

Page layout has to do with the placement of information on a page or several pages. Well laid out pages look better to the viewer and are easier to read and understand.

In terms of layout, the web is very new. But page layout has been applied to the printed page for centuries. These are a few differences between the two that you should be aware of:

### **Printed Page Layout -**

You know the size of the page you're designing for.

Printed pages are static.

You usually know the order in which people will view your pages.

You want to use the highest resolution graphics possible.

You have complete control over how text will look (fonts, colors, etc).

### **Web Page Layout:**

You can't predict the size of the page you're designing for. That depends on the viewer's screen resolution and whether he/she is viewing the page full screen or "in a window". For this reason, it's VERY important to put the content that MUST be seen closer to the top, left quadrant of the page. It's most likely to be seen there without scrolling.

Web pages are dynamic. You don't know the order in which people will view your pages.

You want to use lower resolution graphics that load quickly.

Viewers will only see your page in the font you selected if they have that font installed on their system. Fonts that are most likely available on all systems are called 'web safe fonts'. They can be found at

[http://en.wikipedia.org/wiki/Web\\_typography](http://en.wikipedia.org/wiki/Web_typography).

Colors you use may also vary between browsers and platforms. The colors that are most likely to remain the same are called 'web safe colors'. These can be found at

[http://en.wikipedia.org/wiki/Web\\_colors](http://en.wikipedia.org/wiki/Web_colors).

Tip: Imagine you have a 2 meg image from your digital camera. You optimize it for the web so it loads more quickly reducing the resolution and file size to 85k. Don't overwrite the original image. You can't resize the small image to get back all of the data in the 2 meg original. I generally save a low res image with the same root name as the original but \_s appended on the end. S is for small.