



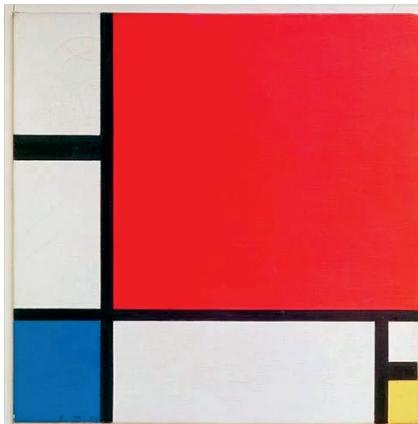
# **Layout fundamentals for websites (NMW)**

**Class 02**

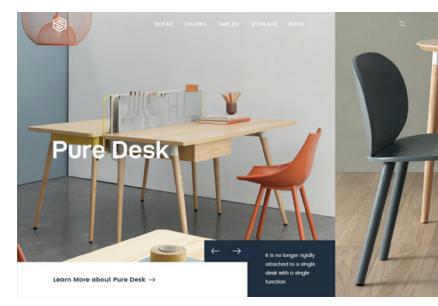
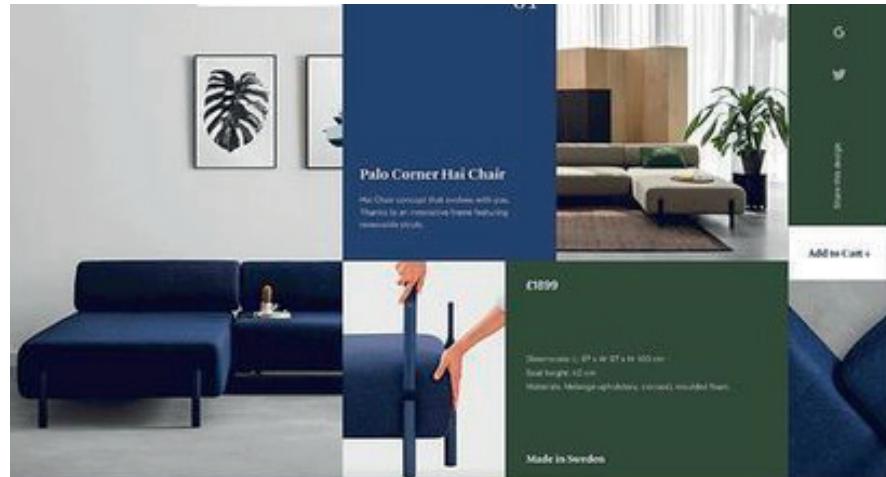
# Most popular page layout styles

## Mondrian layout

Named after the Dutch painter Piet Mondrian, Mondrian layout. Involves element displayed within a grid. The gutter of this grid may be made of a stroke, empty or suggested, elements may be of different sizes and format and the overall aspect reminds of what is called a masonry layout.



Original painting from Piet Mondrian (1930).



## Picture window layout

More popular than Mondrian layout, the picture window keep the image and the text separated. The image usually takes more of the available space here and the copy is fitted in the small space remaining.

The picture is often bled and cropped close. Headline usually is quite big, copy may be broken into two or three short columns and the logo may be add last into the last column.

To save some space or tie the picture and the text, the headline may be overprinted or reversed (entirely or partly).



# Fulfill Your Promise



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## Frame layout

In this type of layout, the images serve as a frame and may even tell a story.

It can be made of an assemblage of several images or from a single image leaving space for the text such as a silhouette or foliage surrounding the copy.



Sketched examples of frame layout.



## Copy heavy layout

This type of layout focuses on the copy writing. Here, text is clearly dominant and the only image sometimes is a logo.

The copy heavy layout may be chosen because what is to be said is too involved, important, unique, and dignified to be put in pictures, or simply to contrast in an environment heavily crowded with images.

It is a good idea to break the copy into multiple paragraphs, and use subtitles and subheads to make the text easier to read.



## Circus (or montage) layout

The circus layout is characterized by an irregular composition of elements. Although order is important, some disorder in design slows down the reader. In the process of working through the disorder, the reader may remember more.

This type of design filled with reverse blocks, oversize type, sunbursts, tilts, and assorted gimmicks. It may not win design prizes, but it is apparently quite efficient in an ad for certain type of goods and customers.



## Fulfill Your Promise

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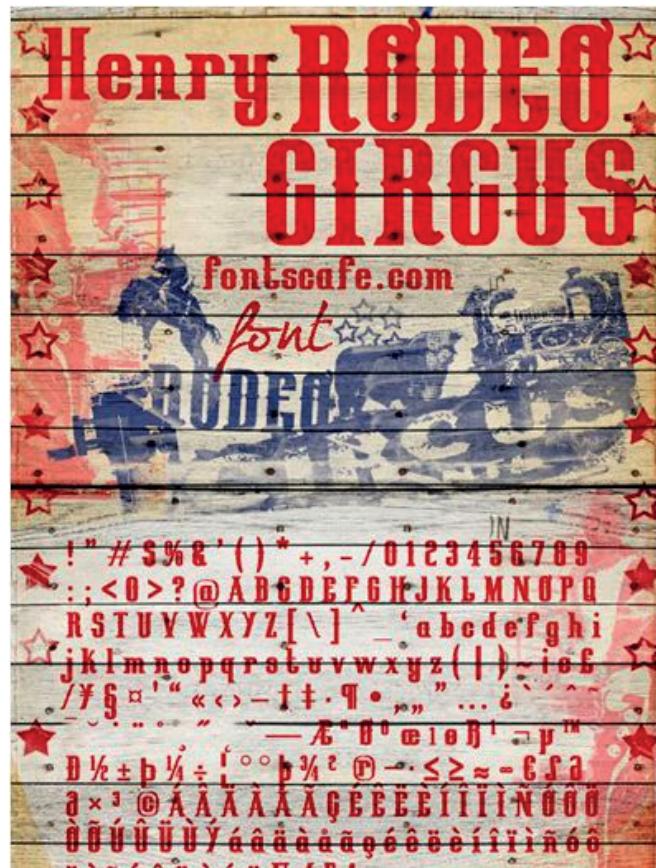
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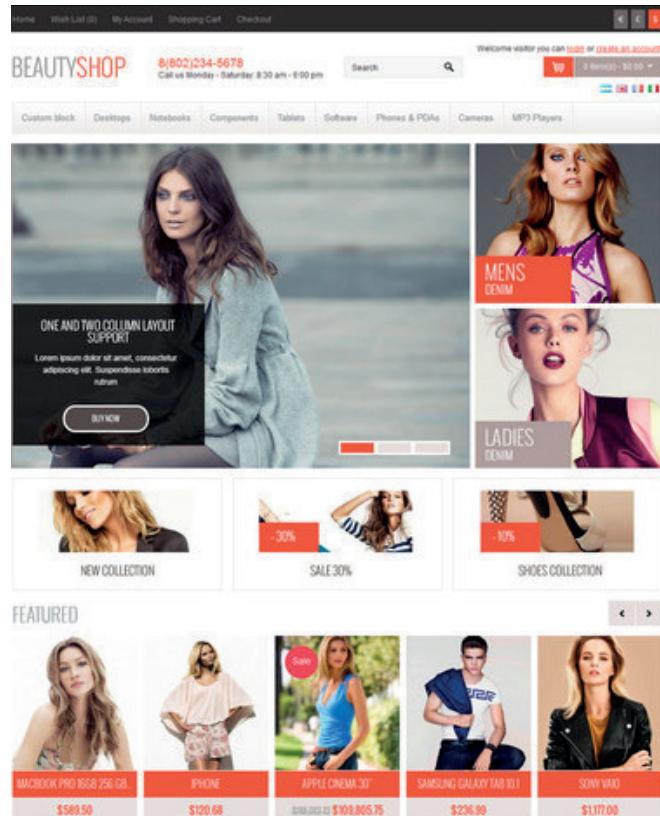
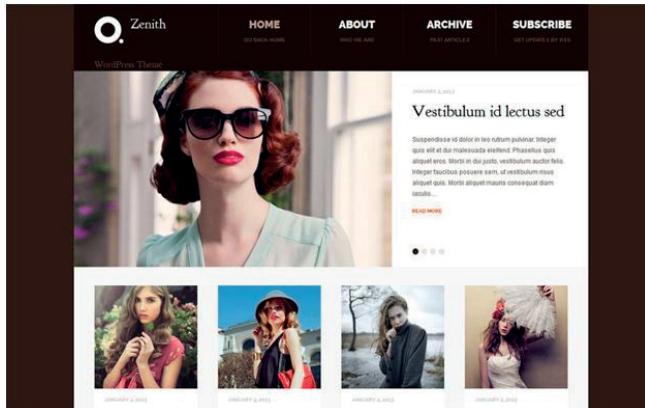
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## Multipanel layout layout

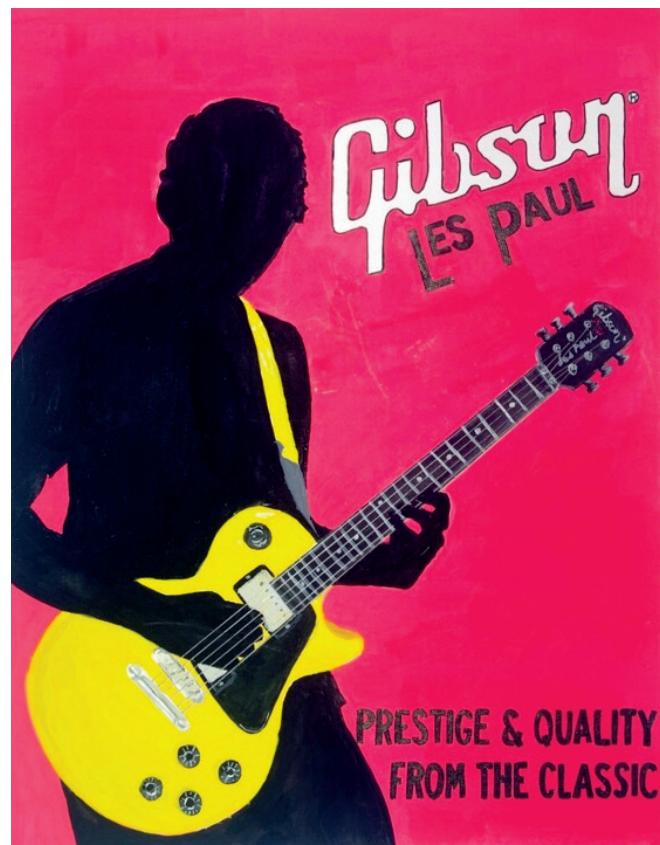
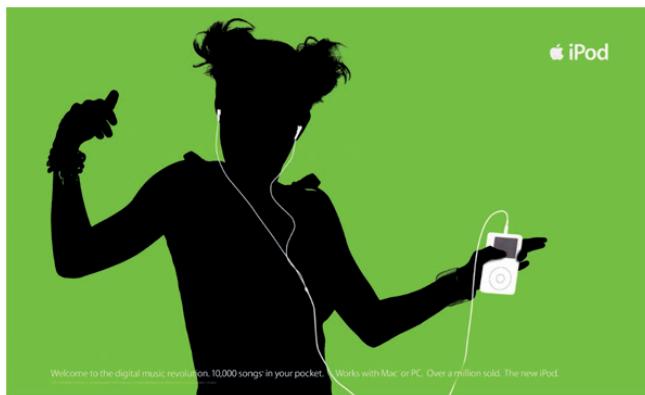
This type of layout divides the composition into several surfaces a little like comic strips do with photos replacing the drawings, in most cases, and text below the pictures replacing the balloons.



Panels are often of equal size in order to produce a staccato effect keeping the reader moving effortlessly through the ad. They sometimes tell a story, or they can be used simply to display a series of products, pretty much in checkerboard fashion.

## Silhouette layout

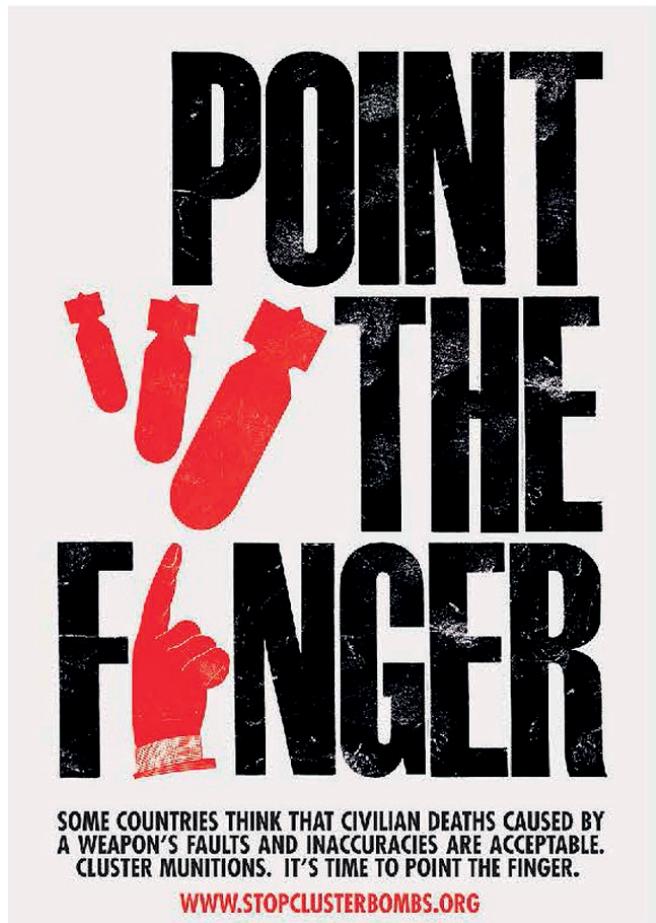
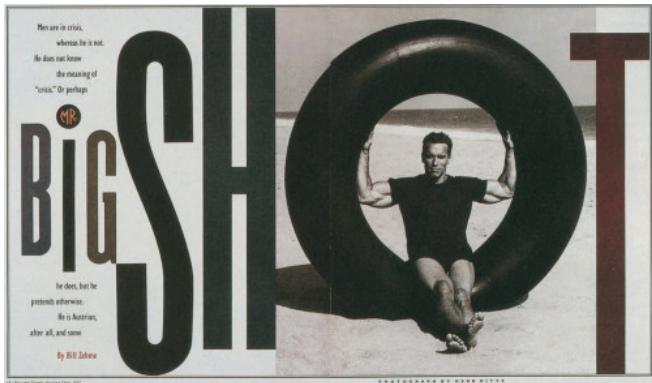
This type of layout refers to the illustration/photo technique using the shadow or shape of an element. The shape can be used to attract attention or as a container for other elements.



## Big type layout

Big type layout emphasizes on font style and sizes with the main goal of grabbing attention. The big type takes most of the space leaving very little room for body copy (and the body copy may be set in a type that is well beyond the normal 10- to 12-point) Type overpowers images here and images or illustration may not even be needed.

Some of the best big-type layouts use lowercase letters rather than capitals because lower case is more interesting and easier to read. Although, when only few words are involved, it is possible to take some liberties with readability.



## Rebus layout

In rebus layouts, images and text are forming a story. Rebuses are small and simple images inserted at various places in text, sort of as visual puns.



## Alphabet-inspired layout

Alphabet inspired layout resembles to a story told. In this type of layout, the shape of letters may serve as a basic pattern in the positioning of the elements of a composition. A composition designed to recreate the shape of a letter or of a number produces strong unity and efficiently guides the reading.

