



Layout fundamentals for websites (NMW)

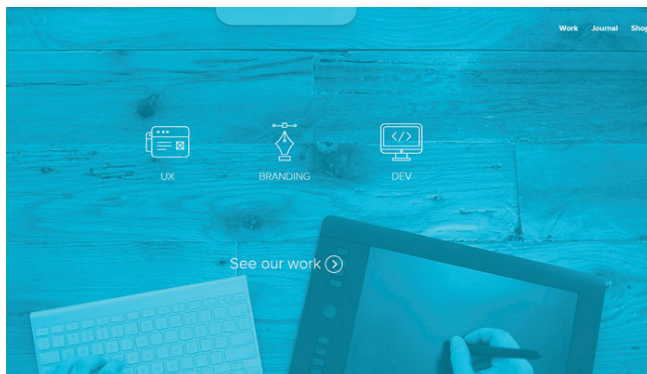
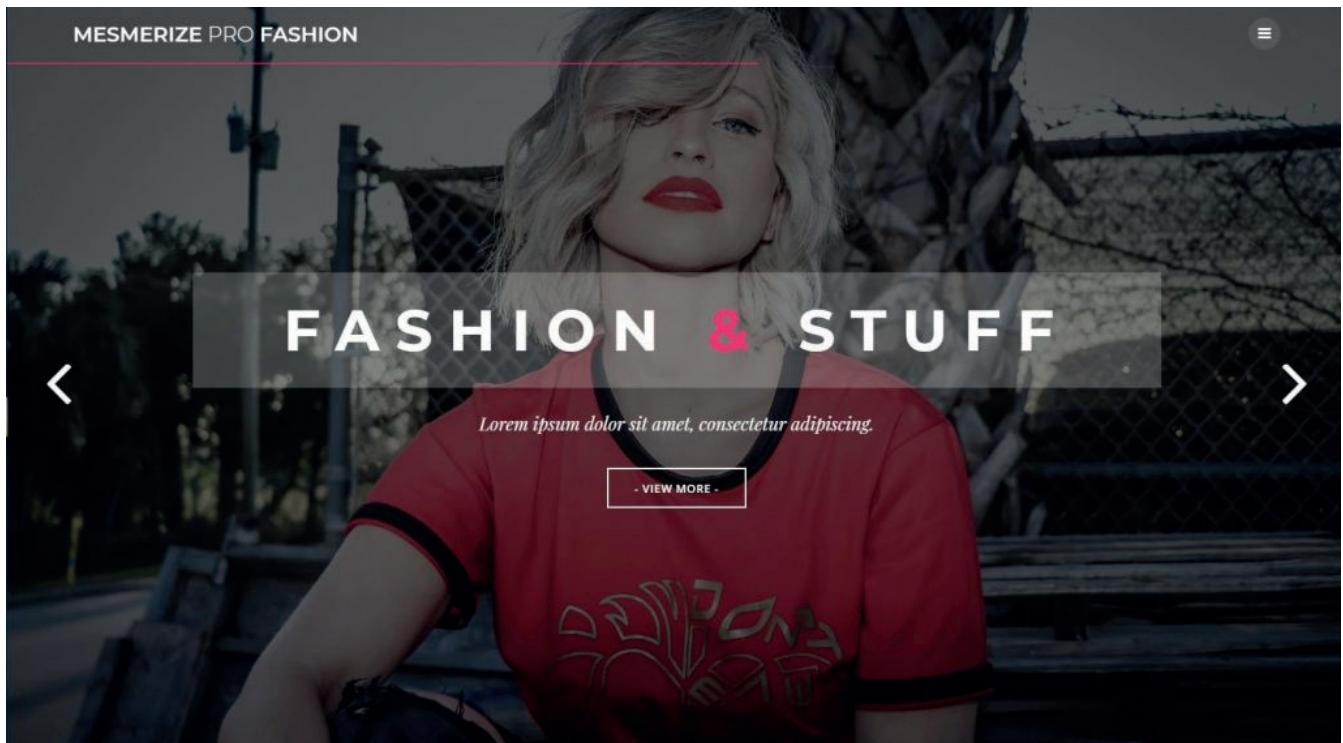
Class 03

Organizing content

Homepage layout has more to do with image composition and titles positioning than actual page layout as it is meant in graphic design for laying out elements of the page of a magazine, for instance. Although more and more websites offer contents right in the first page, it is still pretty common for the home page to be mostly based on images and for section pages to leave more space to contents of various nature.

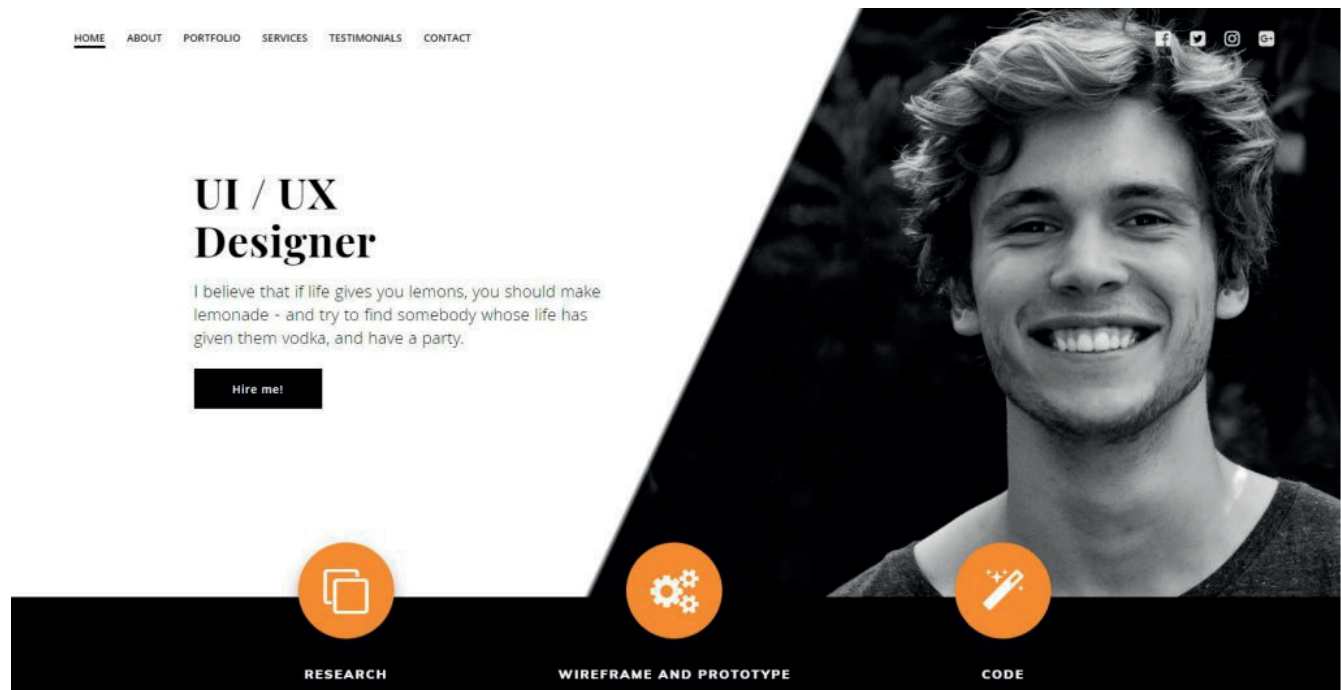
Full screen photo

This style of home page layout implies spreading up content upon a full screen image. It immediately anchors the subject of a site in the mind of a visitor and it allows to tell a story. Image is the most important element here and text sections or menu sections are there to support it. They sometimes don't have a menu and they link to external pages (like landing pages). It is particularly efficient for websites focusing on a single type of content or a single product.



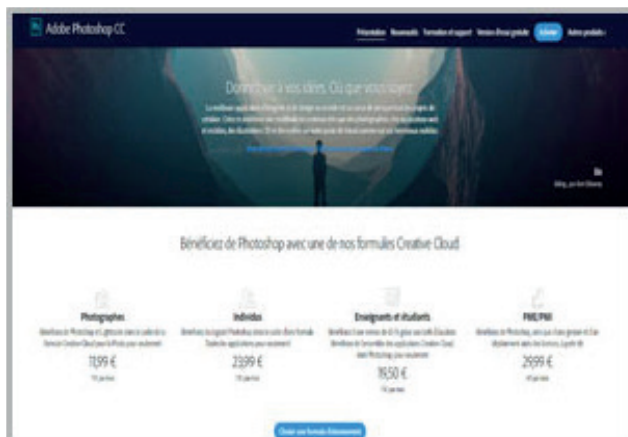
Featured Image Layout

One of the most frequent layouts implies to use a representative featured image for each page of a website. The image should concentrate onto an expressive focal point. The image stands here again as the source of meaning.



100% horizontal

100% horizontal layout creates an elegant style using the entire page often divided in different zones. This approach should be avoided for pages using vertical menus.



Split screen layout (vertical or horizontal)

Vertical split-screen generally conveys dual importance to two or more elements to favour quick choices for higher engagement. It doesn't always really invite into making a choice, but sometimes to enhance one experience through the other. It can help show two aspects of one thing while creating harmony by allowing to efficiently balance informations.

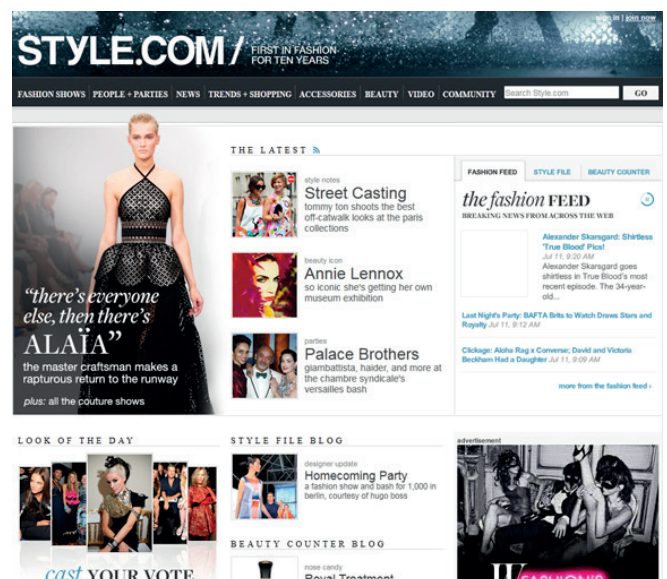
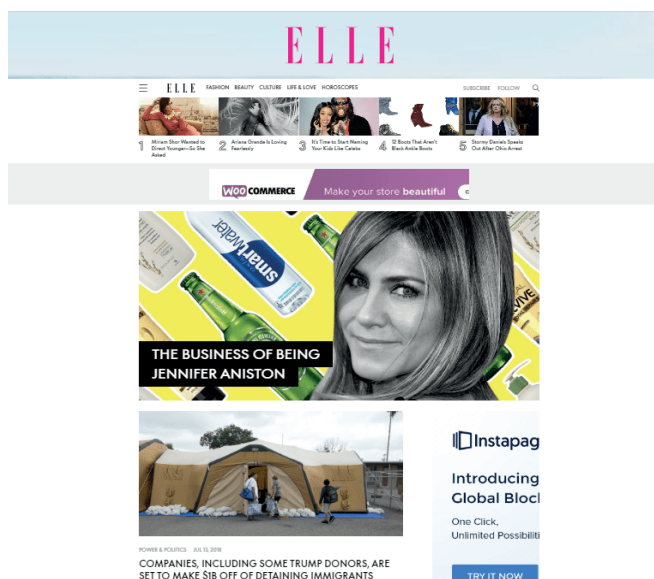
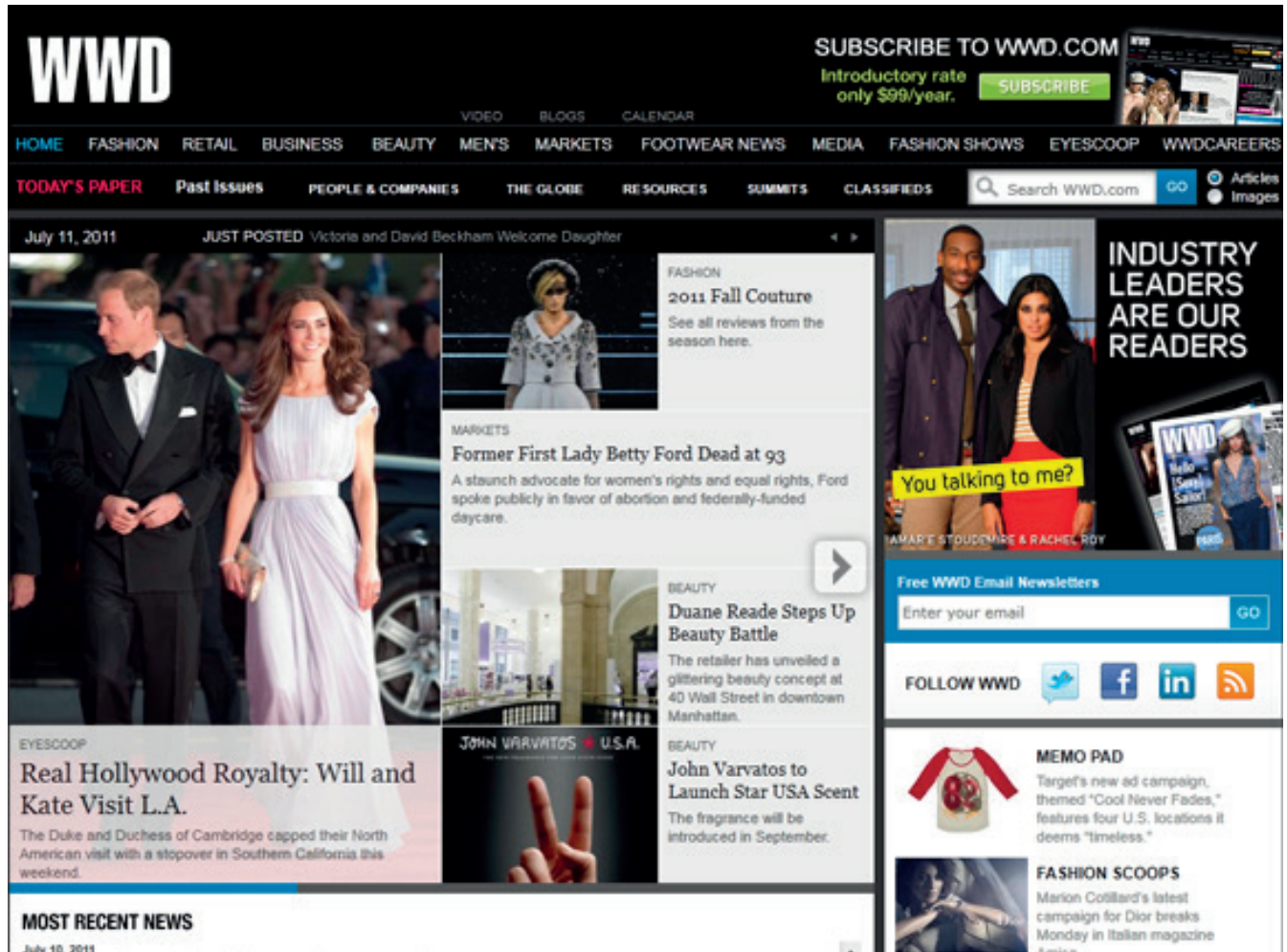
**Asymmetrical Layout**

Sometimes slightly similar to split screen layout, asymmetrical layout needs for the designer to create active space, and to make white space livelier.



Magazine Layout

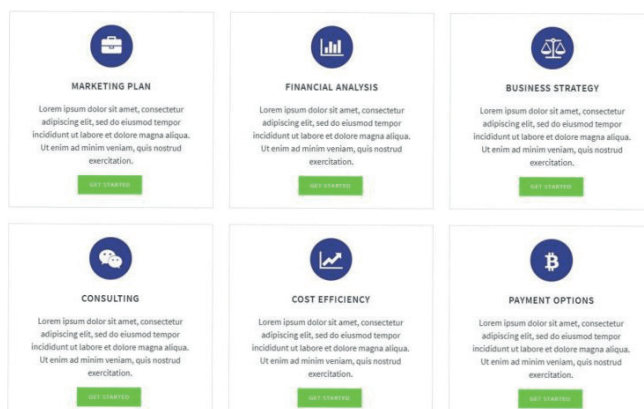
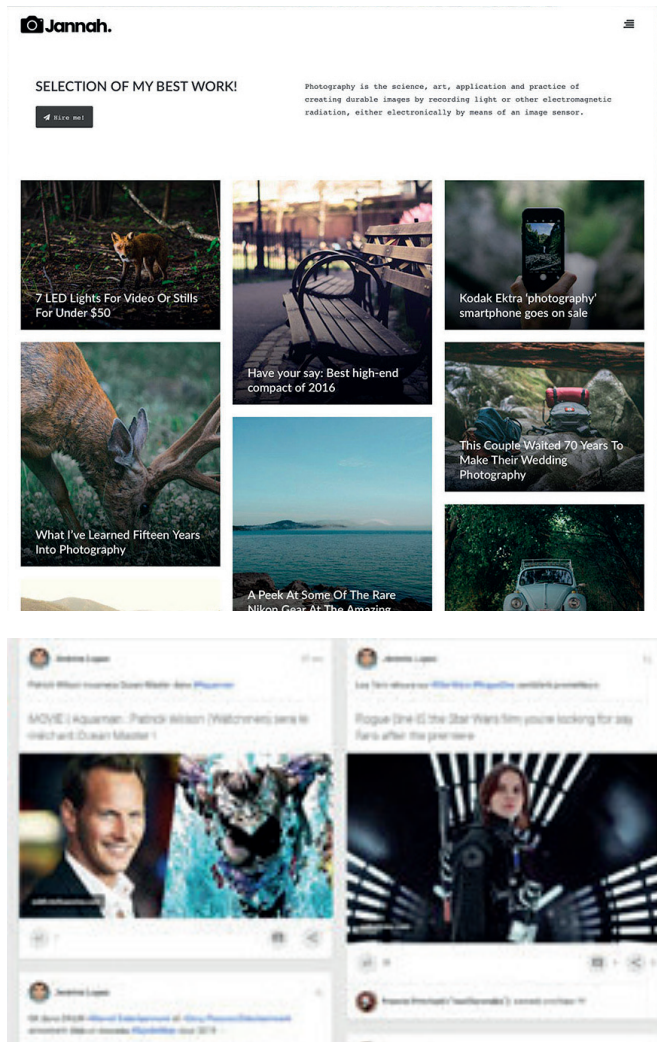
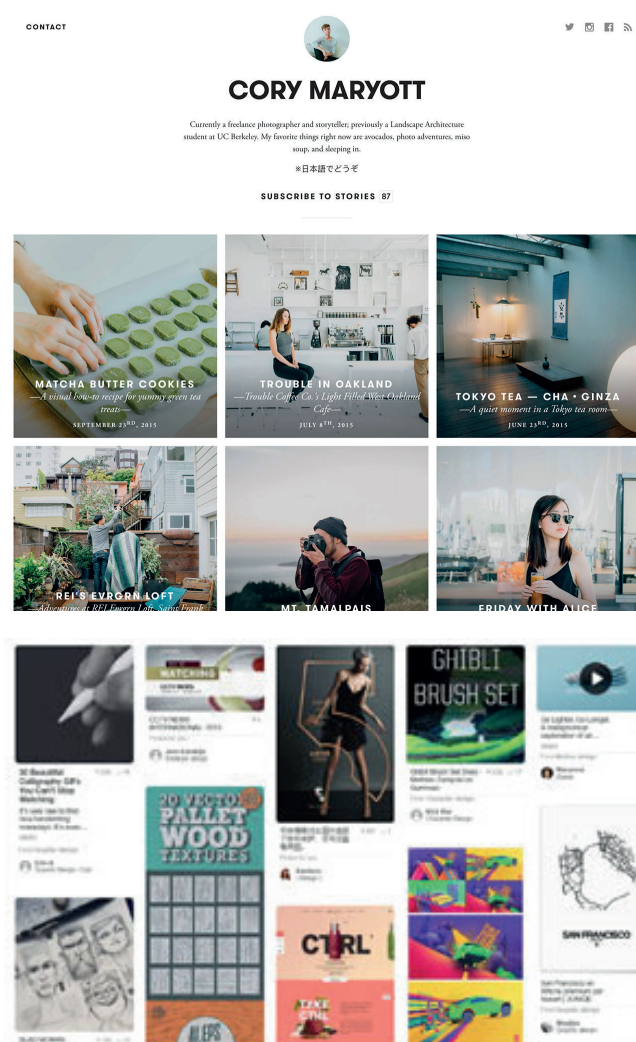
This layout imitates those of printed magazines. It tends to be a mishmash of some other layouts, all serving to give a splendour aura to the news.



Headline, thumbnails, grids and cards layout

Here, the information is organized into easy to browse grids allowing for an equal distribution of text, photos, videos, letting users decide upon the importance of each element. This type of layout is useful to present several types of contents or multiple products on the same level of importance and it is easy to manage in a responsive environment.

Headline and thumbnails gallery layouts may work wonders. They are made up of image miniatures leading to full contents, and headlines (often along with short presentations) that serve as a guide through the image album.



One-Column Layout

Here, the information is organized into one single column. Content (text, photos, videos) is easy to follow, and the need to scan is nothing more than identifying key points of interest into that single column.



The F Layout

Based on psychometric studies, and suitable for a wide range of websites, in the F-shape layout, the eyes move across a page in an F-shape pattern. This approach, which often offers a detailed vertical menu on the left side, is especially efficient for pages containing a lot of content.

