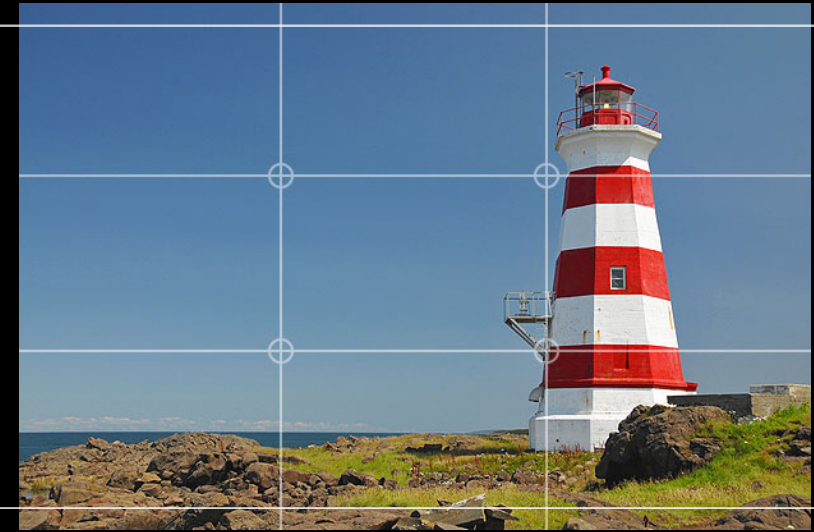
window.screen.availHeight
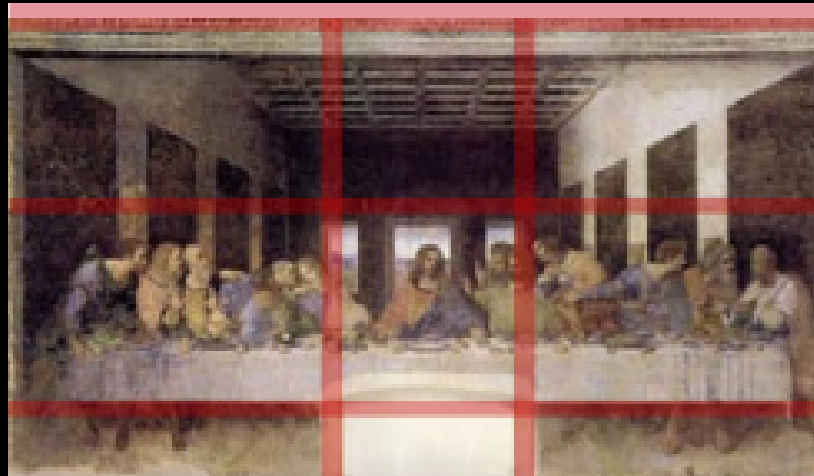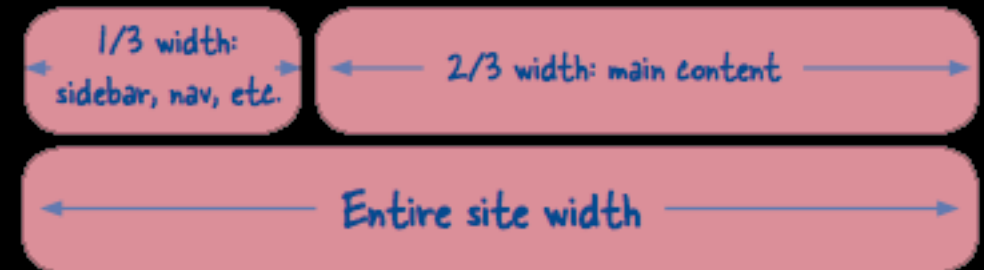window.screen.availWidth
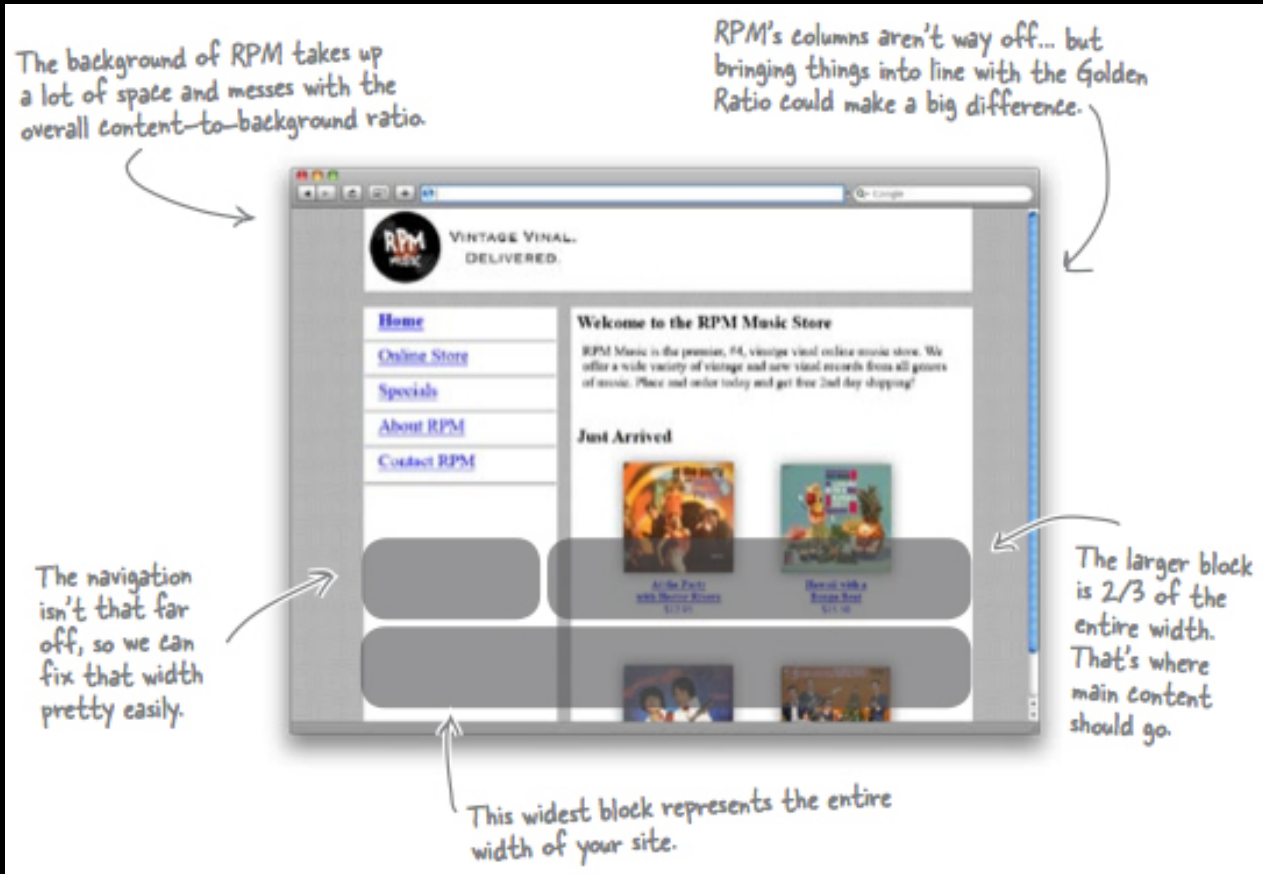
Grid

golden ratio

the rule of thirds

Examples

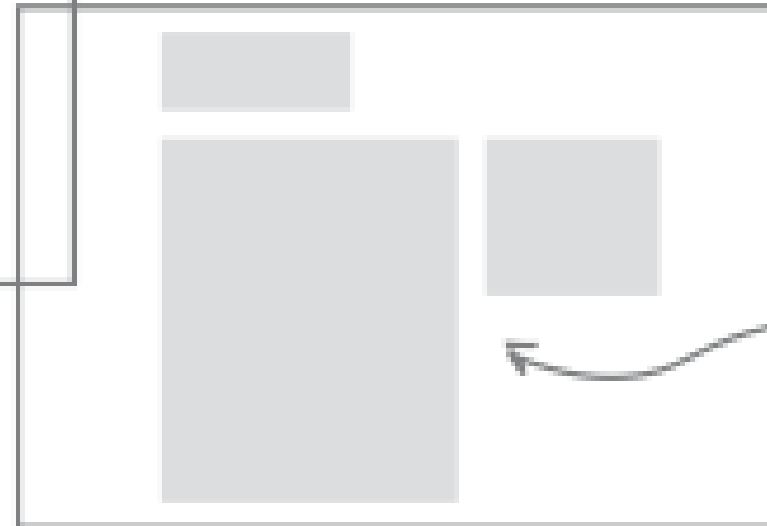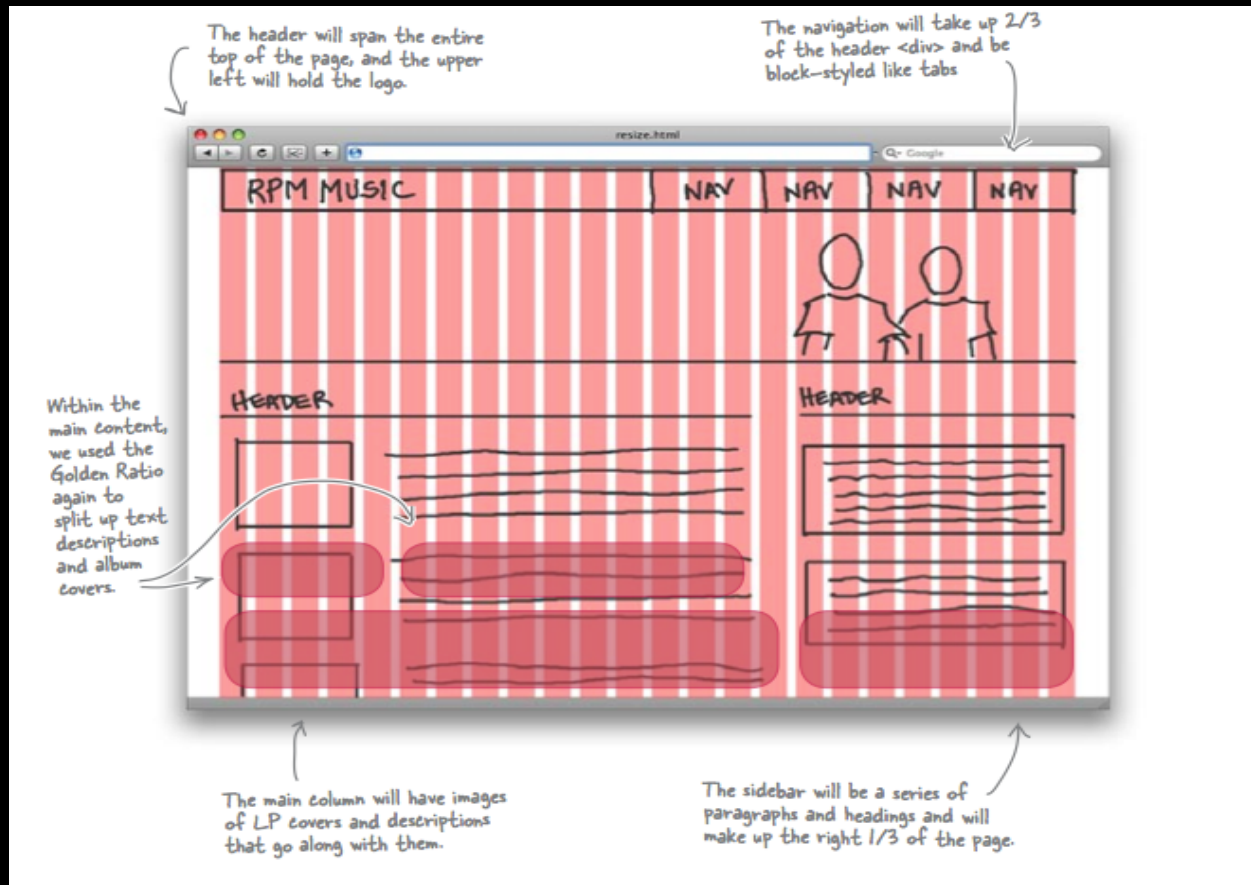# the Golden Ratio: An (anti) case study

layout

our new layout

link