



Grids Are Good (Right?)

March 10, 2007
SXSW Interactive
Austin, TX

+S

Khoi Vinh
Subtraction.com

Mark Boulton
MarkBoulton.co.uk

About Khoi



I'm the **Design Director** for **The New York Times Online**.

nytimes.com

I'm the author of **Subtraction.com**, a personal weblog where I write about design, technology and other subjects.

subtraction.com

Subtraction Version 7.0 Khoi Vinh's Web Site

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Wed 28 Feb 2007 **Pint-Sized Pictures**

07:28 PM REMARKS (9)



Remembering back to the last set of on-the-street sketches I did in Paris, I made sure to bring my little Moleskine pocket book and a pen with me just about everywhere I went last week. I managed to knock out several pages of drawings, the highlights of which I'm posting here. There aren't as many as I'd like, but I came up with some stuff I was happy with.

I had a good time with these doodles; I always do have a good time doodling. I don't know exactly why it takes traveling all the way to Europe for me to actually do something I enjoy so much. Well, I guess the obvious reason that, I'm usually not working when I'm in Paris, and when I'm in New York, I usually am working. Funny what a little bit of free time can do for one's more artistic pursuits.

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Tue 27 Feb 2007 **Cities as Applications**

08:38 PM REMARKS (18)



On my brief hop through London and Paris, I started thinking about the idea of touristic usability. Isn't that an awesome term? It's got eight syllables and I just made it up.

Aside from being a mildly absurd extension of our professional design vernacular, there's actually a real idea behind this phrase: given any new city, there are certain things that *should be* easy for tourists to comprehend without assistance.

These things might include: how and when to use the subway or bus, how and where to buy fares for public transportation, how to make a call at a public telephone, how and where to flag a taxi, what to expect upon entering and leaving the airport, how and where to find postal services, how and where to find a police station, et cetera.

Of course, these are things you can find in any decent tourist's guide, and any sensible traveler will pack such a book. But it struck me, while muddling through my first trip to London in seven years (and even, to an extent, on my third visit to Paris in less than twenty-four months), that these are things that should be *inherently usable*, as well.

UCLA External Affairs, University Communications: PHP/MySQL Developer

Sony Pictures: Web Developer

PINT, Inc.: CSS Coder

LDS Church: IT Solution Interaction Designer

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October 2006

12 posts

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

October's illustration was created by **Ray Frenden**, an illustrator living in rural Illinois with a wife, five cats, four dogs, fifteen chickens, and a horse. His sketch blog can be found at [Penguinx.org](#). More information at [Frenden.com](#).

Tue 31 Oct 2006 **Illustrate Me for Halloween!**

05:39 PM REMARKS (1)



It's no trick. I have a Halloween treat for all you *Illustrate Me* fans out there: for once, I'm publishing a new entry in this ongoing series early. That's right, no weeks-long delay this time. Before the last day of October even closes out, the month's archives have been beautifully illustrated by **Ray Frenden**, an illustrator from rural Illinois. You can see it right now in all its gruesome glory on the [October archive page](#).

[CONTINUE READING](#) [+ ADD REMARKS](#)

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Recent Posts
28 Feb 2007 Pint-Sized Pictures
Doodles I done drewed in Paris.
27 Feb 2007

About Mark



I'm the **Founder** of a tiny design consultancy
Mark Boulton Design.

markboultondesign.com

I also write about design and whatever else
takes my fancy at **markboulton.co.uk**

markboulton.co.uk

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Journal

What is up with Flow?

February 19, 2007

I've had a few people over the past months contact me and ask what has been happening with **Flow**. Well, we're still working on it, but as one of the developers, [Keeran](#), states on his blog:

While it is achievable to ship new products in a short amount of time, as we have seen with companies like 37Signals and Carson Systems, there are always going to be times, certainly in the early stages, where Real Paid Work must take priority.

Damn right, especially for a business which is only six months old.

Since returning from snowboarding a month ago, I've been consumed with Real Work and everything else, including the book, has been put to one side. Such is life and, as I'm learning, business.

That said, Flow is coming along and as I'm writing this, I'm working on the templates whilst a couple of guys at [Beanlogic](#) are working on the backend. It's coming along. Slowly but surely.

Posted in: [Design](#), [Business](#)
[Comments \[11\]](#)

And the winner is...

February 15, 2007

Me. As I registered the name 'Mark Boulton Design' over six months ago, technically, I am the winner. Hurrah!

However, to show I'm not a tight Northern bugger, I've decided to award the prize to the runner up (he says, stuffing his face with humble-pie).

Congratulations [Chris Gibbons](#), whose suggestion—point12—was top of the list for most of the week. There's one iPod shuffle in the colour of your choosing on its way to you.

Once again, thanks for all the suggestions. If anything, it made me realise my original choice wasn't so bad after all.

Posted in: [markboulton.co.uk](#)
[Comments closed](#)

A naming competition

February 09, 2007

Anyone who has ever been in a band will know how difficult naming the band can be. It is no different for a new business...

I find naming incredibly difficult. It really isn't one of my strong points. Unfortunately though, next Thursday, I have to register myself as a new company name and I'm completely devoid of inspiration. So, I thought I'd hold a competition to find me a good name. Lazy? yes, I suppose. Thing is, I'm totally stacked with finishing off the book and a mountain of client work. Sitting here with a blank piece of paper (after thinking of names) for about an hour now has not been a productive use of my time.

MARK BOULTON
DESIGN THINKING. WEB DELIVERY.

Most recent entries

- What is up with Flow?
- And the winner is...
- A naming competition
- A couple of books
- Whymper's Mountain
- Five Simple Steps to designing with colour part 3: Colour combinations
- All is good on the DV
- Off the Grid
- PDFs: A quick poll
- Yes, we know the web is not print

Speaking events

- The Art Institute of Atlanta
- ~ Five Simple Steps
- February 28, 2007 Atlanta, Georgia
- SXSW Interactive**
- ~ Grids Are Good, and How to Design with Them
- ~ Web Typography Sucks
- March 9–13, 2007 Austin, TX
- @media 2007 (Europe)**
- ~ Five Simple Steps to Better Typography
- June 7–8, 2007 London, UK

Of interest ...

These links are now pulled from my [del.icio.us](#) account. You can [subscribe](#) to the feed if you like.

flickr



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- Apple
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Digital: web sites and applications

Art Directing large corporate websites such as Compaq and One 2 One to producing effective, user centred application design such as BBC Vocab. Creative design that works.

BBC VOCAB



BBC Vocab is a new language help application for Welsh language learners.

COMPAQ



Reposition compaq as a market leader in both the business, b2b and consumer markets.

COMMONWEALTH BANK



Flash designed minisite to promote Commonwealth Bank's youth account.

BRITISH AIRWAYS



The UK gateway is the regional United Kingdom and Ireland homepage.

PULMAN ASSOCIATES ARCHITECTS



Website and Corporate Identity for Pulmann Associates Architects

CUBE GALLERY



Identity, Marketing material and Signage for the CUBE gallery, Manchester, UK

THE GRAND



Logo and marketing material for Manchester's newest hotel conversion.

ISTD



Annual membership awarded by the International Society of Designers.



Dots to Design

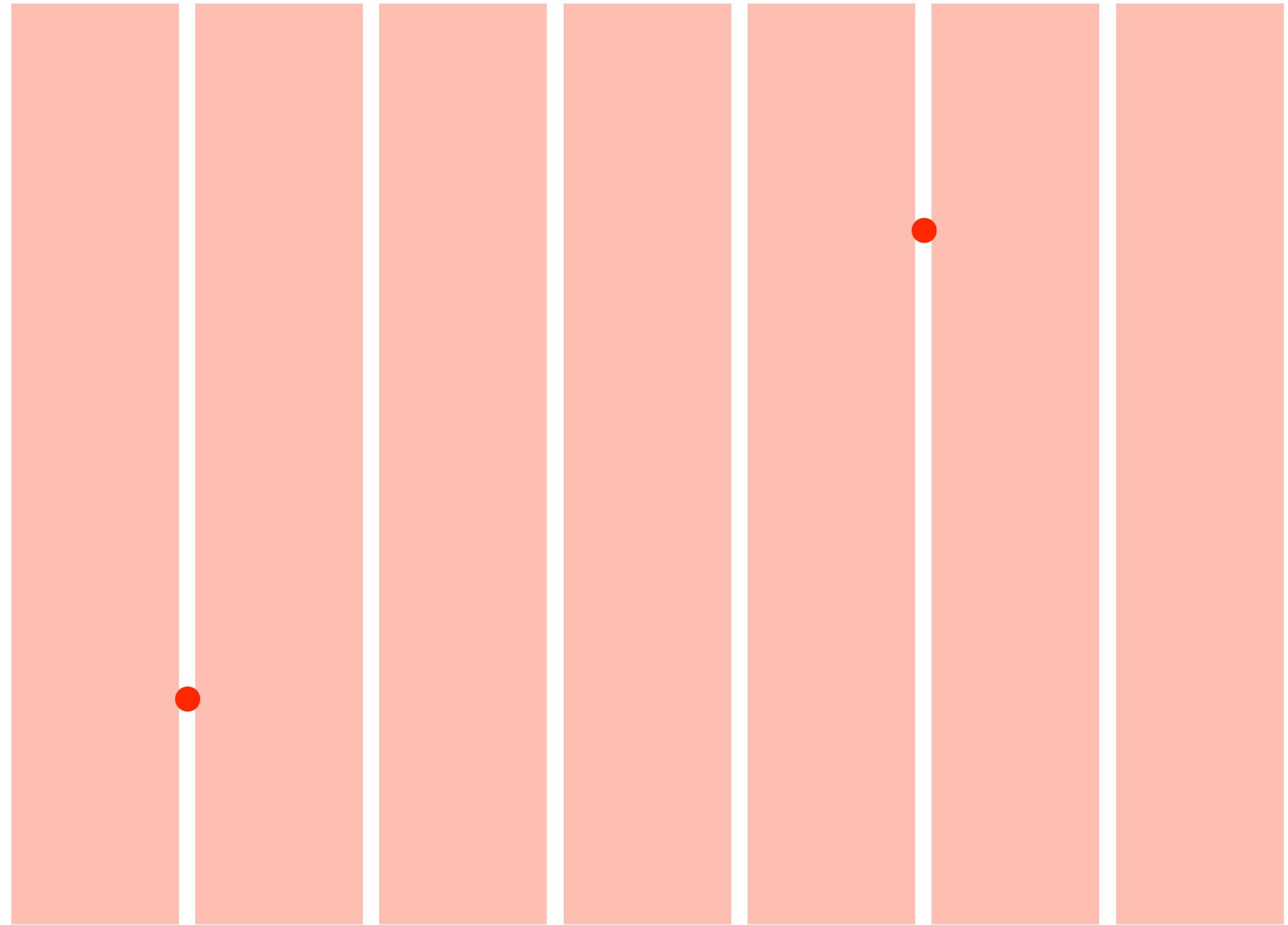


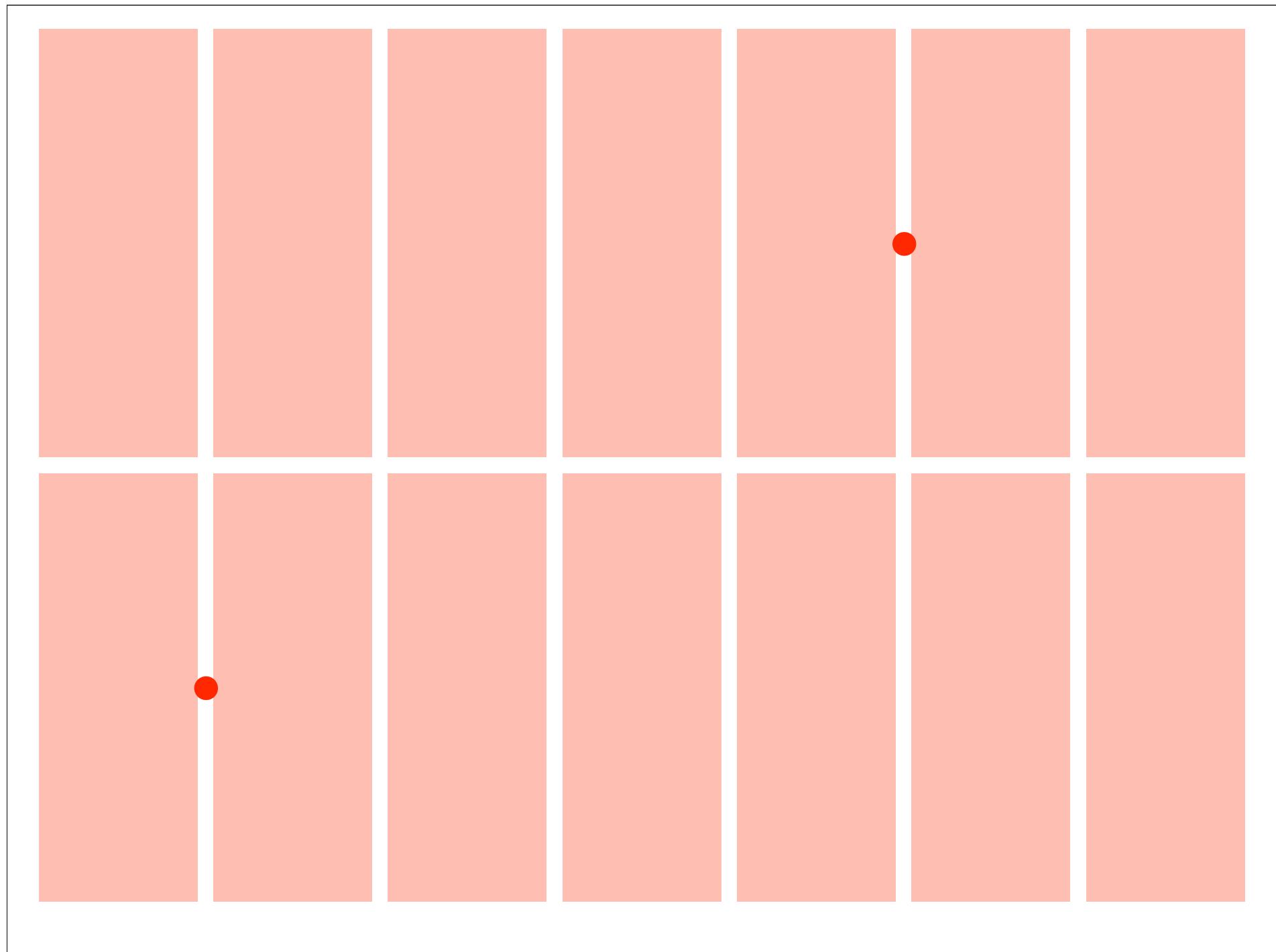
From Dots to Design

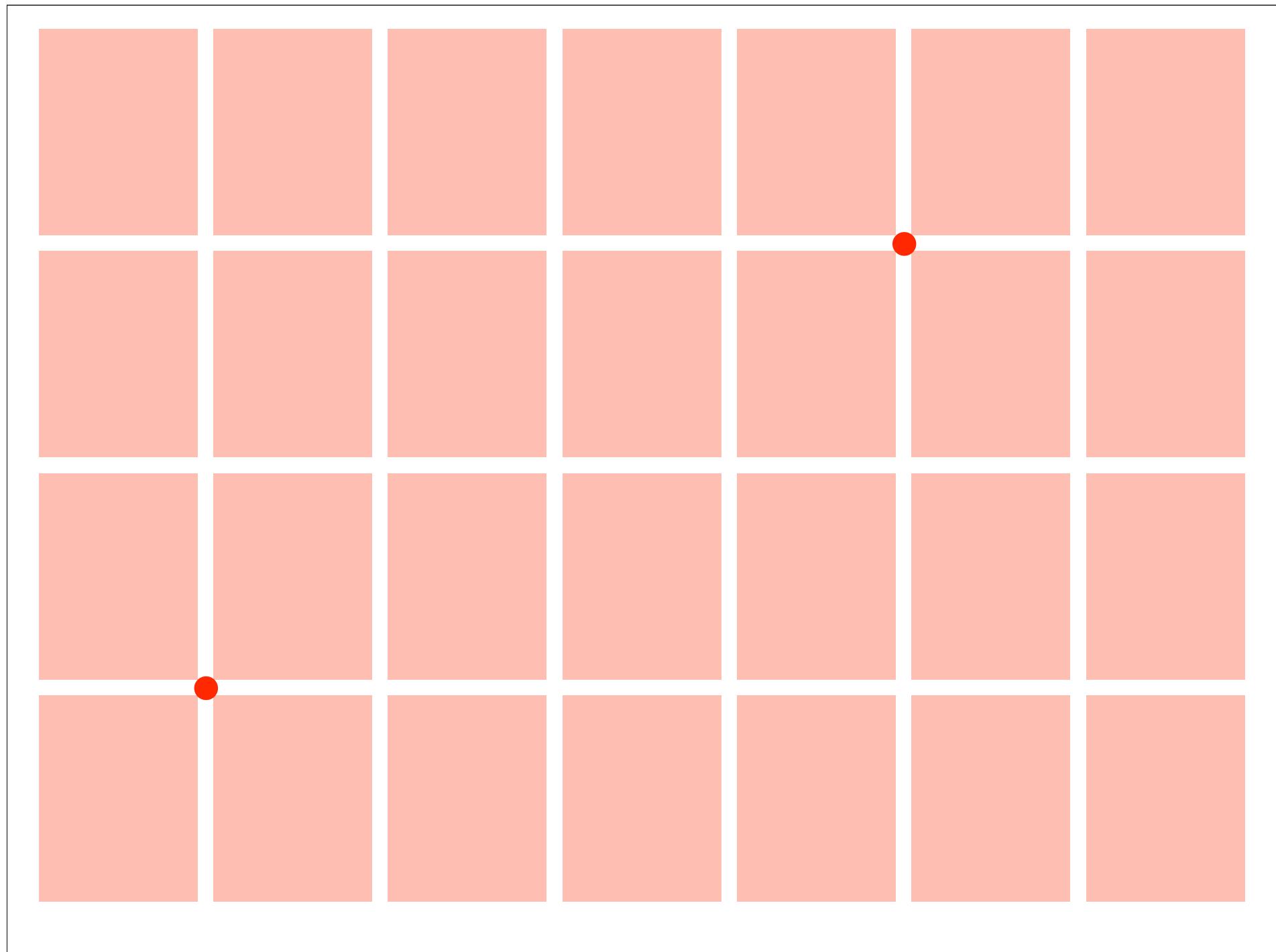


- Any two or more marks on a single plane is a design.









Some History

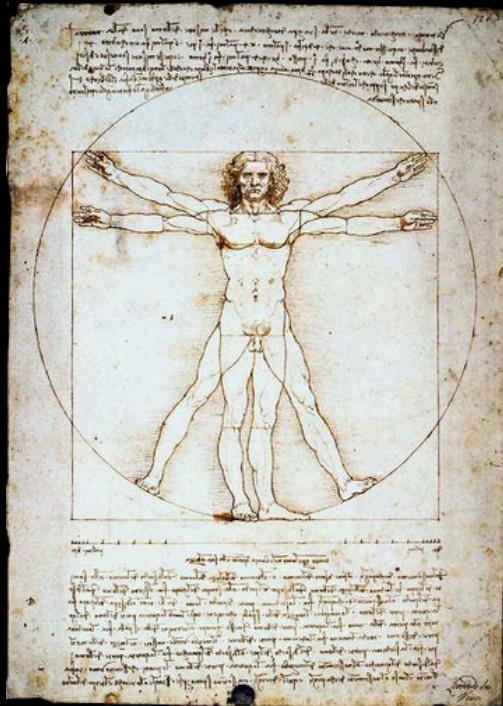


The grid is the most vivid manifestation of the
will to order in graphic design.

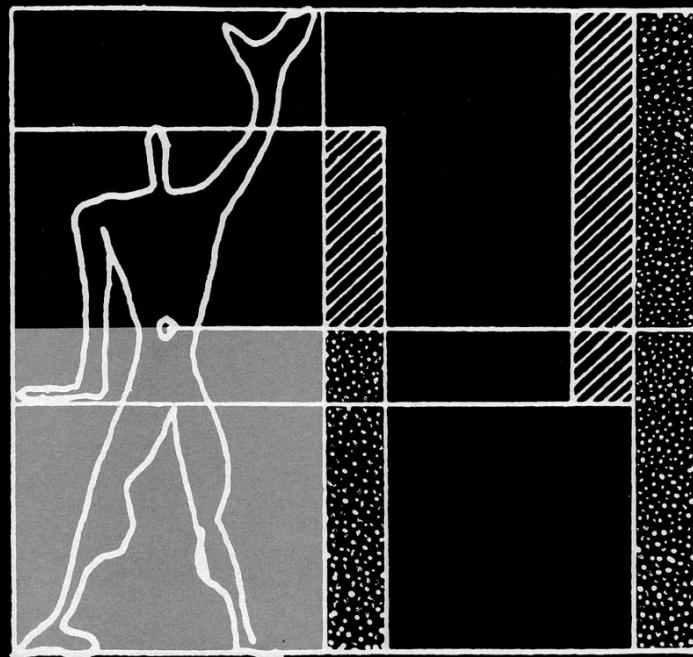


A Brief History of the Grid

Divining architectural proportion from nature.



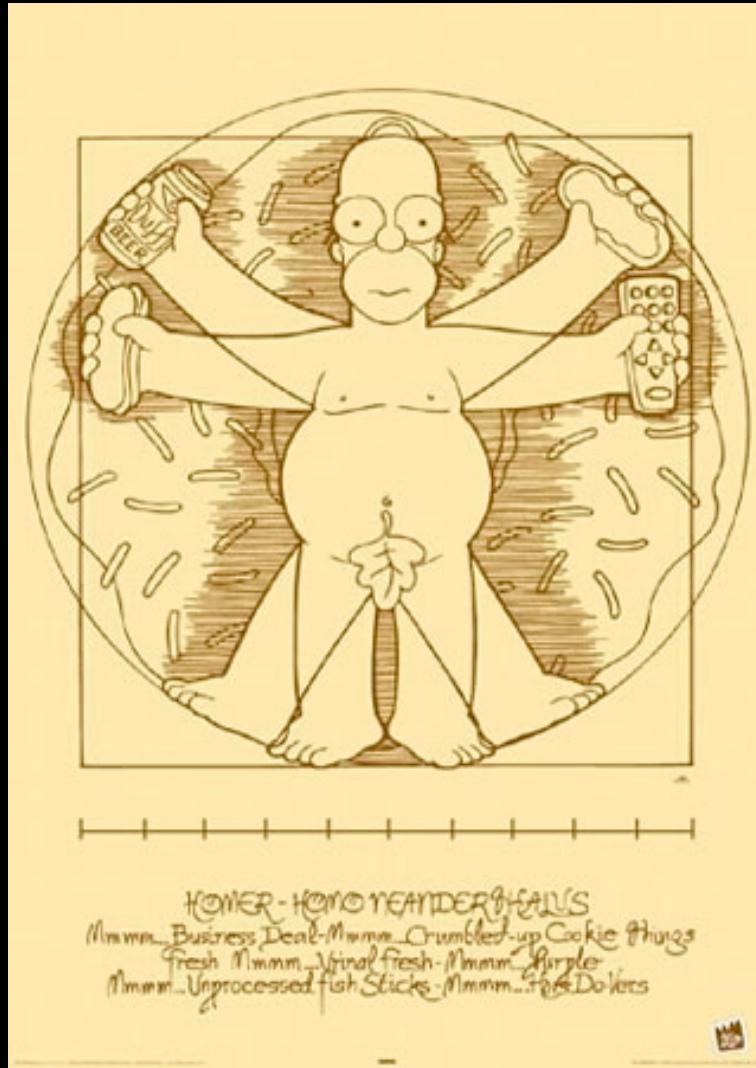
Leonardo DaVinci, "The Vitruvian Man" 1492.



Le Corbusier, "Modulor" 1948.

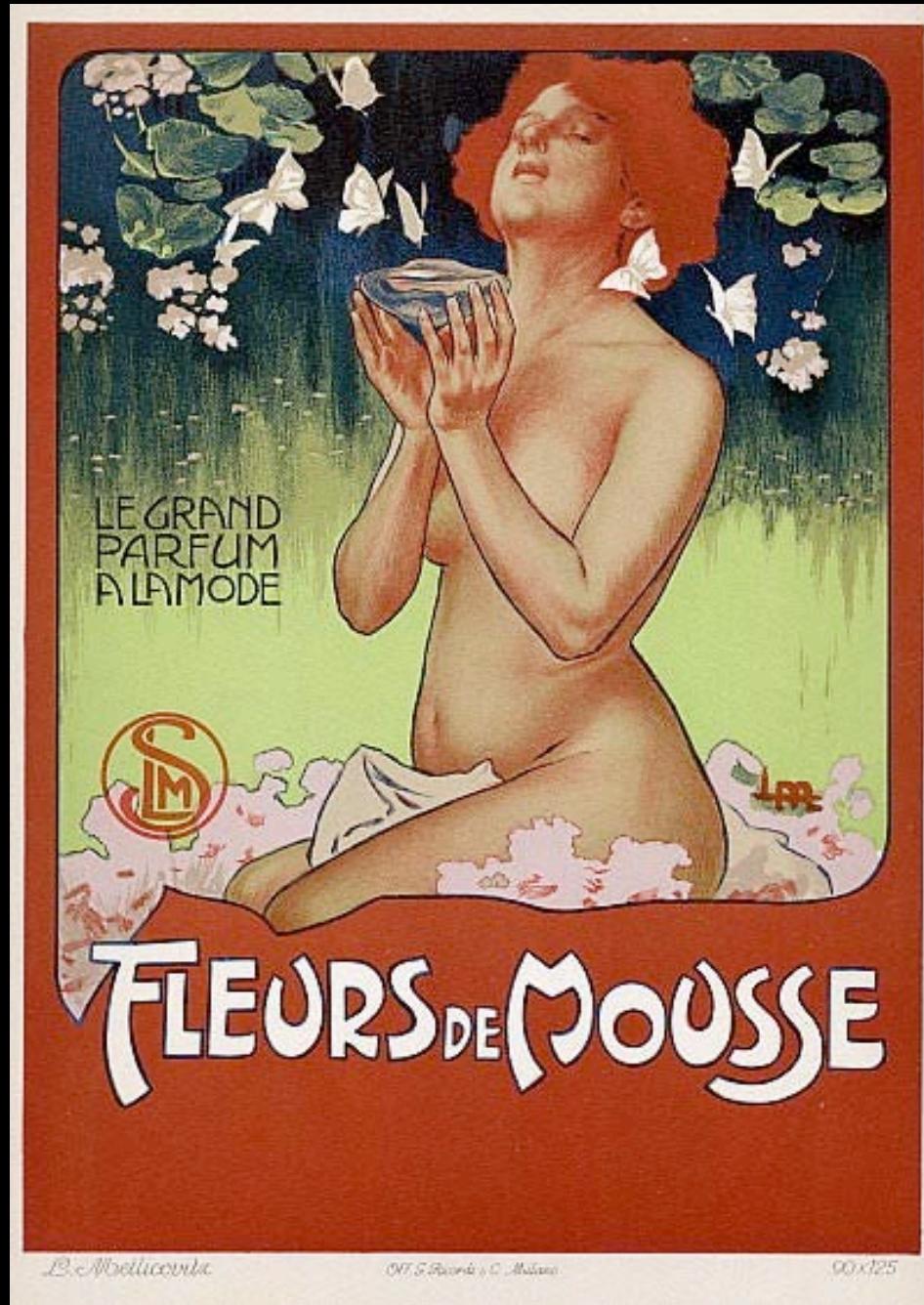
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Ornamentation

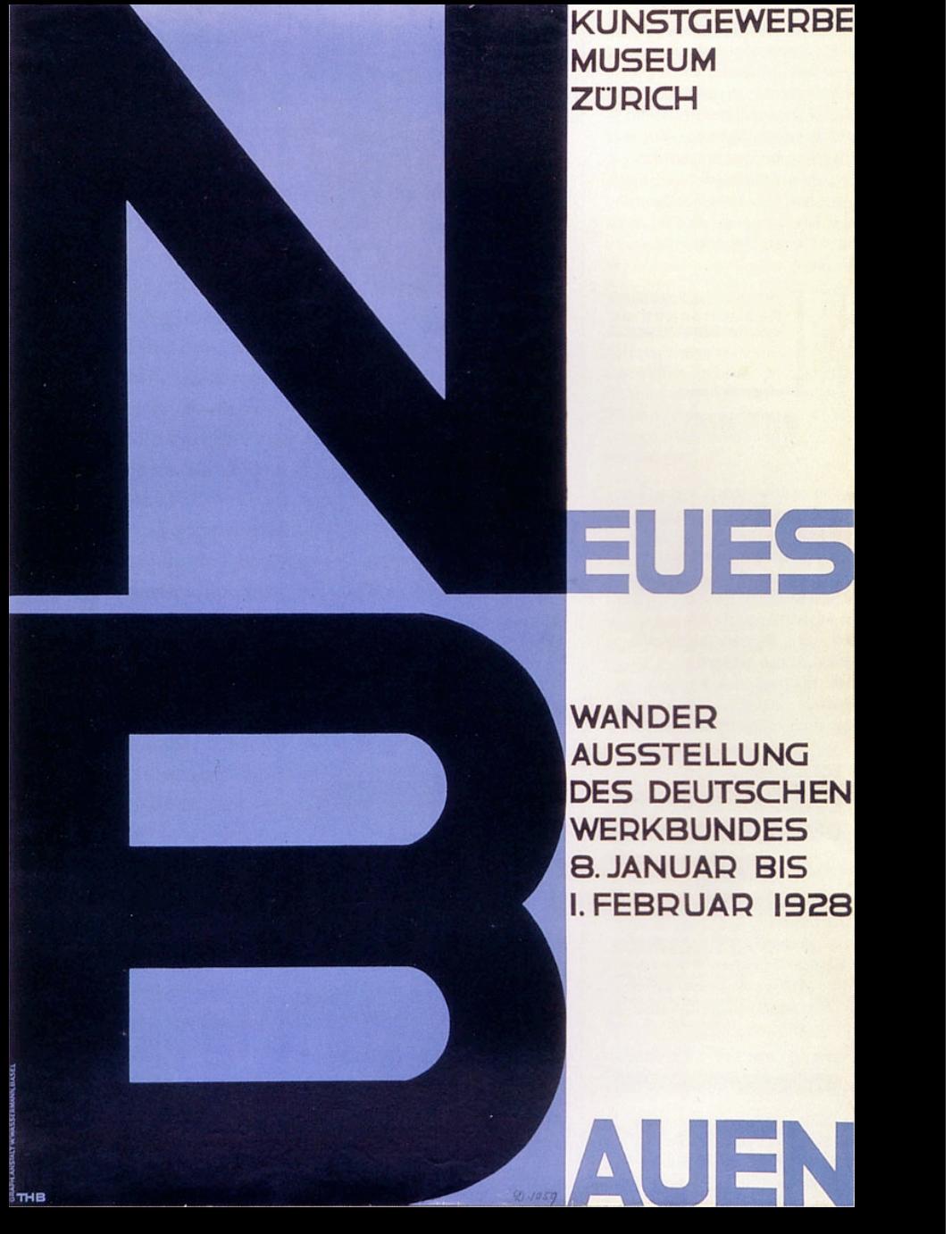
From this...



Leopoldo Metlicovitz, "Fleurs de Mousse," 1914.
Advertising poster for French perfume.

Rational Design

...to this.



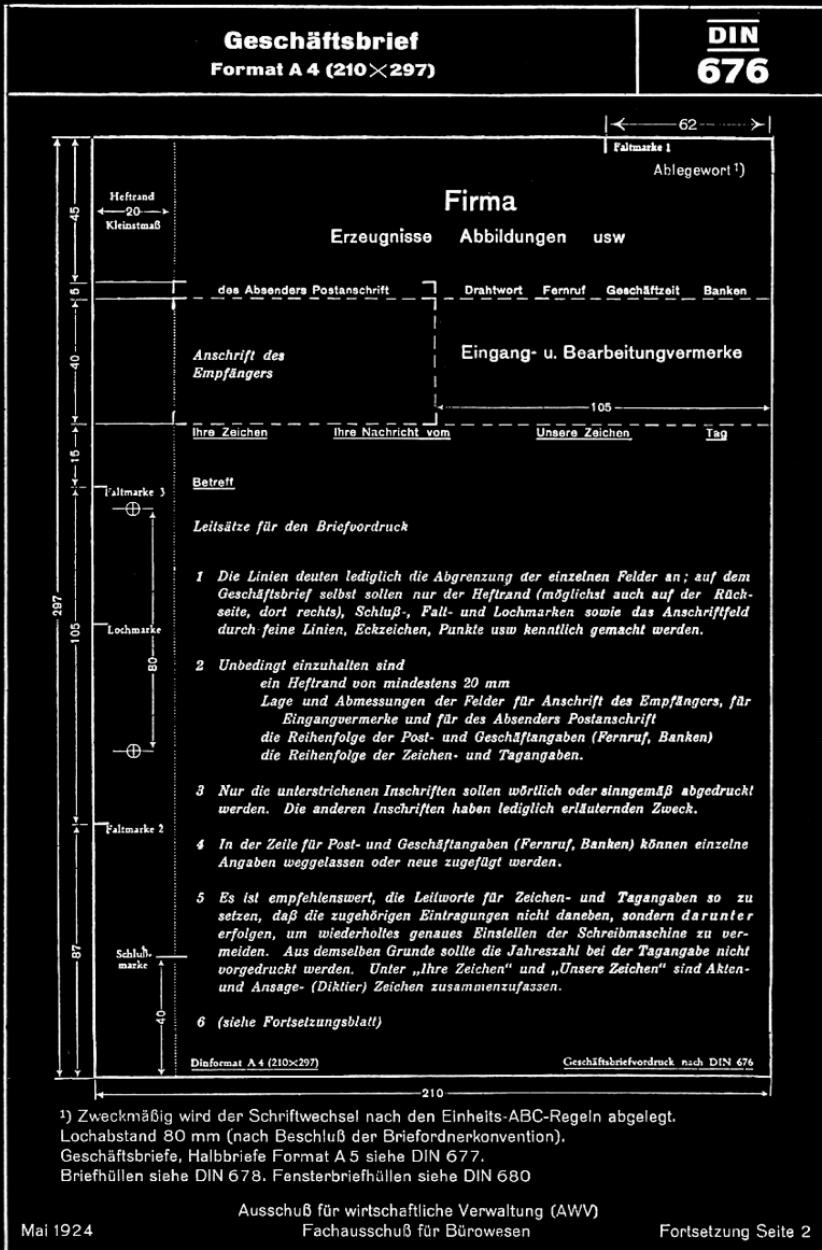
Theo Ballmer, "Neues Bauen" 1928.
Poster for German Werkbund exhibition.

New Ideas

Rationalism became the new imperative for design.

Out with decoration and formalism, in with logic and standardization.

Jan Tschichold, "Die neue Typographie" 1928.
Instructions for the standardized layout of A4 letterhead.



Modernists looked to build a new aesthetic by

- Deriving beauty from the innate qualities of the **machine**
- Championing **standardization**

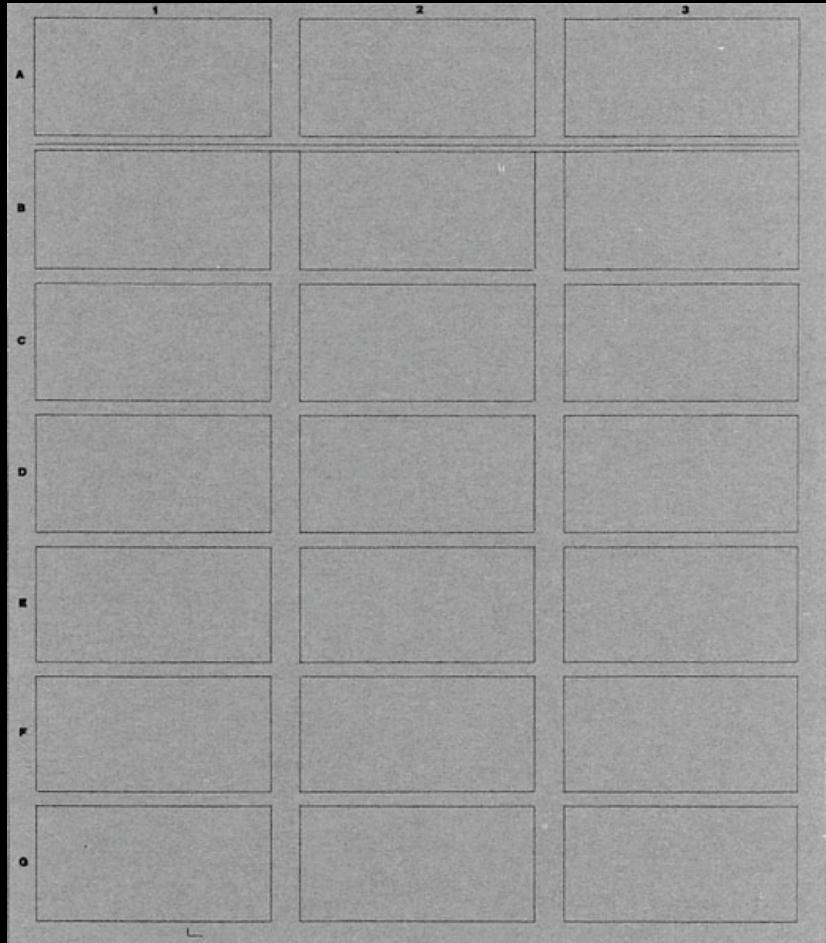
Sound familiar?

...The More They Stay the Same



There is a **strong overlap** between what motivated grid usage nearly a century ago and what motivates grid usage today.

- Deriving beauty from the innate qualities of the **browser**
- Championing **standardization**



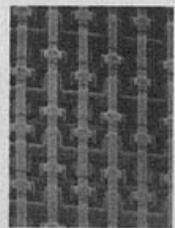
International Business Machines Corporation
Annual Report
for the year ended December 31, 1975

'75

Contents:

- 2 Highlights of the Year
- 3 Letter to Stockholders...
- 5 Report on Operating Units...
- 11 Productivity...
- 18 Financial Review
- Report of Independent Accountants
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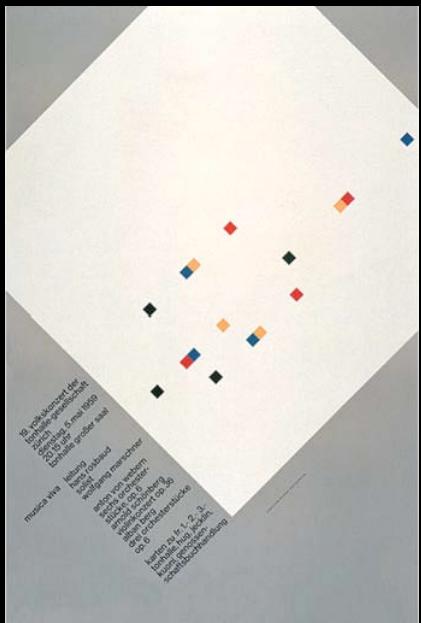
On the cover... Symbolizing the special focus on productivity in this report (see page 11), the cover photograph shows a scanning electron micrograph of a memory chip, enlarged 5,000 times by the scanning electron microscope. Each cell on the chip stores one bit of information. Fabricated by IBM Research, the experimental chip has a storage density of 5,000,000 bits per square millimeter—seven to ten times that of previously reported memory chips—operates faster and uses less power.



Chairman Frank T. Cary's comments on the financial results of the year; his analysis of conditions that affected business in 1975. New products developed and manufactured in 1975; significant events in marketing around the world; other information on the operating units of IBM. IBM products are particularly suited to help customers meet the world's productivity crisis. Here, stories of the work they do.

Surveys indicate a growing public interest in the workings of large corporations. IBM answers questions commonly asked. Material about IBM available to stockholders.

Paul Rand, IBM Annual Report, 1975



Tonhalle-Quartett, 1955.



Juni-Festwochen Zürich,
1959



Juni-Festwochen Zürich,
1962



Musica Viva, 1968

Unigrid as a solution to large-scale design and production of many different publications.





Grids on the Web



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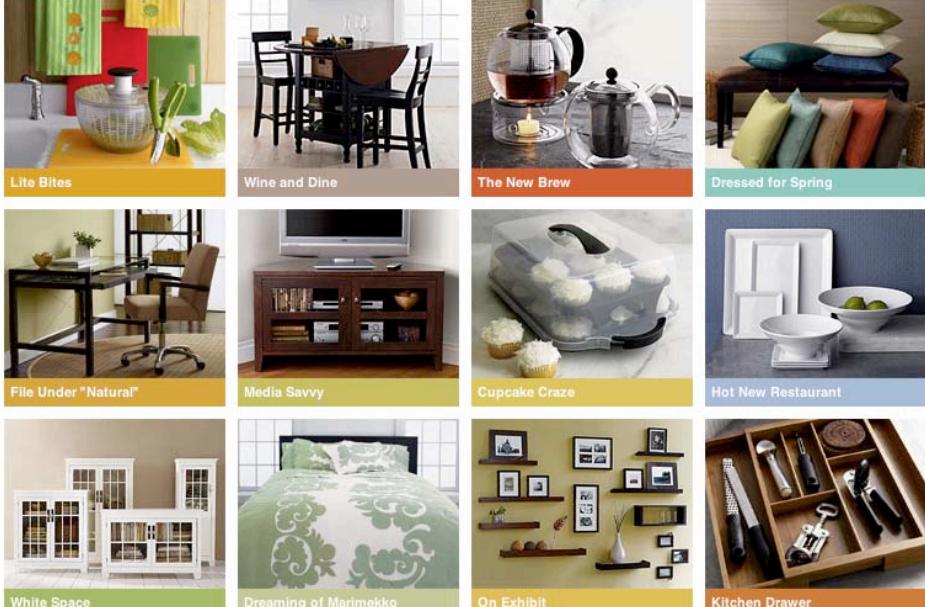
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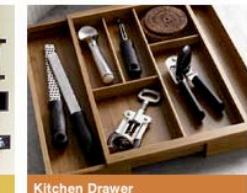
trends trends trends trends trends trends trends

New directions in color, style, living.



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Flatware Sets
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Discontinued Flatware



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Margarita Glasses
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Acrylic Glasses
Bar Accessories
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Spreads, Mustards
Savories, Snacks
Cocktails, Beverages



Furniture
Dining Room, Kitchen Furniture
Living Room Furniture
Bedroom Furniture
Home Office Furniture
Storage
Outdoor Furniture
Ready to Assemble Furniture
Kids Furniture



Rugs, Curtains
Rugs
Curtains



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Table Lamps
Desk Lamps
Floor Lamps
Chandeliers
Sconces



Home Accessories
Pillows
Candlelight
Vases
Botanical Accents
Garden, Patio Prints
Mirrors
Wall Décor
Home Accents
Throws
Baskets
Picture Frames
Photo Albums
Clocks
Office Accessories
Bags, Umbrellas
Utility



Bedding and Bath
Bed Linens
Bath Linens
Bath Accessories



Sale
Sale Accessories
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Sale Tabletop
Sale Furniture
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What I found at the forum

Hilary Wainwright Feb 04 07, 10:00pm: Now that the dust has settled after the two world forums - at Davos and Nairobi - it's time to take stock of the balance of power.
Comments (3) ·

Sarah Teather Feb 04 07, 09:00pm: There are laws against assault, so why are school staff just expected to put up with violence as if it was all in a day's work?
Comments (8) ·

Hey, kids, leave those teachers alone

Andrew Brown Feb 04 07, 10:00am: We can know what people are prepared to say as a result of their religious beliefs, but what they understand by their words is another question.
Comments (41) ·

Enlightenment from Somalia

Drew Anthony Feb 04 07, 08:00am: Ayaan Hirsi Ali has a view of freedom that makes many western liberals uneasy.
Comments (78) ·

A Nobel warrior

Martin Peretz Feb 03 07, 11:40pm: Compared with the shameful litany of previous winners, Al Gore richly deserves to win the Nobel peace prize for his work on climate change.
Comments (29) ·

Social studies

Libby Brooks Feb 03 07, 10:49am: At an admittedly middle-class discussion on class, the consensus was that it's about power, autonomy and self-determination.
Comments (55) ·

Of plagiarism and primaries

Ian Williams Feb 02 07, 07:58pm: Joe Biden, former Neil Kinnock plagiarist, shows the full madness of American presidential primaries.
Comments (40) ·

A strategy in tatters

Robert Fox Feb 02 07, 07:30pm: The loss of Musa Qala to the

Editors' picks

An inspector calls by Steve Bell

A Nobel warrior

Martin Peretz: Compared with the shameful litany of previous winners, Al Gore richly deserves to win the Nobel peace prize for his work on climate change.
Comments (29) ·

Love letters from France deserve an amorous reply

Mary Riddell: When the French choose a new president, whether the name on the ballot paper is Sarkozy or Royal, electors will be casting their vote for Britain.
Comments (52) ·

Tolerating intolerance is still this country's besetting sin

Henry Porter: If the majority of Muslims truly want to integrate, they could start by kicking out the preachers of hatred from their mosques.
Comments (181) ·

Finally, another attempt at the end of the peer show

Andrew Rawnsley: Tony Blair's incomplete changes left us with a bizarre upper house. Good luck to Jack Straw as he has a fresh go at reform.
Comments (51) ·

Is justice served by these tales of beheading?

Nick Cohen: In an age of terror, we need to look again at our legal system and restraints on the press.
Comments (36) ·

We cannot afford the Kyoto debacle to happen again

Today's Guardian comment

Obsessed by personalities, they've forgotten what democracy is for
For the sake of the party, Tony Blair must stay.

Assessing the risk
I hate Macs.

Silights and suspicions
The need to keep talking

The British are going

More comment from Monday's paper

The latest from Guardian Unlimited

Mystery over bird flu outbreak
• Government studies Hungry link - Delay in identifying H5N1....

Labour plan for swift Blair exit
Prepare for cash for honours charges, say senior Labour figures....

Steve Boggan on the government's cold war nuclear bunker
Steve Boggan journeys deep beneath Wiltshire to the government's cold war nuclear refuge....

Gangs use bogus Tesco jobs to lure young Poles to Britain
Newcomers abandoned in towns after paying gangs....

Youth, 16, shot dead at crowded ice rink
Groom pursued victim in front of 300 at disco....

Tories risk row with backers over plans to close pay gap
Party wants to abolish gag on disclosing salaries....

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Most active

1. The challenge remains (230) comments
2. Tolerating Hitlerism is still this country's besetting sin (181) comments
3. Globalisation is good for you (161) comments
4. An unforgivable truth (154) comments
5. Let Tony Blair get on with his job (111) comments
6. A modern-day witch-hunt (106) comments
7. Why Yates of the 'Yard will have to put up or shut up (105) comments
8. And now, the end is near (98) comments

Best of the web

1. David Corn: Libby in Iraq Was Scooter set up? New Cheney conspiracy
2. Guide: Smith Institute - N11 Downing Street, the rent-free home of Gordon Brown's Smith Institute....
3. NYT: U.S.'s last holocaust - If the Rev Ian Paisley continues to live in the past, the promise of self-rule in Northern Ireland will be postponed indefinitely....
4. Economist: You've never had it so good - Globalisation has done wonders for Britain, though not for all Britons.
5. Abduddin Hassan: Citizenship - Muslim soldiers should

Article Comments

With horizontal hierarchy.

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Greek4GodsGift February 4, 2007 01:29 AM	Really? Offensive? Unsuitable? Email us
AndyV February 4, 2007 02:48 AM	"Britain is a high-growth country whose unemployment vastly undercuts France's 8.6 per cent. With only a third of over-50s in full-time work and 23 per cent of young people jobless,..." I can't help but feel that being unemployed in France is a much more dignified experience than being in some minimum wage, no prospect, split shift, burger flipping job in the UK. Offensive? Unsuitable? Email us
Bobby February 4, 2007 03:17 AM	The article is typical leftie drivel. France has unemployment, high taxes and is moribund. Obviously in need of a bit of Thatcherism, like UK was in the 79. Roll on Margaret Sarkozy! Offensive? Unsuitable? Email us
Justthefactsman February 4, 2007 03:24 AM	What planet does Mary Riddell come from ? In France: 1. The trains work. 2. The health service works. 3. Education works. 4. The truly independent "deterent" works. 5. The overall standard of living is higher, oh I know that the GDP is higher in the U.K, but what is most important is the way it is distributed. 6. The minimum wage is higher than it is in the U.K. 7. France has an indigenous auto industry, the industry in the U.K is foreign owned. 8. Frenchman on unemployment are certainly better off the English on the lower economic scale. 9. The unemployment in France is structural, owing much to the fact that French productivity per hour worked has increased at a higher rate than in the U.K, and unfortunately no central planning provided for the unemployment that it would cause, hence the 4 weeks standard vacation and the 35 hour week. higher rate than in the U.K as a partial remedy. In the U.K and also the U.S.A the fruits of productivity increases since the 1970's have gone to the top managers and the shareholders, that those countries have such obscene salaries for thos at the top. In the U.S.A in some industries the C.E.O's get as much as 430 times the salary as their lowest paid workers, and the U.K is catching up. Just think the C.E.O will receive more for two hours work than the lowest paid worker will get for working a whole year. France bashing will get you nowhere, I suggest that you Brits learn enough French to get around and then go and make a visit, you'd be surprised how many knowledgeable Brits don't return to the U.K. As for the French expatriates in London, well there will always be those who think that there is room at the top for them, sort of like some minority concentrating on sports rather than education in the hope that they "will make it big". As the Aussie's used to sing in W.W.2, Blighty is a failure, Take me back to Australia Aussie is the place for me, Offensive? Unsuitable? Email us
Jochebed February 4, 2007 05:08 AM	Vive la France. Offensive? Unsuitable? Email us
fortyniner February 4, 2007 07:29 AM	If the French follow the Thatcher/Blair agenda they must be totally "fou". You don't know what you've got till it's gone. Offensive? Unsuitable? Email us
jeremyjames February 4, 2007 08:01 AM	@ AndyV "I can't help but feel that being unemployed in France is a much more dignified experience than being in some minimum wage, no prospect, split shift, burger flipping job in the UK."



Let's Build a Grid



The Brand

What Should We Do?



Not

YAHOO!

A Good Problem

Rudimentary but unimaginative use of grid.

Make Y! your home page

\$200,000 loan for only \$667/mo Bad credit OK - LendingTree

YAHOO!

My Yahoo! | My Mail

Search: Web | Images | Video | Local | Shopping | more ▾
Web Search

Y! Answers: What to do if in a tornado? Find out
Page Options ▾

Featured Entertainment Sports Life

Feb 5, 2007

Damage control

We all make mistakes at work, but what you do afterwards is critical.
» Six tips for taking control

• Top 10 interview mistakes
• Y! Answers: Advice? • Career tools

How to bounce back from a mistake at work
Super Bowl XLI winners and losers
See the Super Bowl ads again -- and rate them
Tight squeeze for cruise ship at historic bridge
» More Featured

In the News World Local Video

As of 3:28 p.m.

- Bush proposes to cut taxes by \$1.9T | More on budget plan
- Bomb attacks in Iraq kill at least 38 | Security crackdown
- NATO urges Taliban to leave Afghan town | NATO handover
- Giuliani one step closer to 2008 presidential bid
- U.S. airlines rescind latest round of fare hikes
- Thousands of rare marine species discovered in Philippines
- Coroner: USC kicker was drunk when he fell to his death

» More: News | Popular | Business

Markets: Dow: +0.1% Nasdaq: -0.2% Sponsored by: Scottrade

Stock Quotes: Go

Marketplace

Double Bonus Roses for \$39.99
Buy one dozen, get one dozen free plus a free vase from 1-800-Flowers® - Order now for Valentine's Day.

Do your taxes free - Free to prepare, free to print and free to E-file to TaxACT®.

What's your credit score 560? 678? 720? - See it \$0 by Experian.

\$40,000 loan for only \$287/mo. Fixed for life of the loan. Bad credit options. Pay off debt, remodel your home.

Check your mail status: Sign In Free mail: Sign Up

Mail Messenger Radio
Weather Local Horoscopes

YOU COULD WIN A 2007 SUBARU WRX!
CLICK HERE FOR SWEEPSTAKES DETAILS
BODY COLOR BODY KIT TIRES
PEPSIFREERIDE.COM

Pepsi FreeRide

Inside Yahoo! Autos
Find The Car You're Looking For
New Cars Used Cars Green Cars Concept Cars

Pulse - What Yahoos Are Into

Most Popular TV Superheroes

- Hayden Panettiere Heroes
- Tricia Helfer Battlestar Galactica
- Jensen Ackles Supernatural
- Tom Welling Smallville

» More TV

Popular Searches: Today's Overall Movers

1 Super Bowl MVP	5 Ashley Manning
2 Tony Dungy	6 Purple Rain
3 Super Bowl Halftime...	7 Bob Sanders
4 Super Bowl Commercials	8 Eli Manning

» More Yahoo! Searches

Advertise With Us | Search Marketing | Suggest a Site | Page Tour | Feedback | Yahoo! Telemundo
Company Info | Jobs | Help | Privacy Policy | Terms of Service
Copyright © 2007 Yahoo! Inc. All rights reserved. Copyright/IP Policy.

Rather...



Yeeeahh!

yeeeahh.subtraction.com



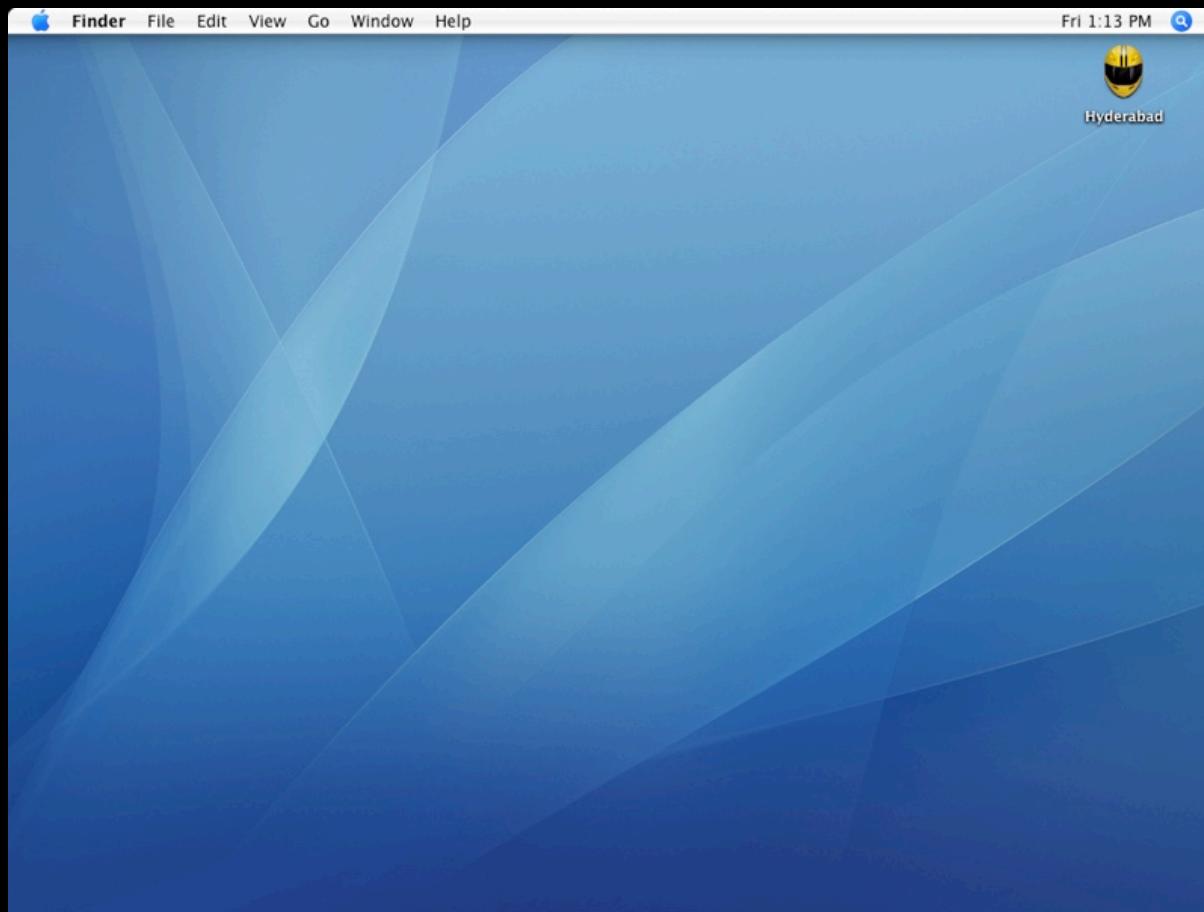
Requirements

Every design solution begins by **defining the problem** and establishing constraints.

- 1024 x 768 screen
- Big Ad Unit

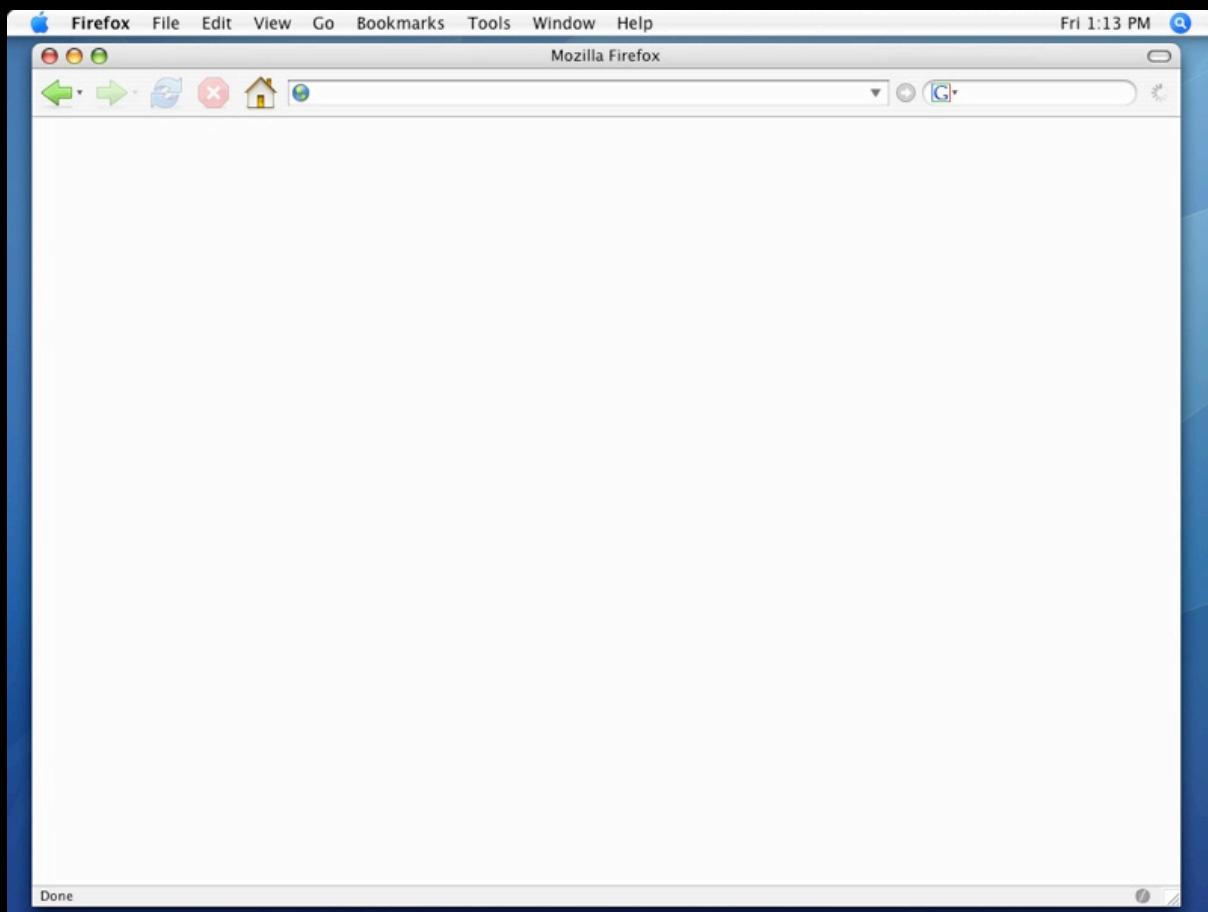
Screen Resolution

SXSW®



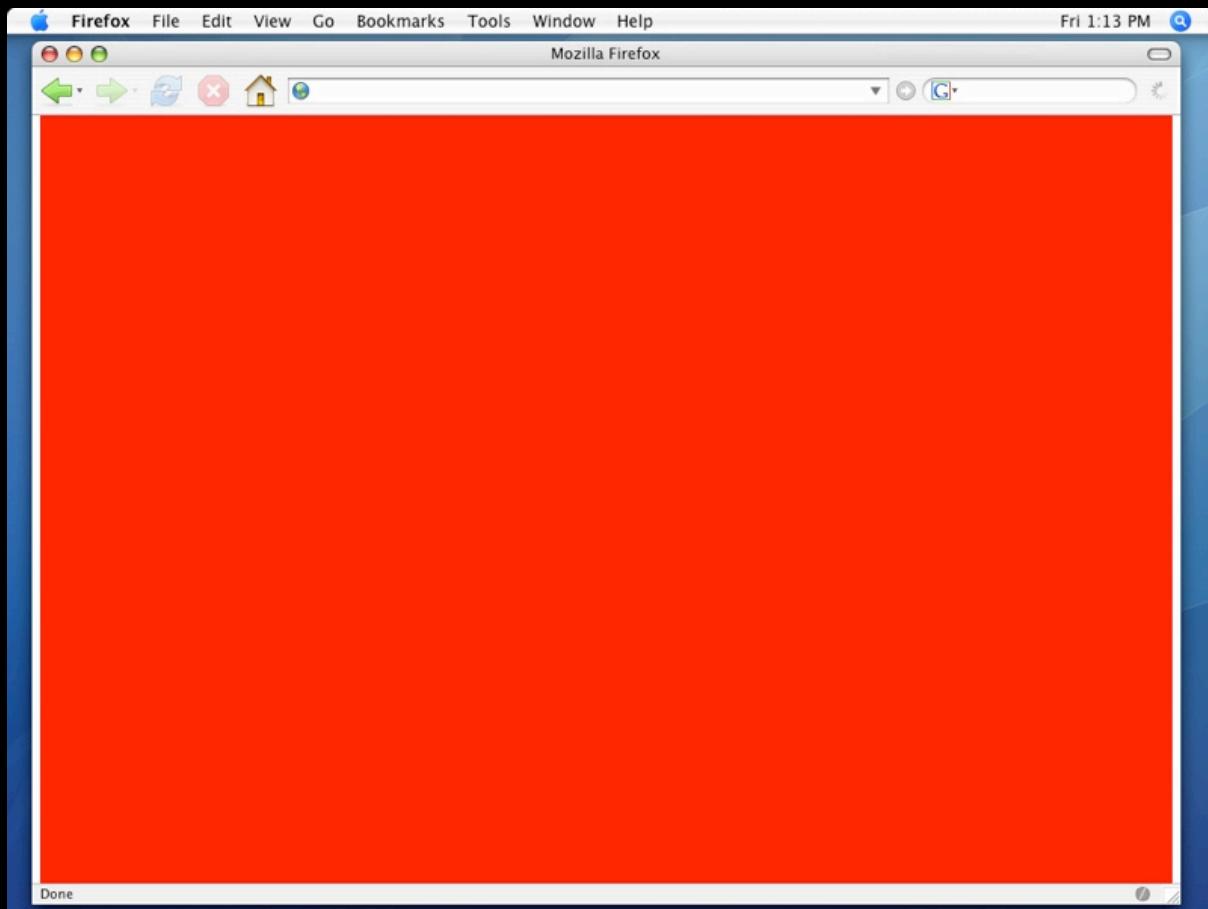
- 1024 px wide by 768 tall

'Natural' Browser Size



- Approximately 974 px wide by 650 px tall

Canvas Area



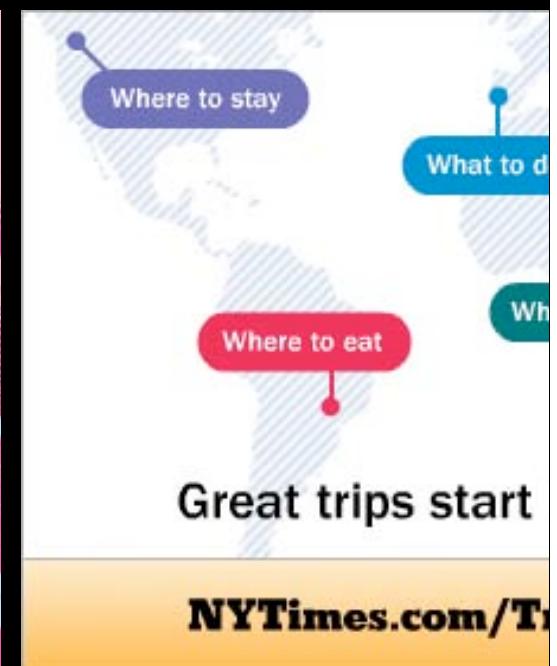
- Less left and right margins
- Approximately 960 px wide by 650 px tall

The Big Ad



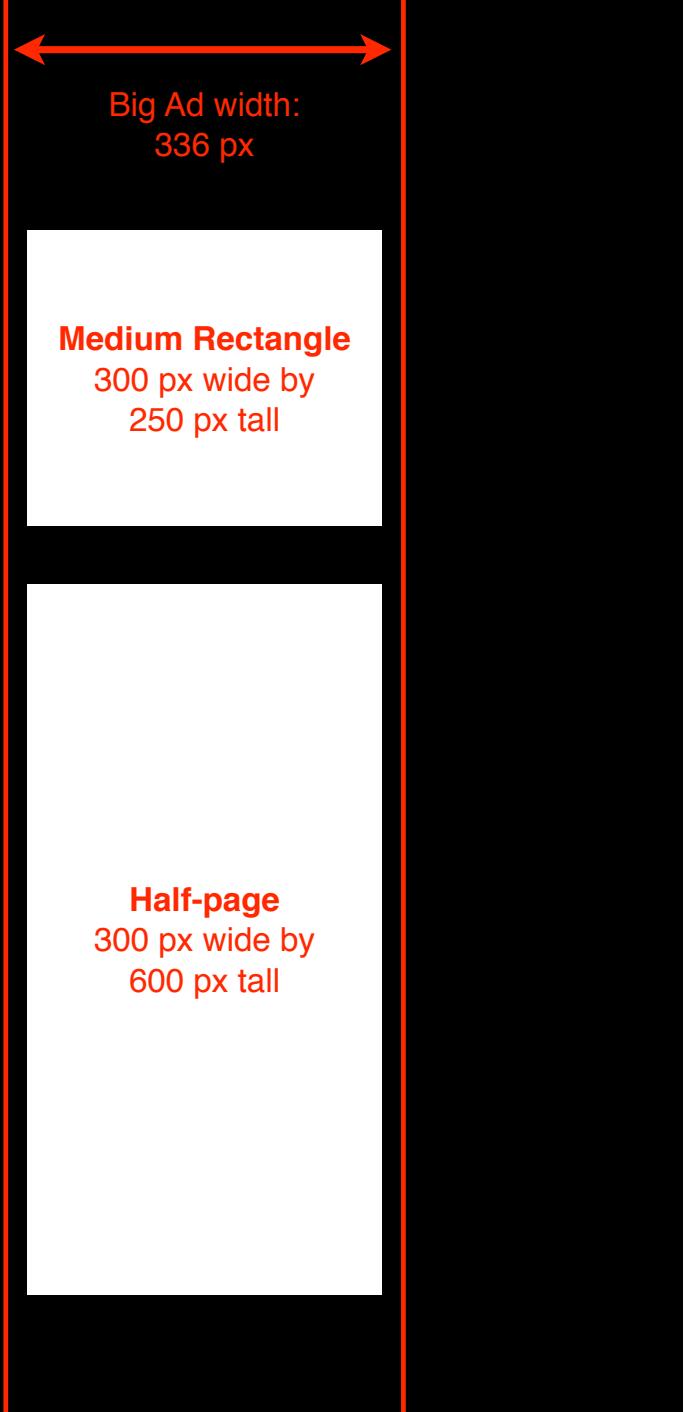
The most useful ad unit to design for is the **Big Ad**.

336 px wide by 280 px tall as established by the **Internet Advertising Bureau**.



Other Ad Sizes

A design based on the Big Ad will also accommodate the width of the other popular ad unit sizes



The Utility of Constraints



Ad units complicate things, but they're actually very helpful because they serve as **fixed constraints**.

Constraints are the mother of design invention.



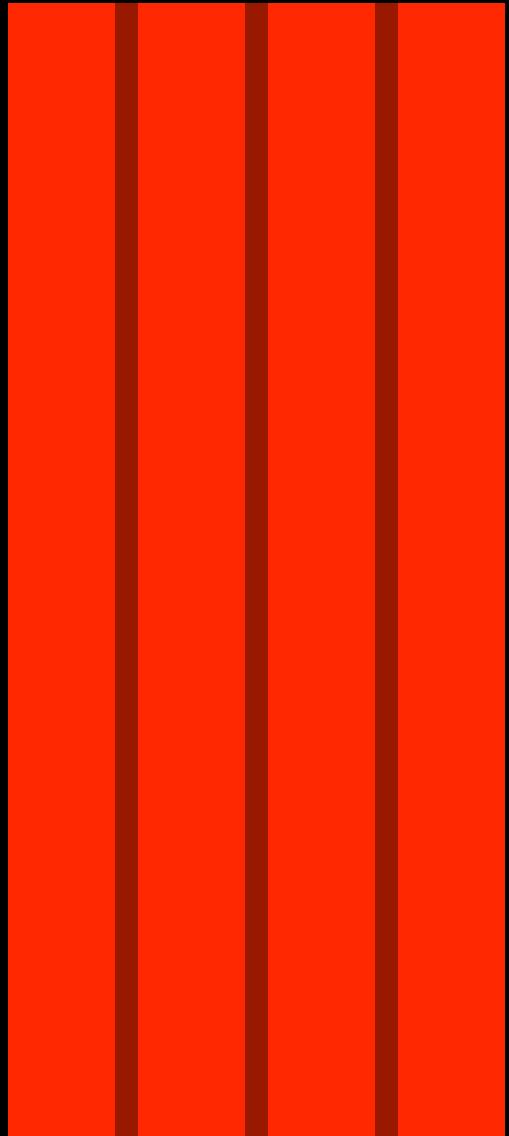
Units

Units & Columns



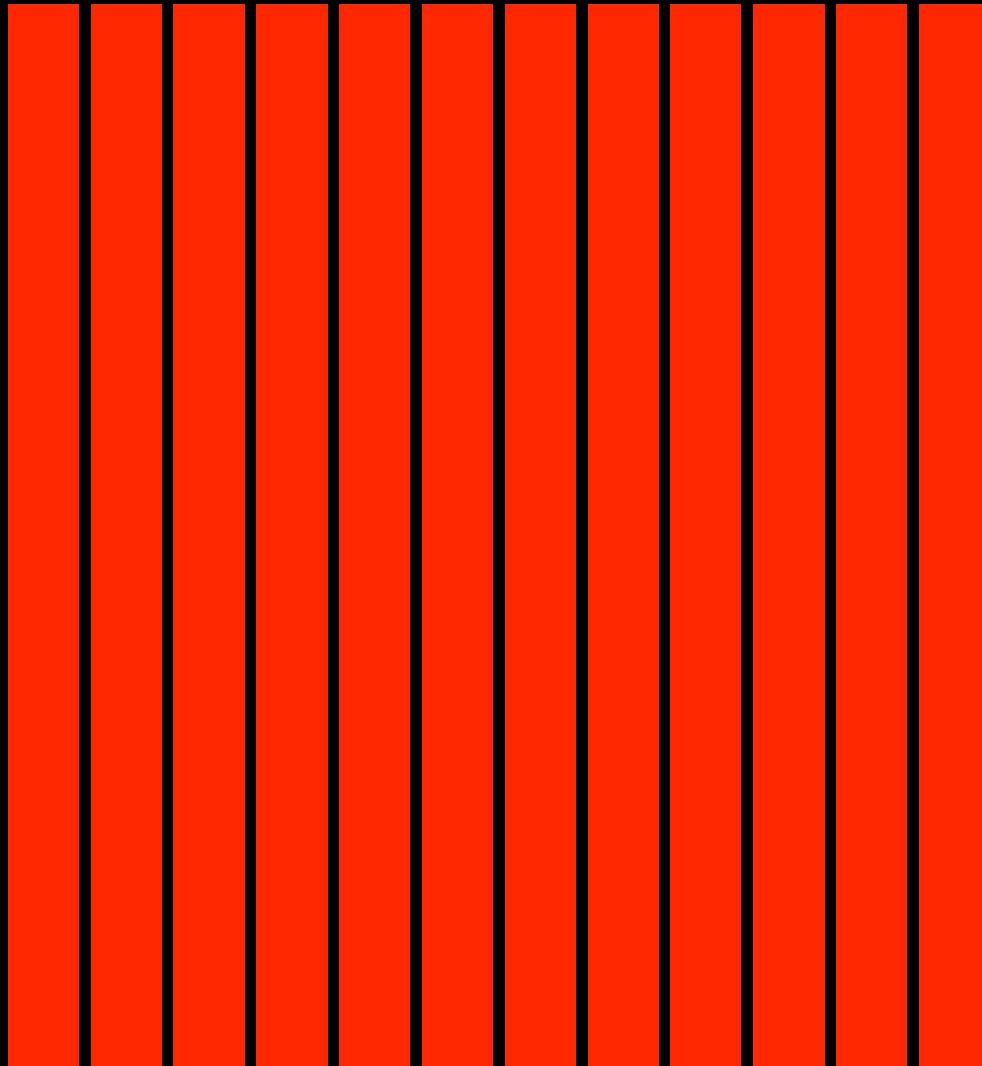
Units are the basic building blocks of a grid.
They're all uniform.

Columns are the groupings of units that create
the visual structure of the page. They are not
necessarily uniform.



In this example, four units are combined to create a single column.

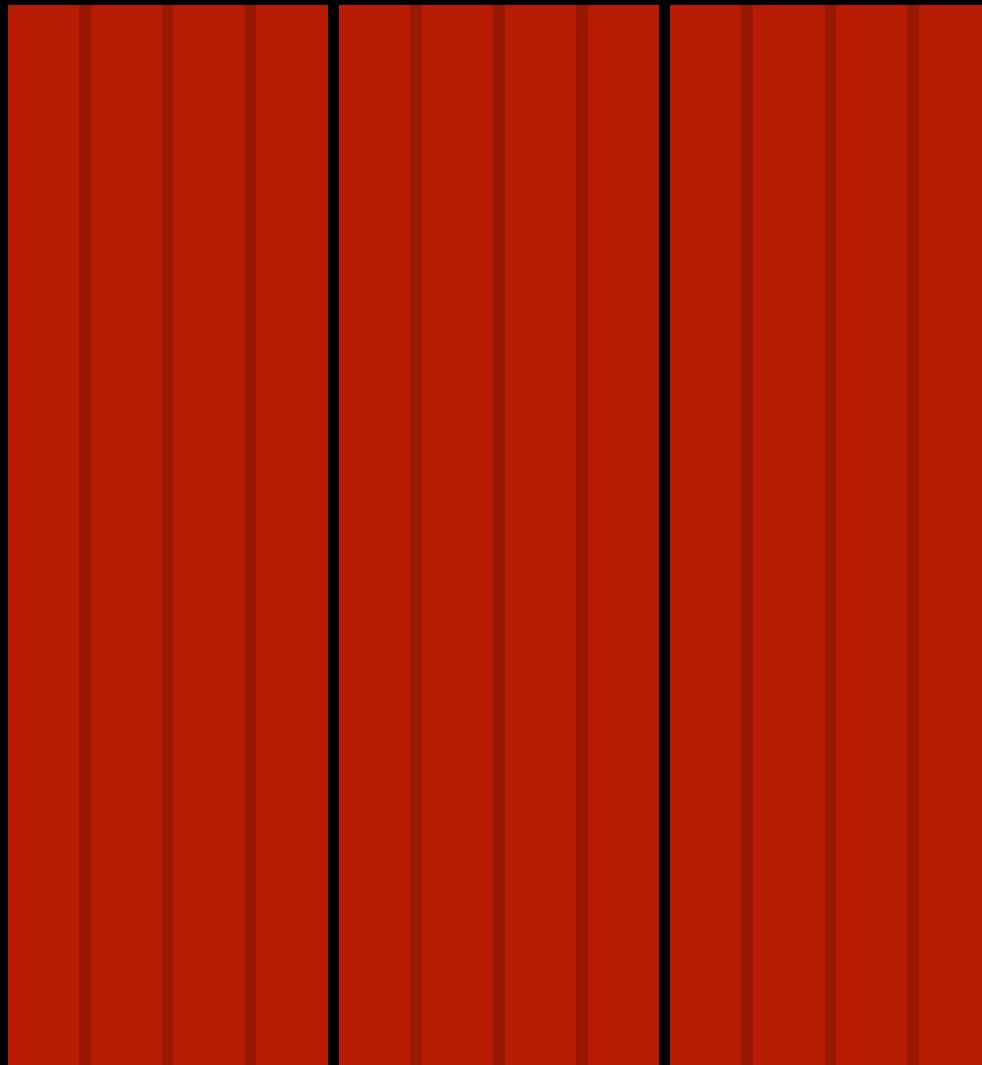
The Rule of Threes... or Fours



In general, we want to create units in multiples of three or four.

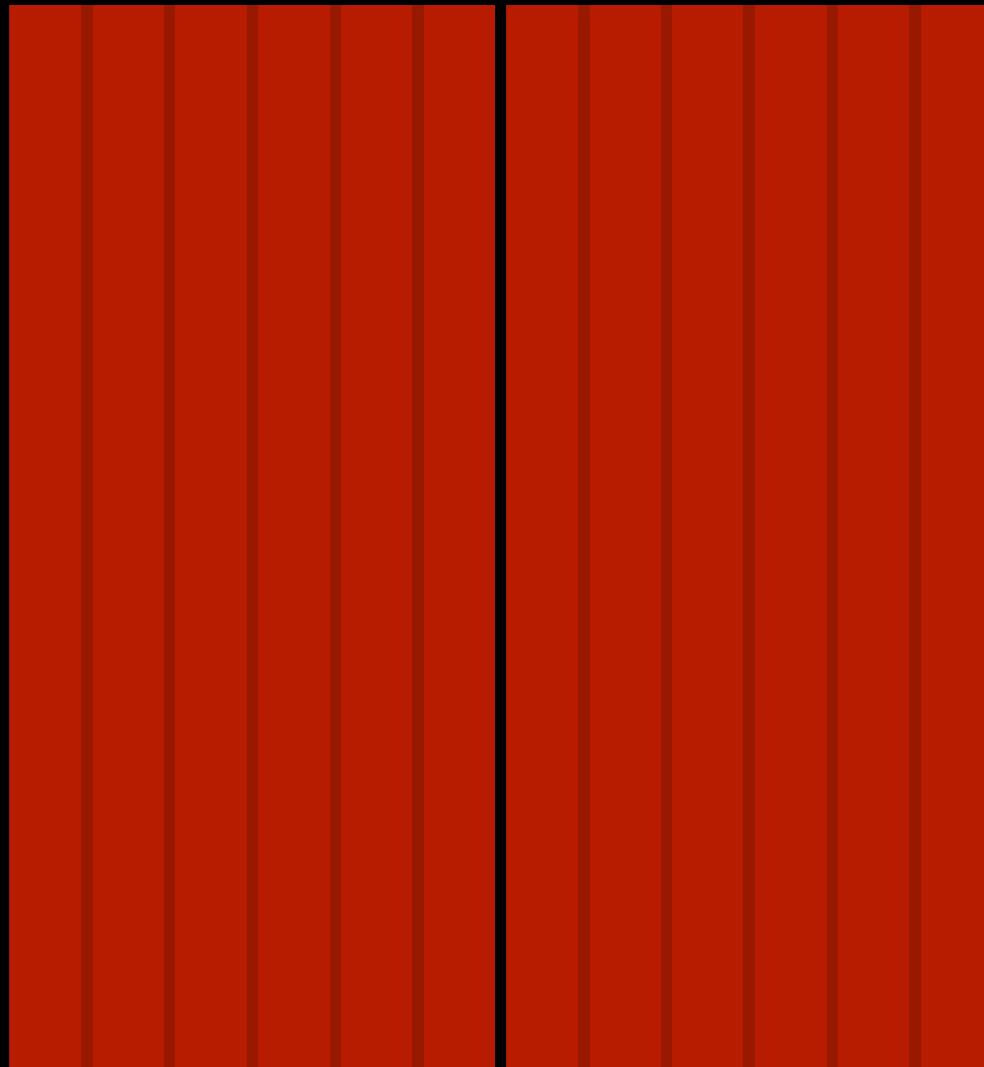
Twelve is ideal, because it's a multiple of three *and* four.

Twelve Units Can Combine into 3 Columns...



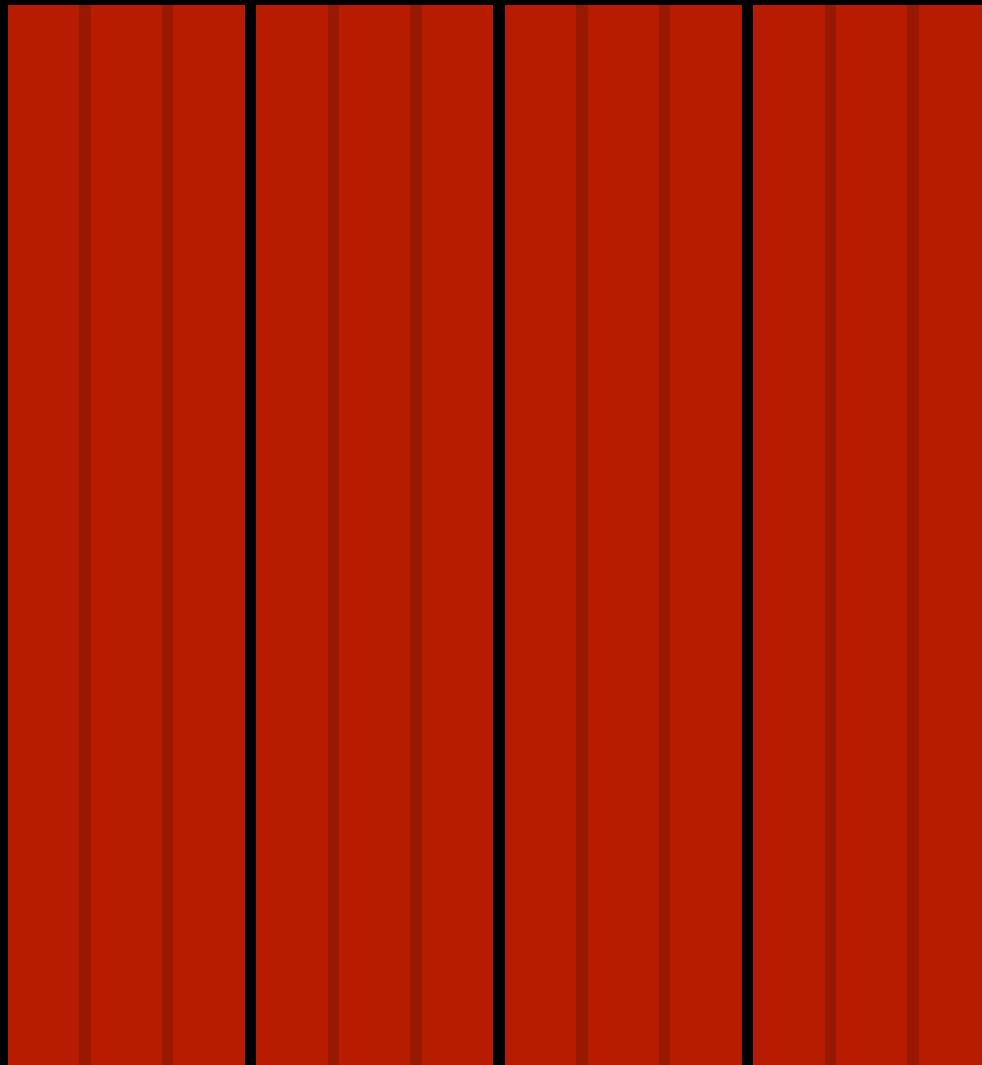
Three columns of four units each.

Into 2 Columns...



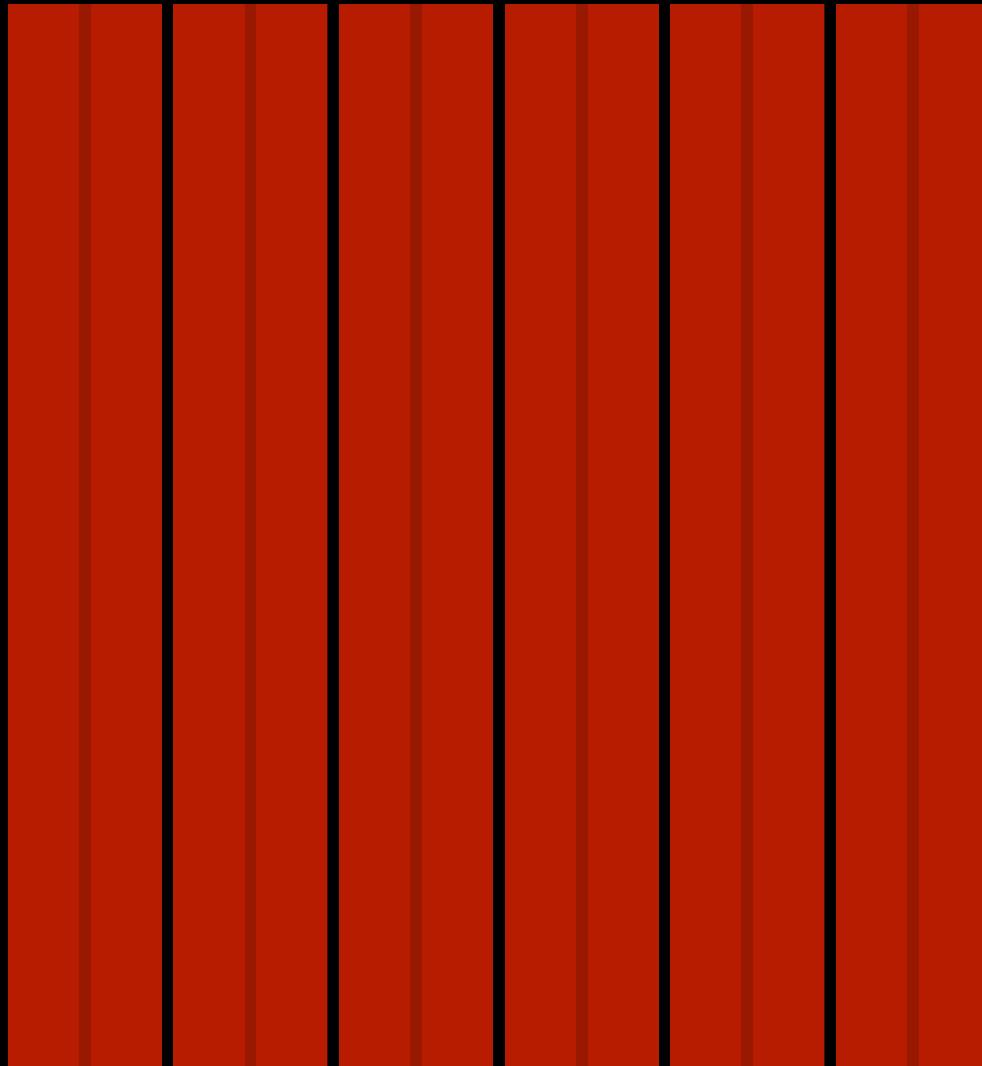
Two columns of six units each.

Into 4 Columns...



Four columns of three units each.

Into 6 Columns...

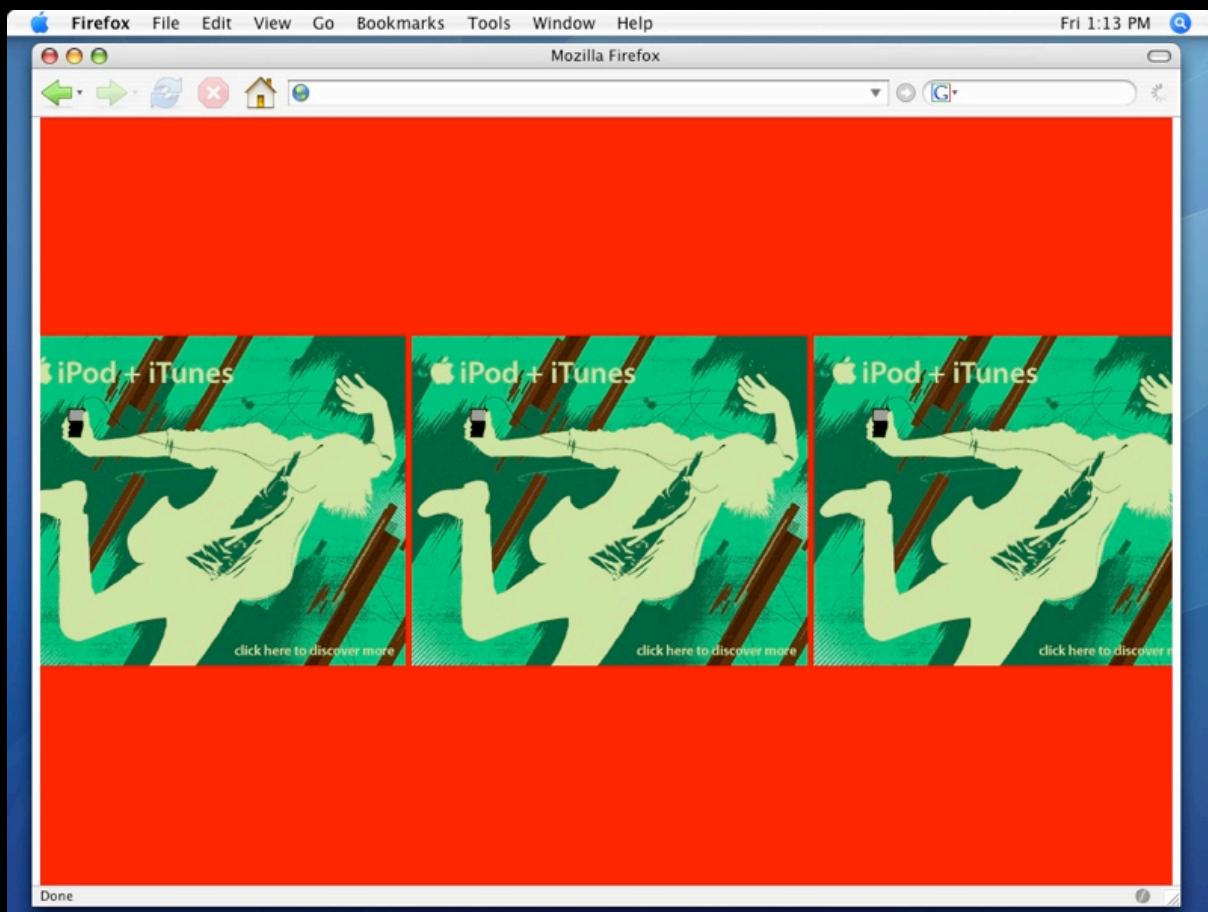


Six columns of two units each.



Unit and Column Math First Try

Nonconducive Size



Unfortunately, three Big Ads will *not* fit within our 960 px width.

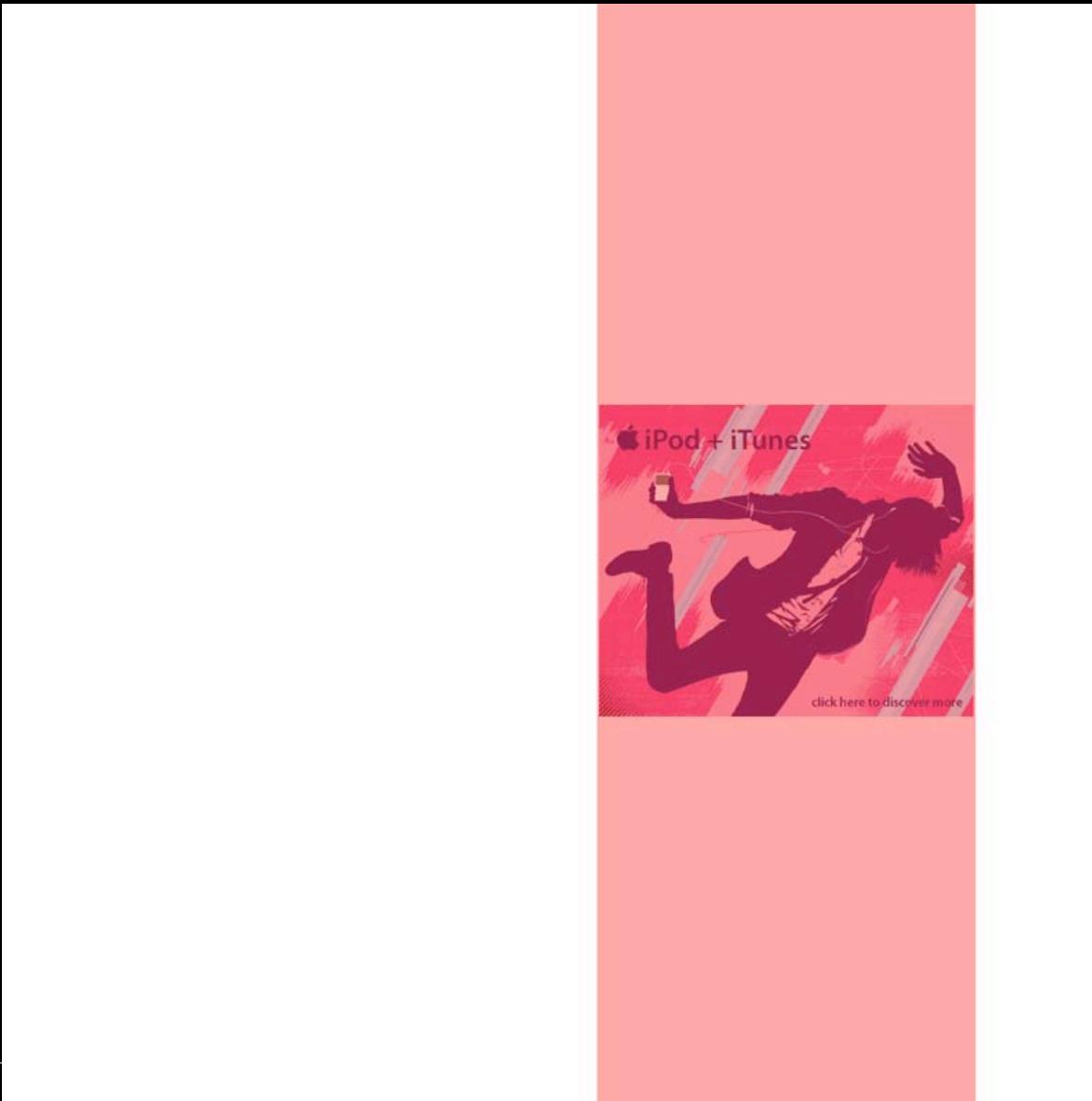
Canvas - ((Total Units -1) x Gutter) ÷ Total Units = Unit

950 - ((16 -1) x 10) ÷ 16 = Unit

(Don't worry about doing it this way.)

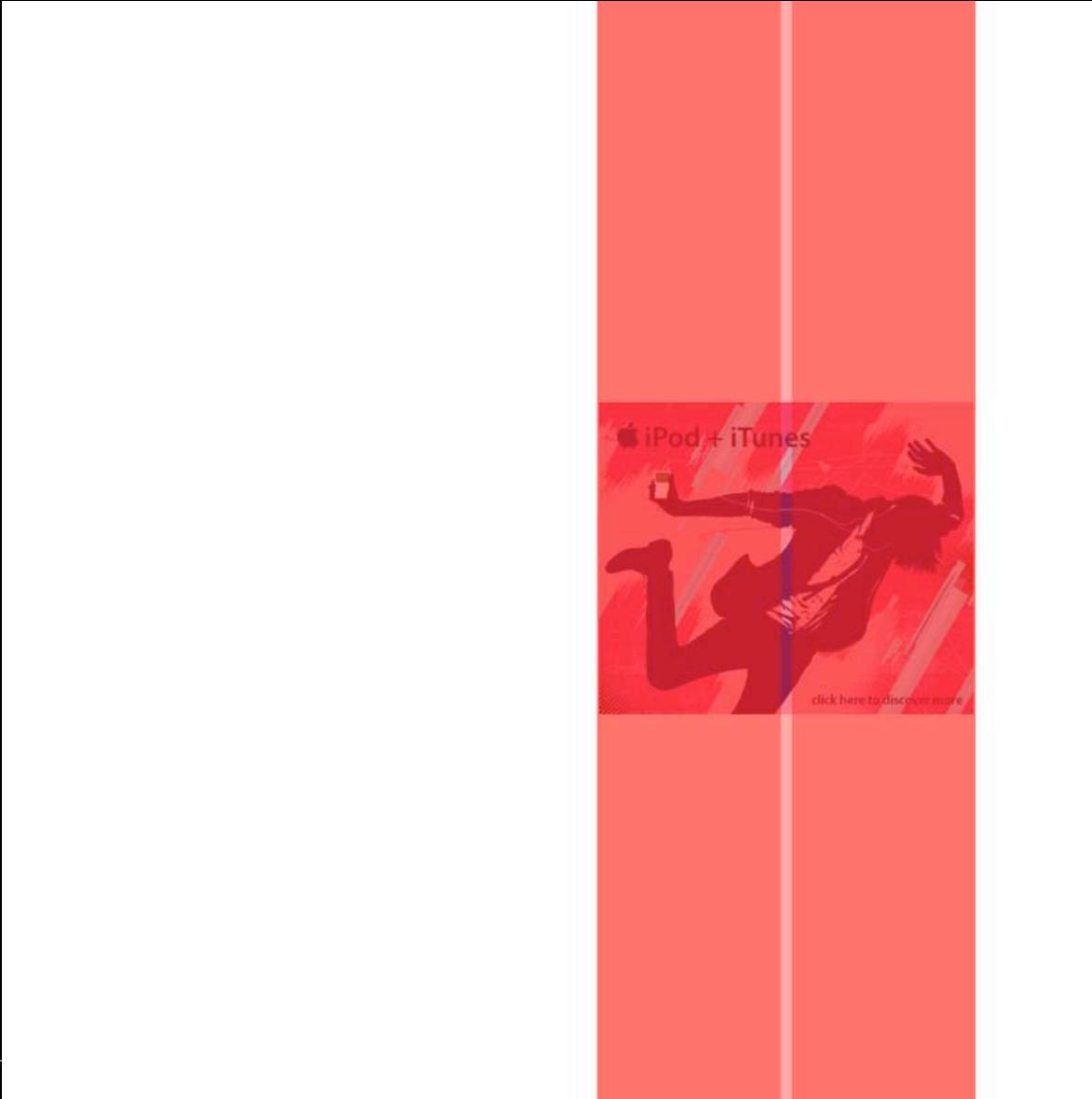
Round-up the Ad Column

SXSW®



Round up the ad unit column to an even 340 px width.

Divide the Ad Column

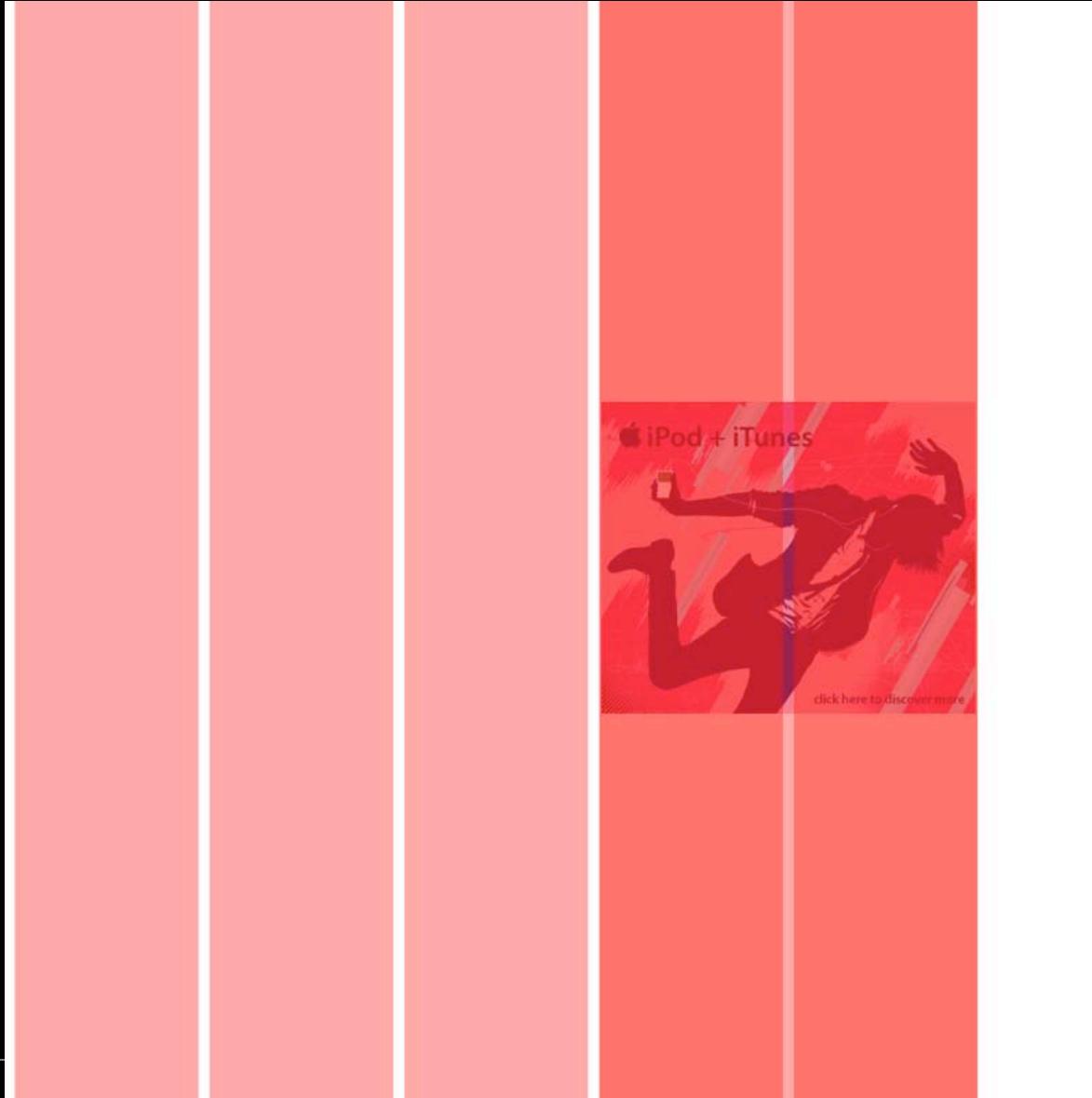


Divide the ad column into two units of 165 px each, with a 10 pixel gutter.

$$(340 - 10) \div 2 = 165$$

Extrapolate Units

SXSW®



Yields 5 units of 165 px each for a total width of just 865 px.

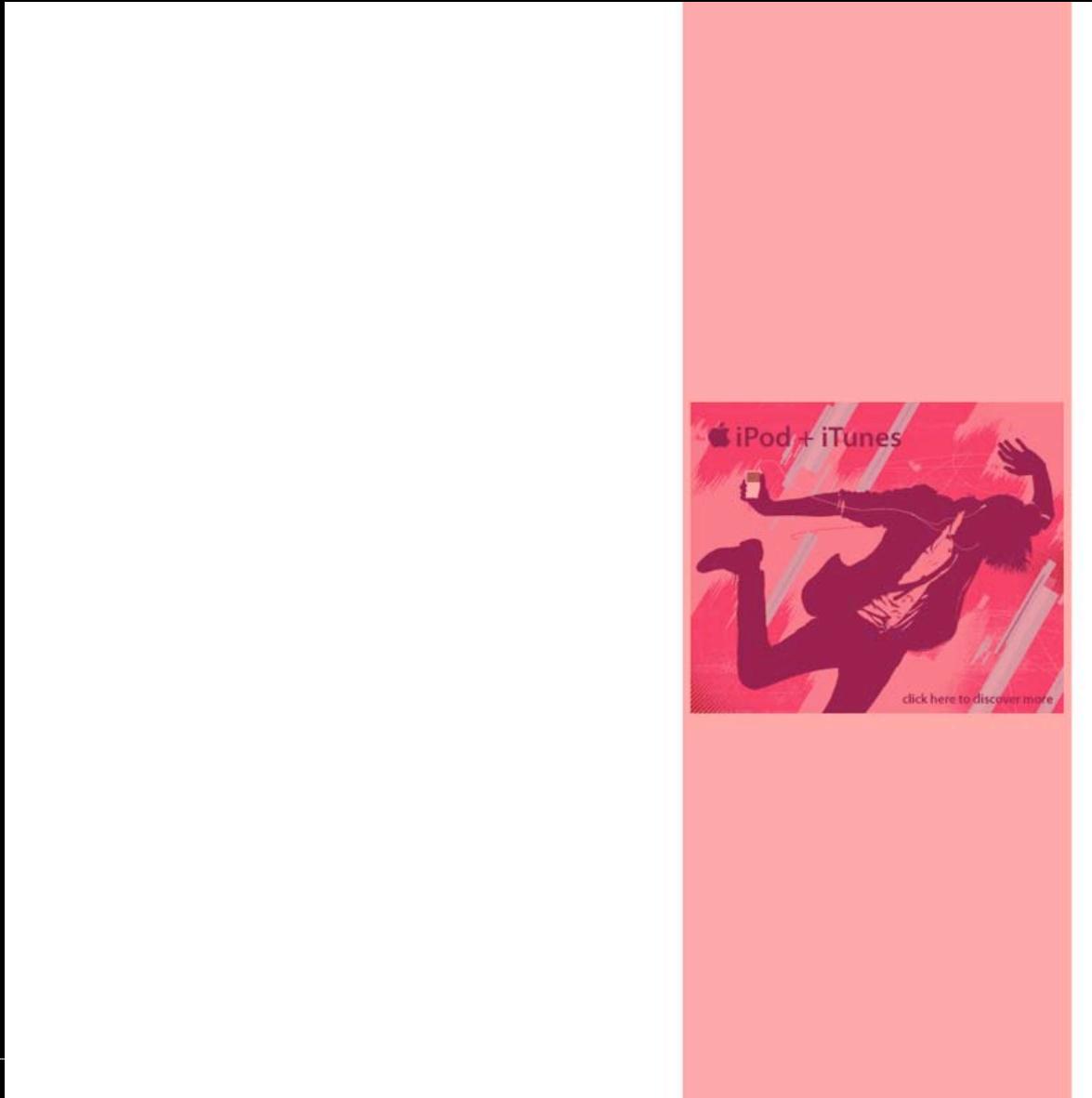
These could be subdivided into 10 units but a 10 unit grid is difficult to work with.



Second Try

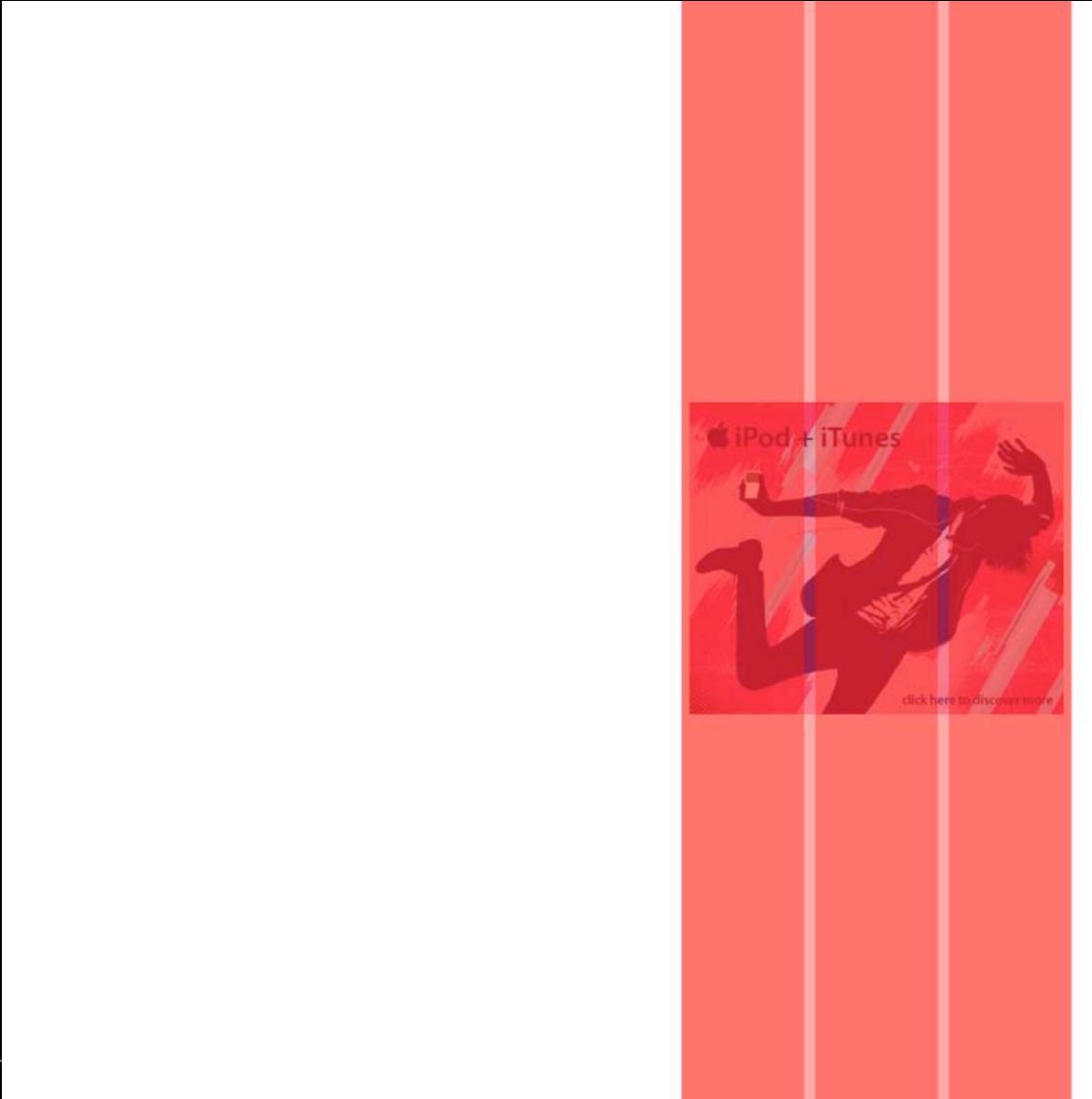
Round-up the Ad Column

SXSW®



This time round up higher
to 350 px width.

Divide the Ad Column

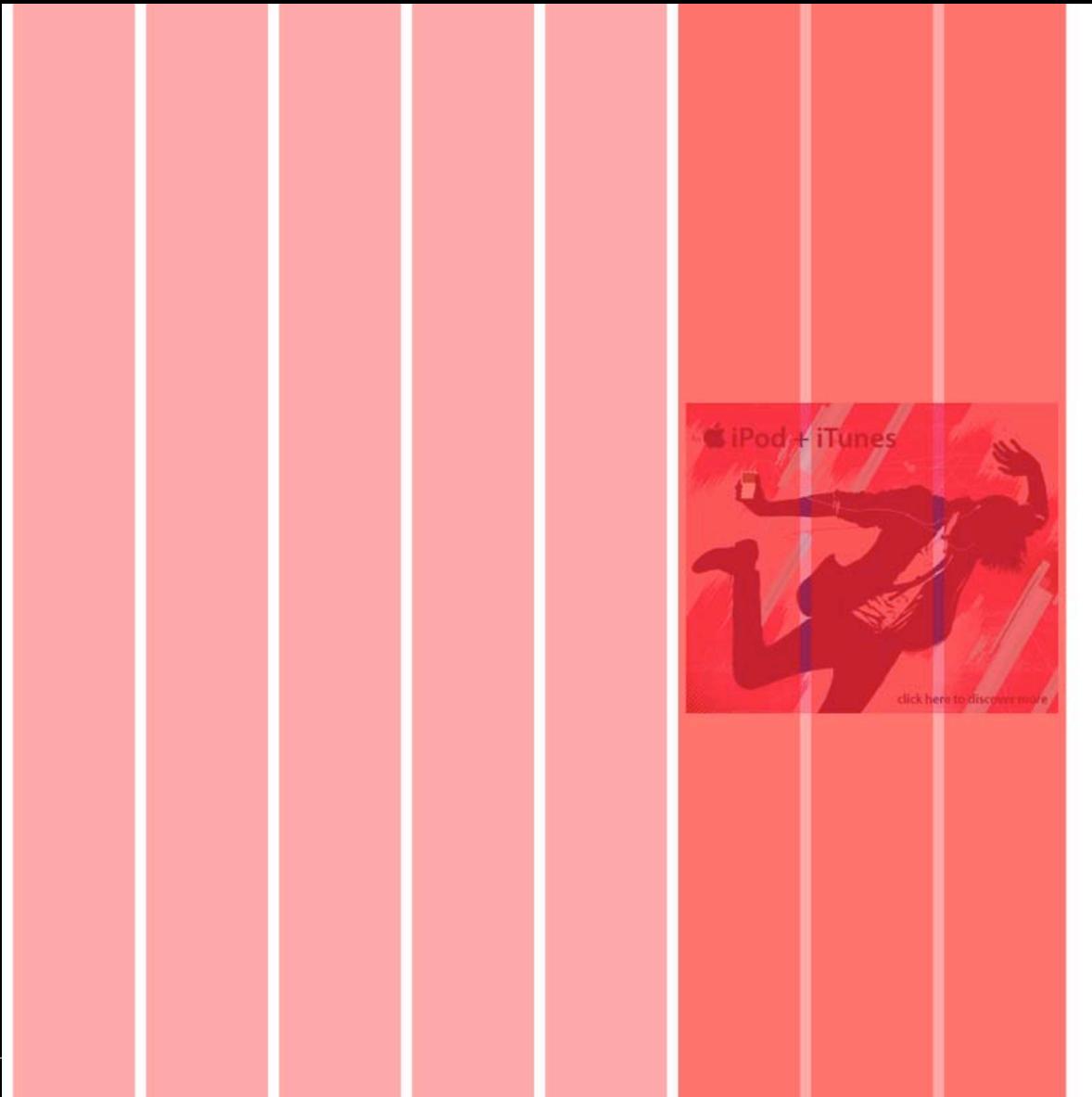


Divide by three this time,
with two 10 px gutters, for
110 px units.

$$(350 - (2 \times 10)) \div 3 = 110$$

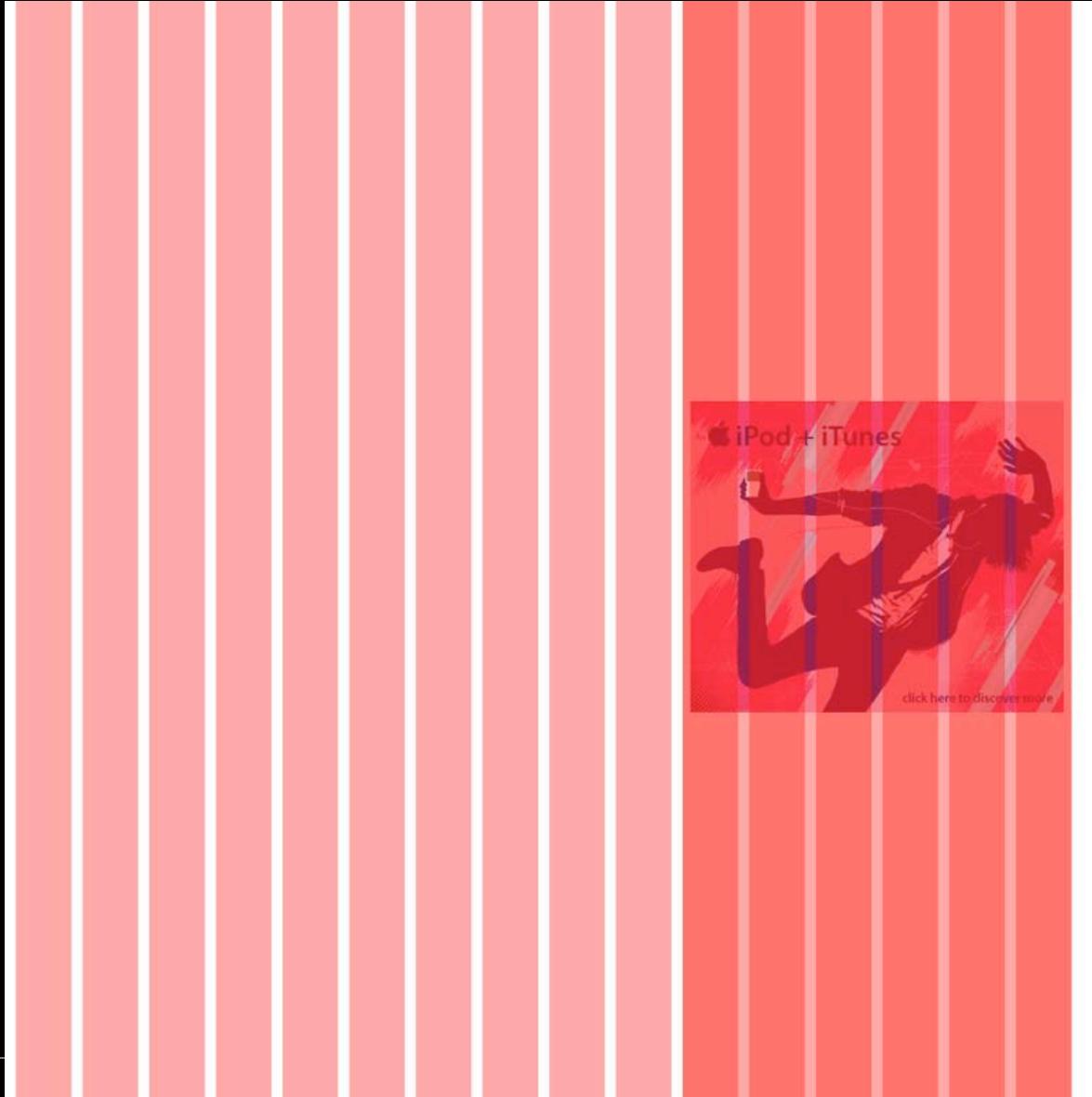
Extrapolate Units

SXSW®



Yields 8 units of 110 px
each for a total width of
950 px.

Subdivide the Units

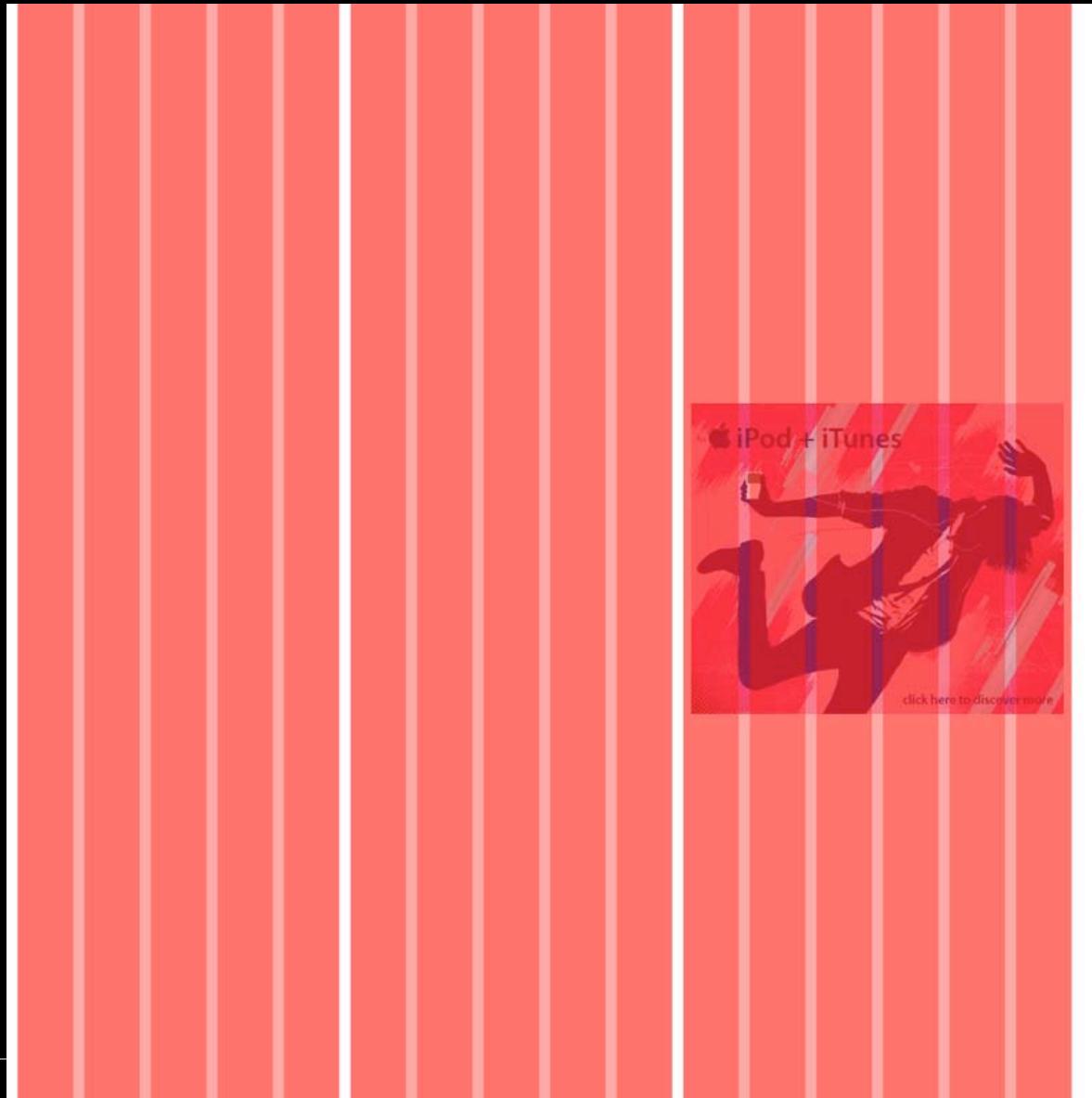


Eight units is a good number, but we can subdivide it even further into a 16-unit grid for added flexibility.

These units are 50 px wide

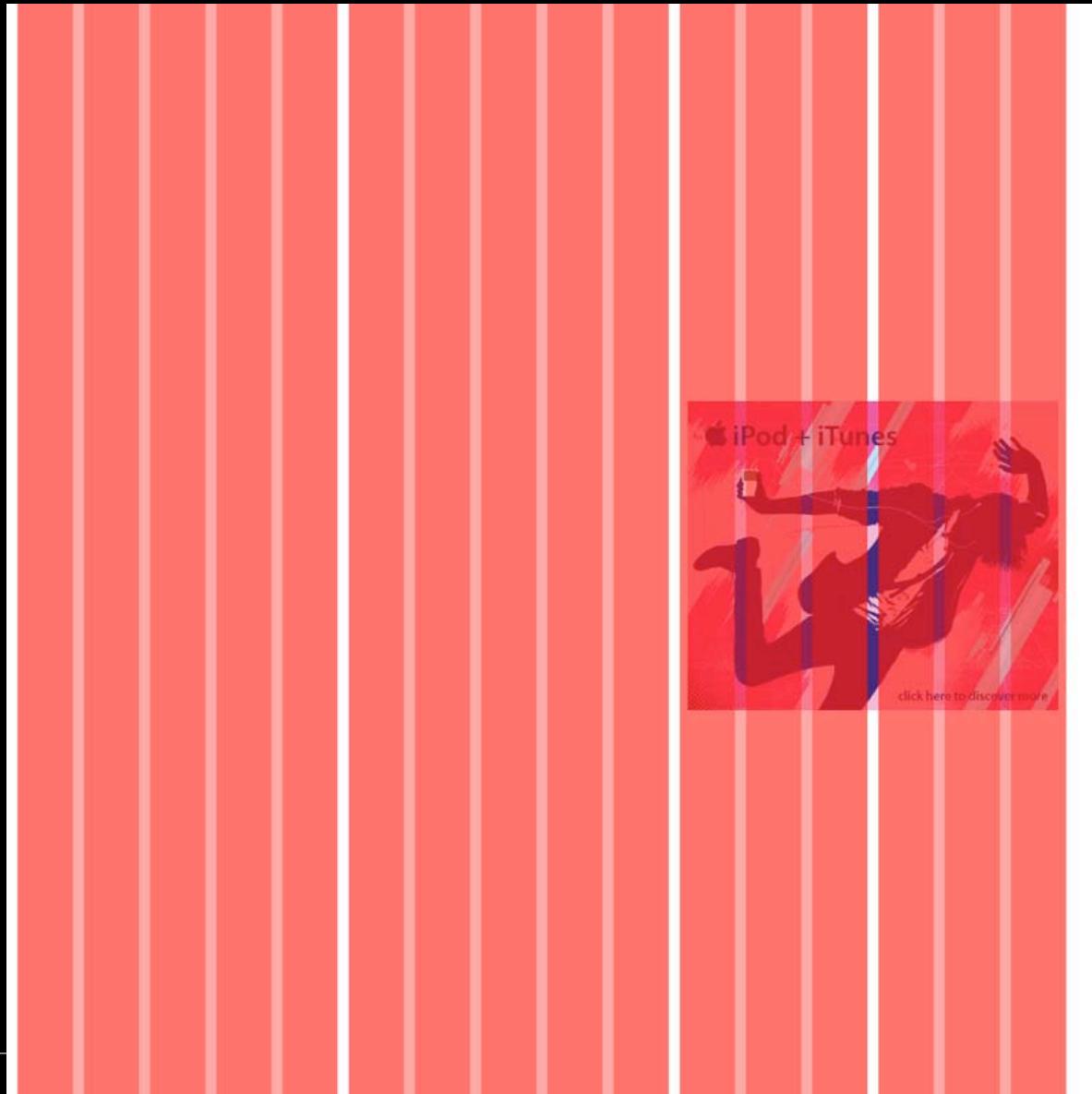
Consolidate Units into Columns

SXSW®



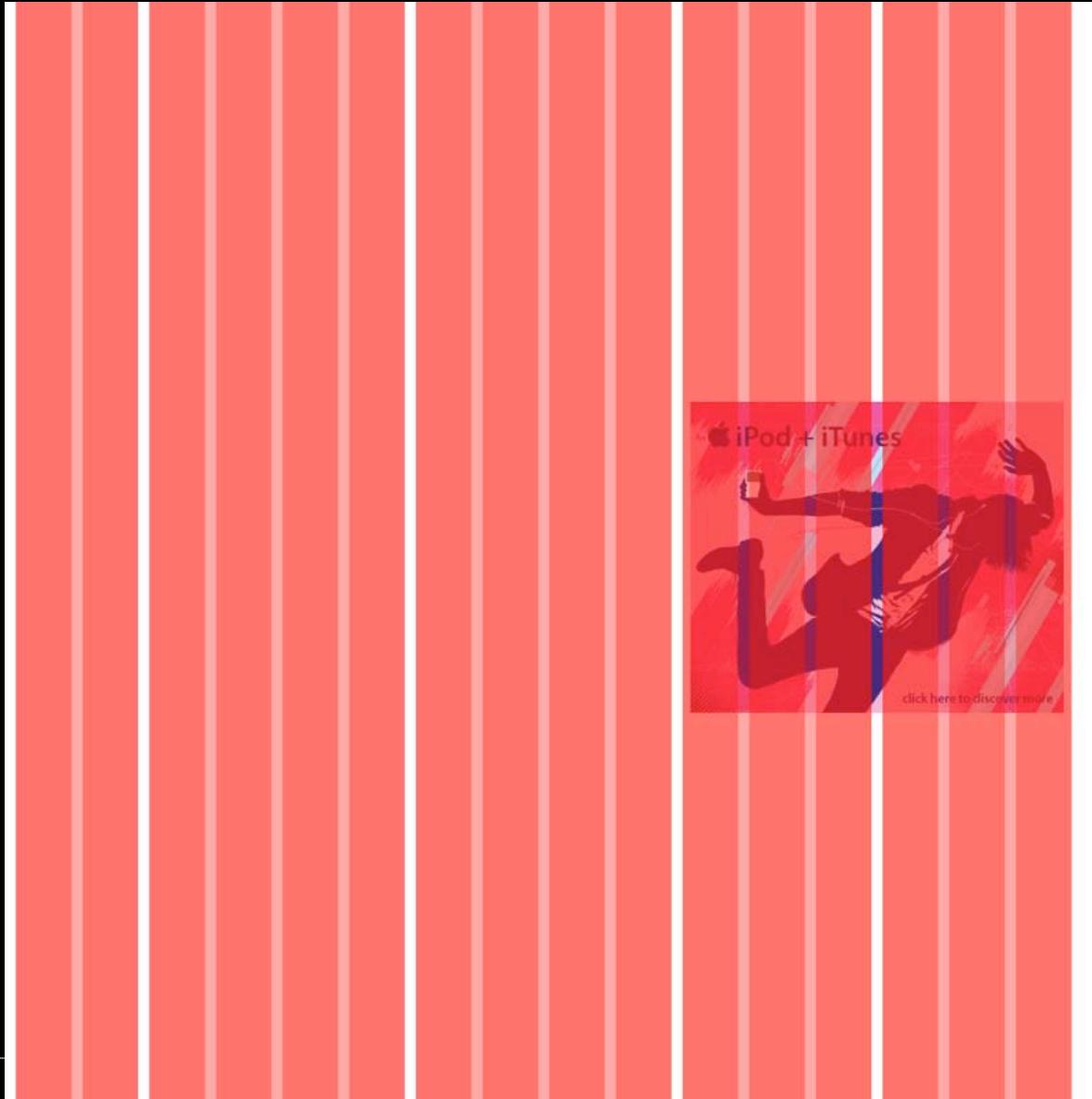
A 16-unit grid allows us to create two equal columns in the left region.

Creating Smaller Columns



And to subdivide the right region into 2 or 3 columns.

Left Navigation



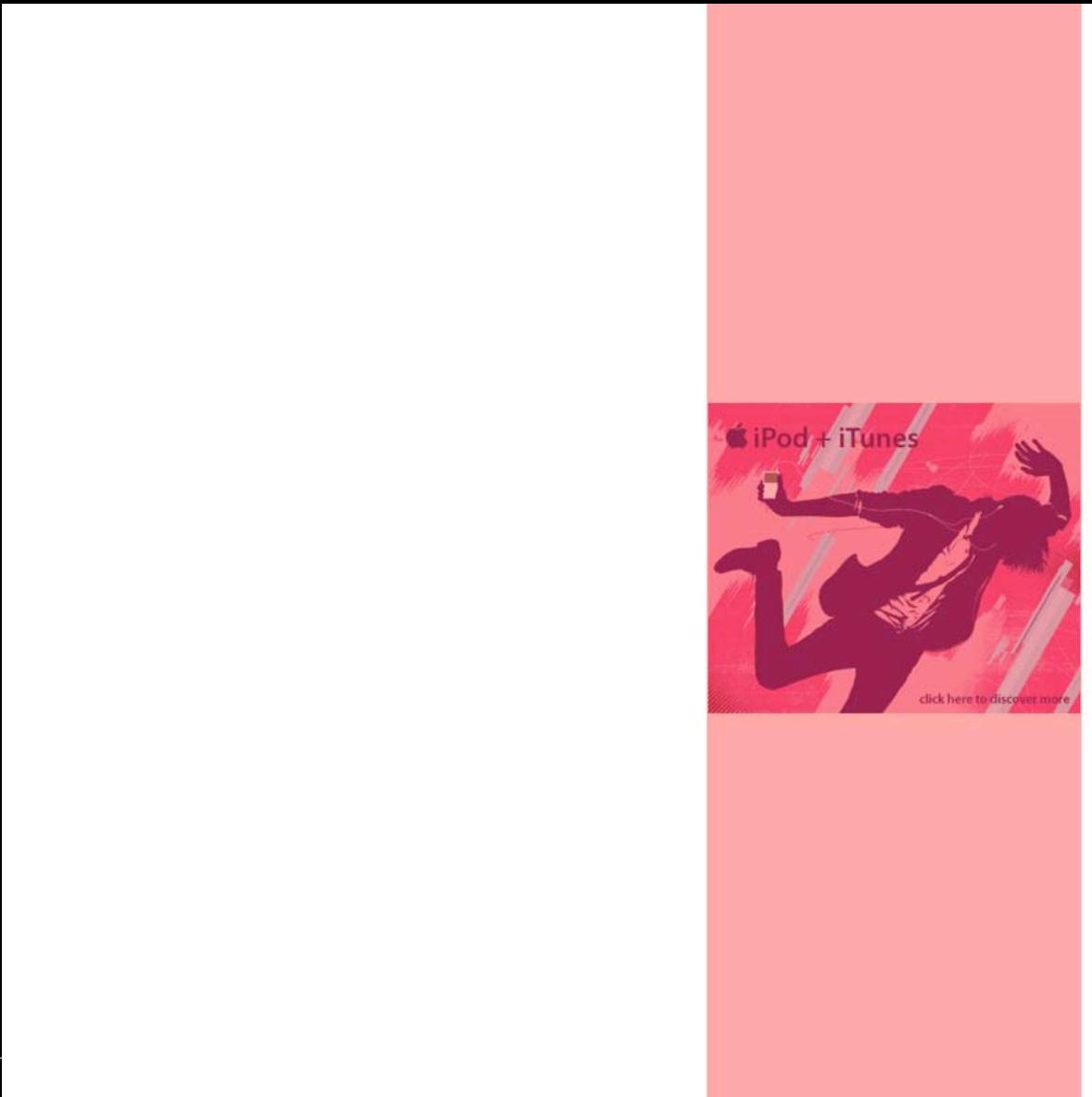
We can also carve out 2 units at the left to create a left-navigation.



Third Time's the Charm

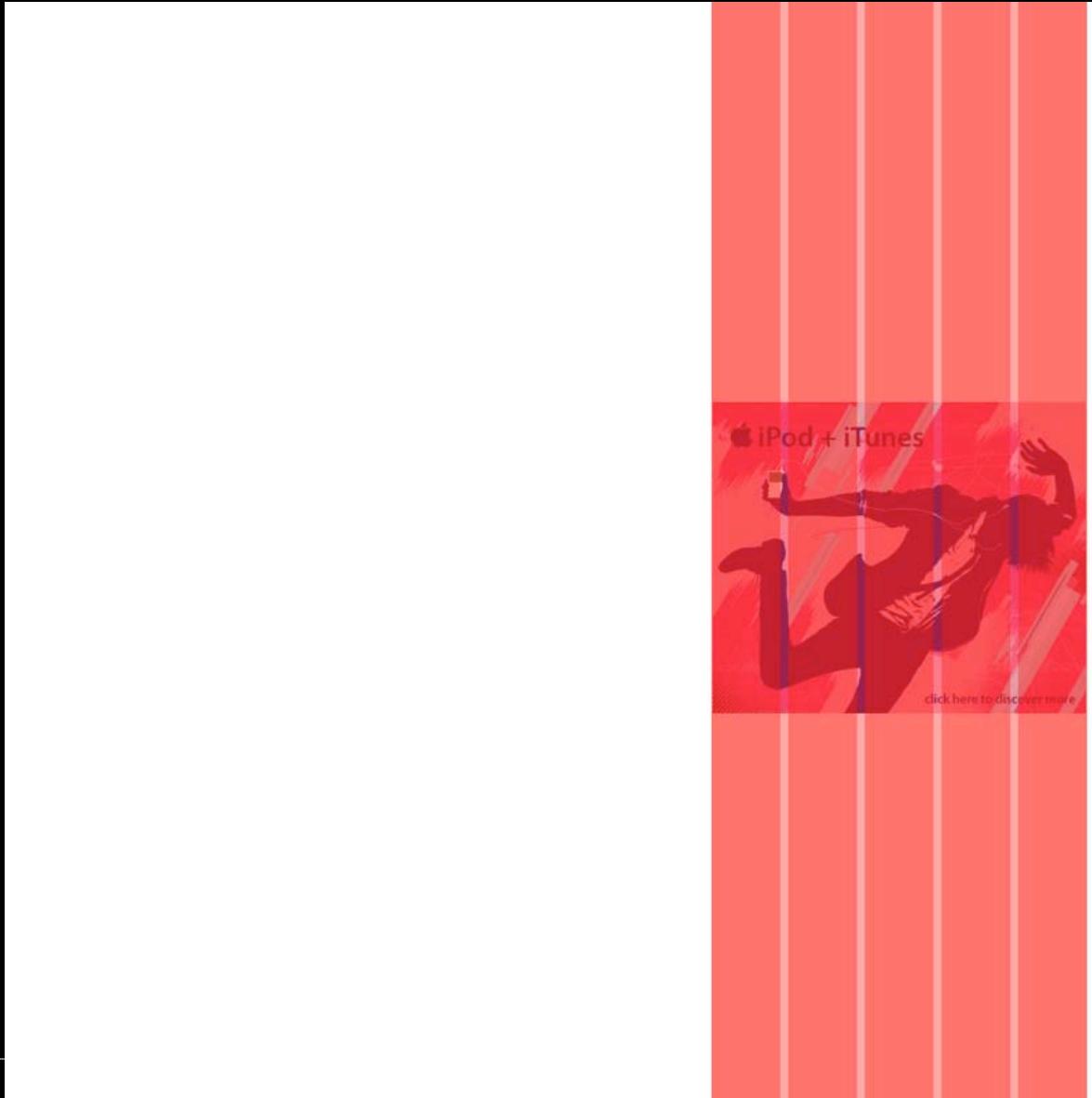
Round-up the Ad Column

SXSW®



For a tighter look, we can round up the ad unit to 338 px.

Divide the Ad Column

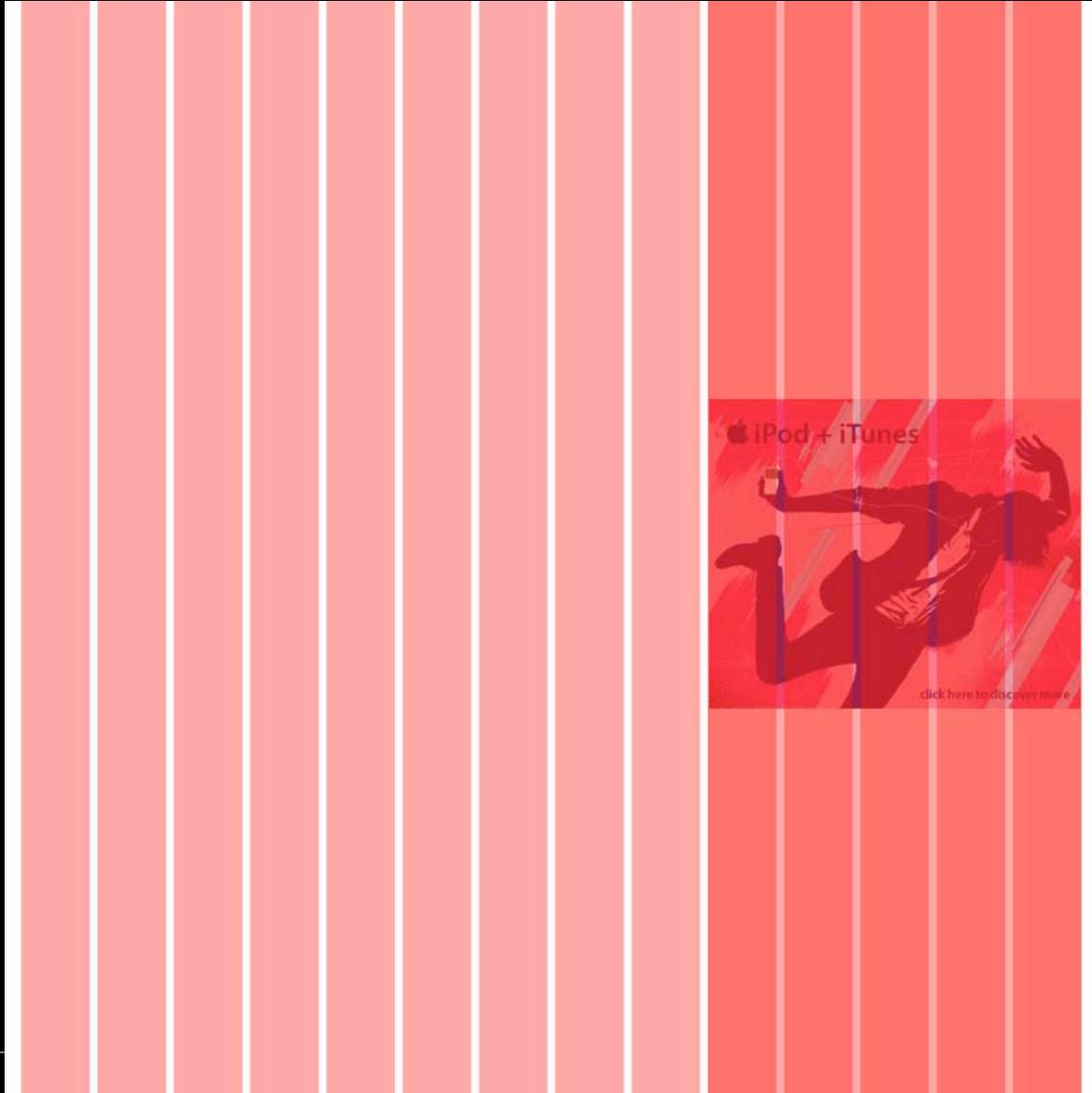


Divide by five this time,
with four 7 px gutters, for
62 px units.

$$(338 - (4 \times 7)) \div 5 = 62$$

Extrapolate Units

SXSW®

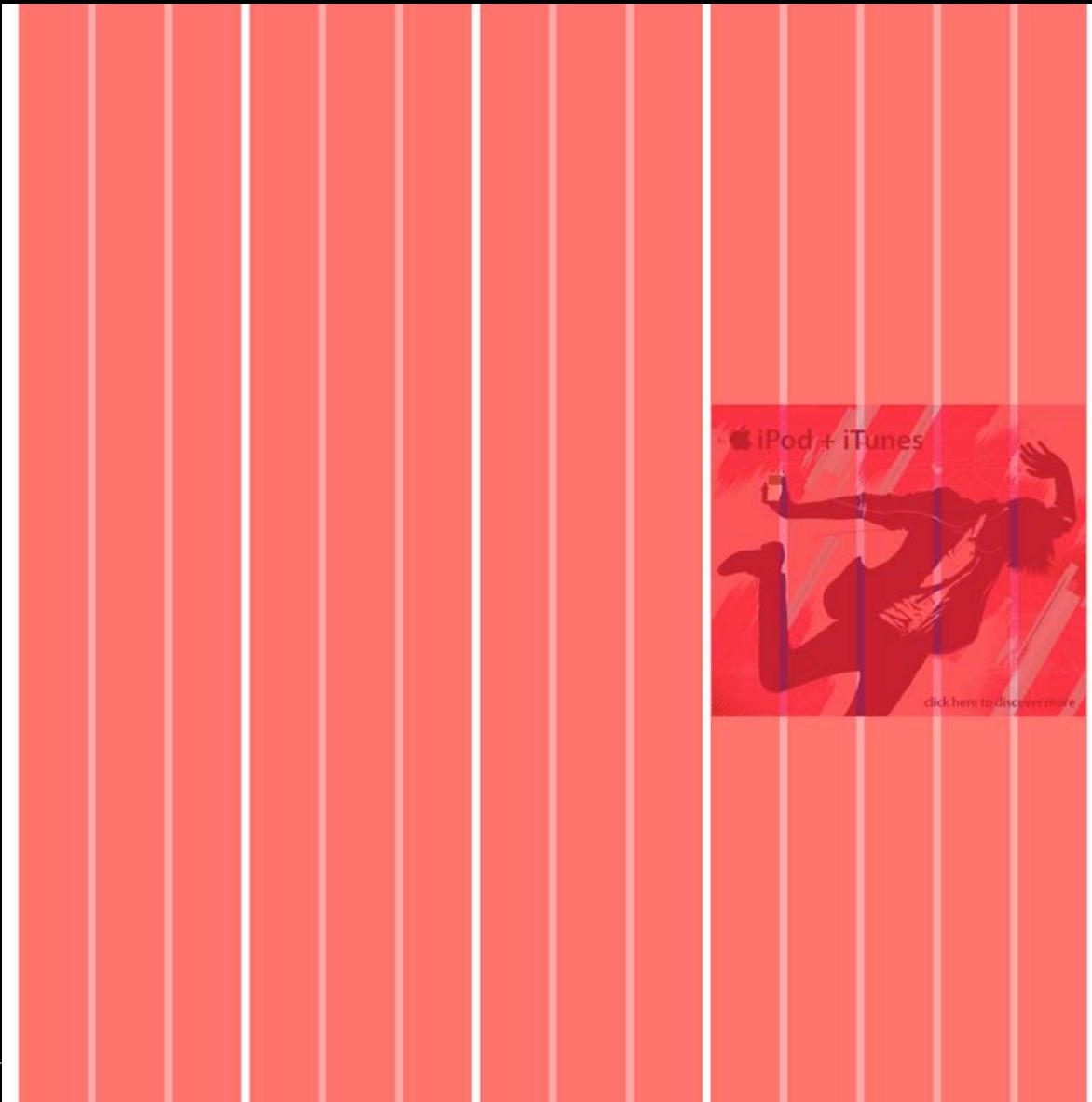


Yields 14 units of 62 px
each for a total width of
959 px.

Fourteen is a strange
number, but sometimes
that makes things more
interesting.

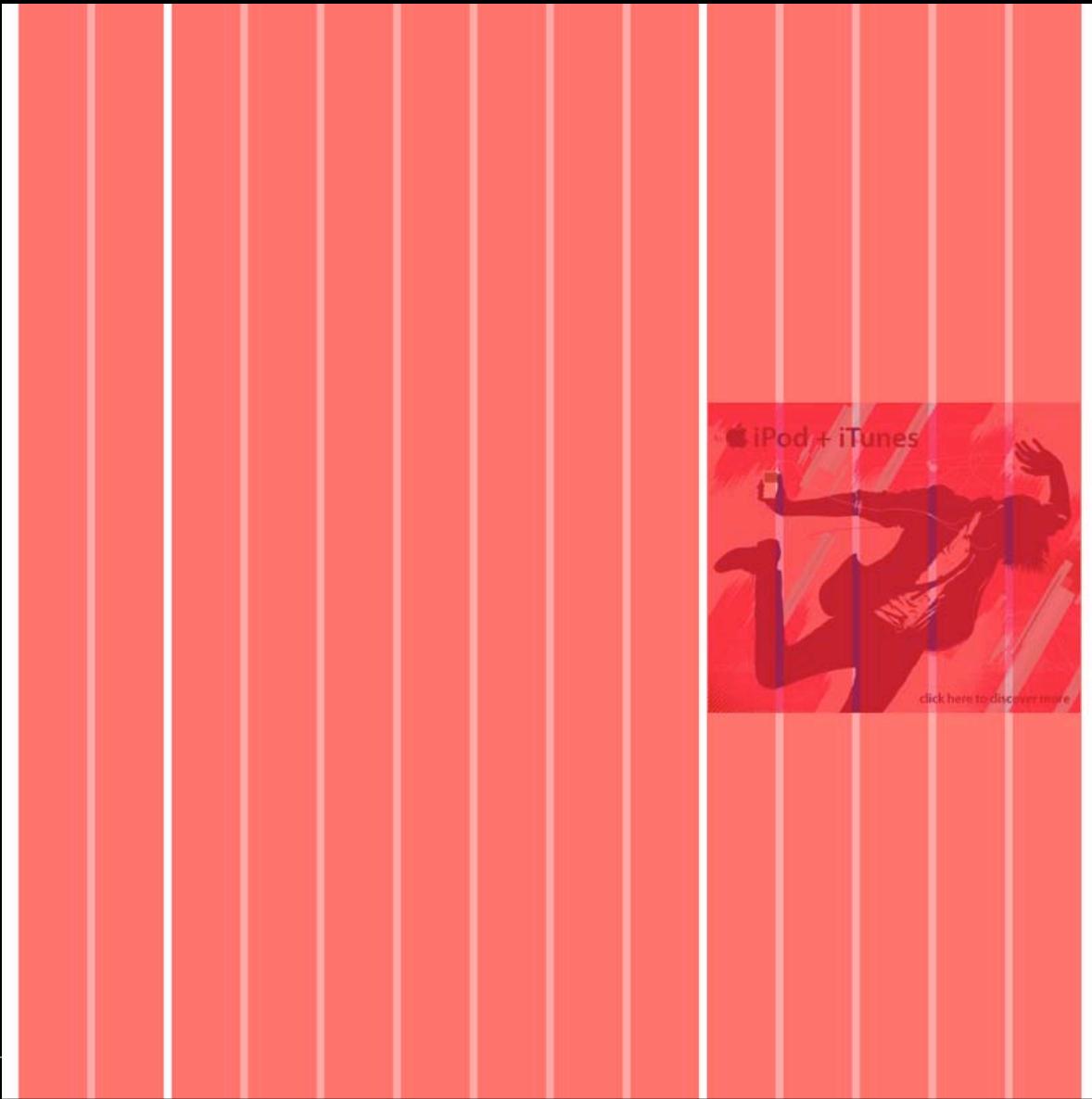
Consolidate Units into Columns

SXSW®



Allows the left region to be consolidated into 3 columns.

Left Navigation



Also allows for a slightly wider and more substantial left-hand navigation column.

The Grid Is Done



Time to design.



Layout



Header

Header Placement



Yeeaahh!



Search Region

SXSW®

Yeeaahh!

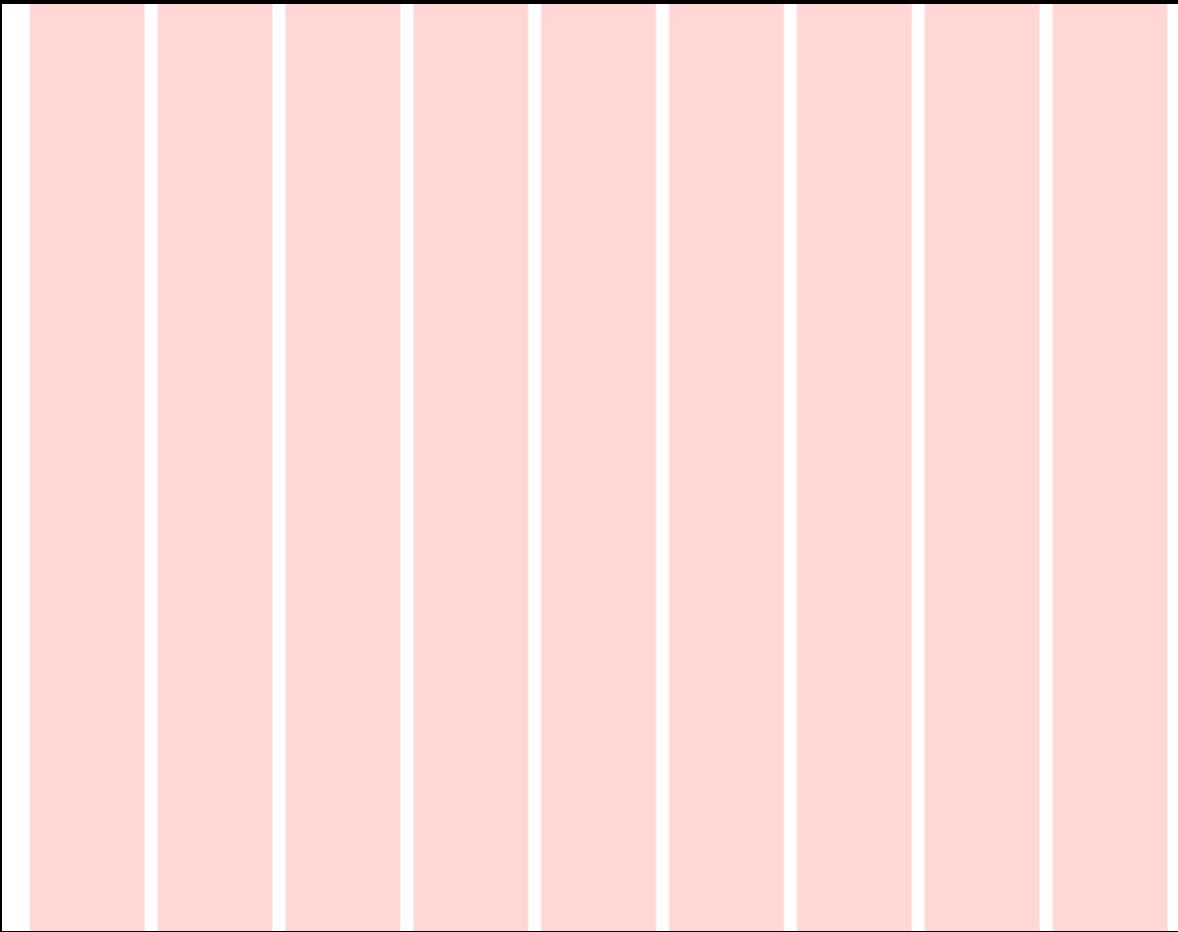


Use the balance of the logo area for a search region.



The Box Model

Grid Usage



Using a grid isn't quite as simple as just lining elements up along its edges.

Example



Let's typeset three elements on a 9-unit grid.

The instinct is to left-align each right on the edge of each column.

Add Grid Lines



Tacos	Chicken Parmesan	Hot Pockets
-------	---------------------	----------------

Divide the columns with simple rules.

Visual Tightness



Tacos

Chicken
Parmesan

Hot
Pockets

Such strict adherence to
the grid causes visual
tension.

Another Problem



Tacos

Chicken
Parmesan

Hot
Pockets

Lasagna

What happens when type
needs to be inset inside a
box?

Tacos

Chicken
Parmesan

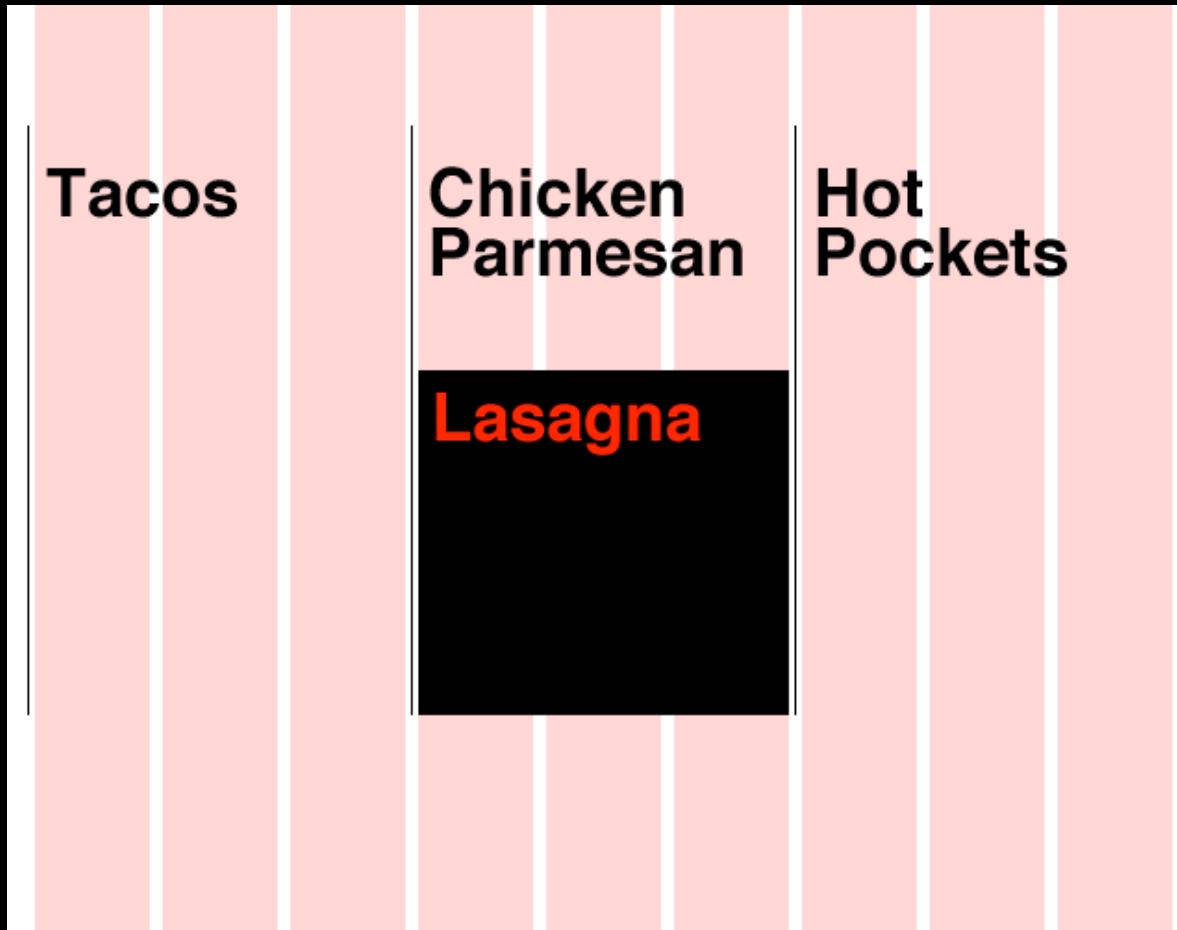
Hot
Pockets

Lasagna

In digital media, those boxes are often behavior. That is, they may or may not appear persistently.

When they're not there, it can cause visual misalignment.

Correcting Alignment



The answer is to assume some sort of inset for all elements.

Visual Consistency



Tacos

Chicken
Parmesan

Hot
Pockets

Lasagna

This achieves visual consistency up regardless of whether text is inset, and allows breathing room next to the grid lines.

Visual Consistency



Tacos

Chicken
Parmesan

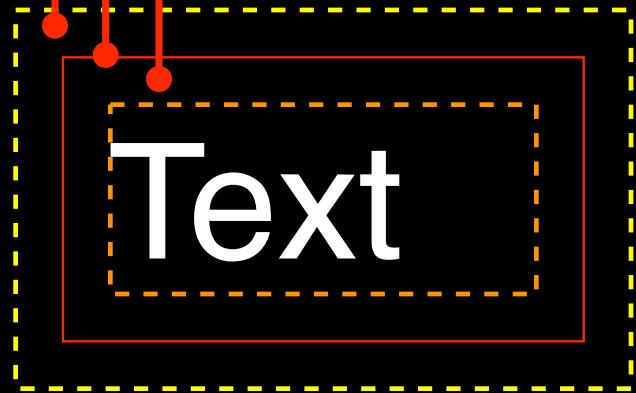
Hot
Pockets

Lasagna

The Box Model

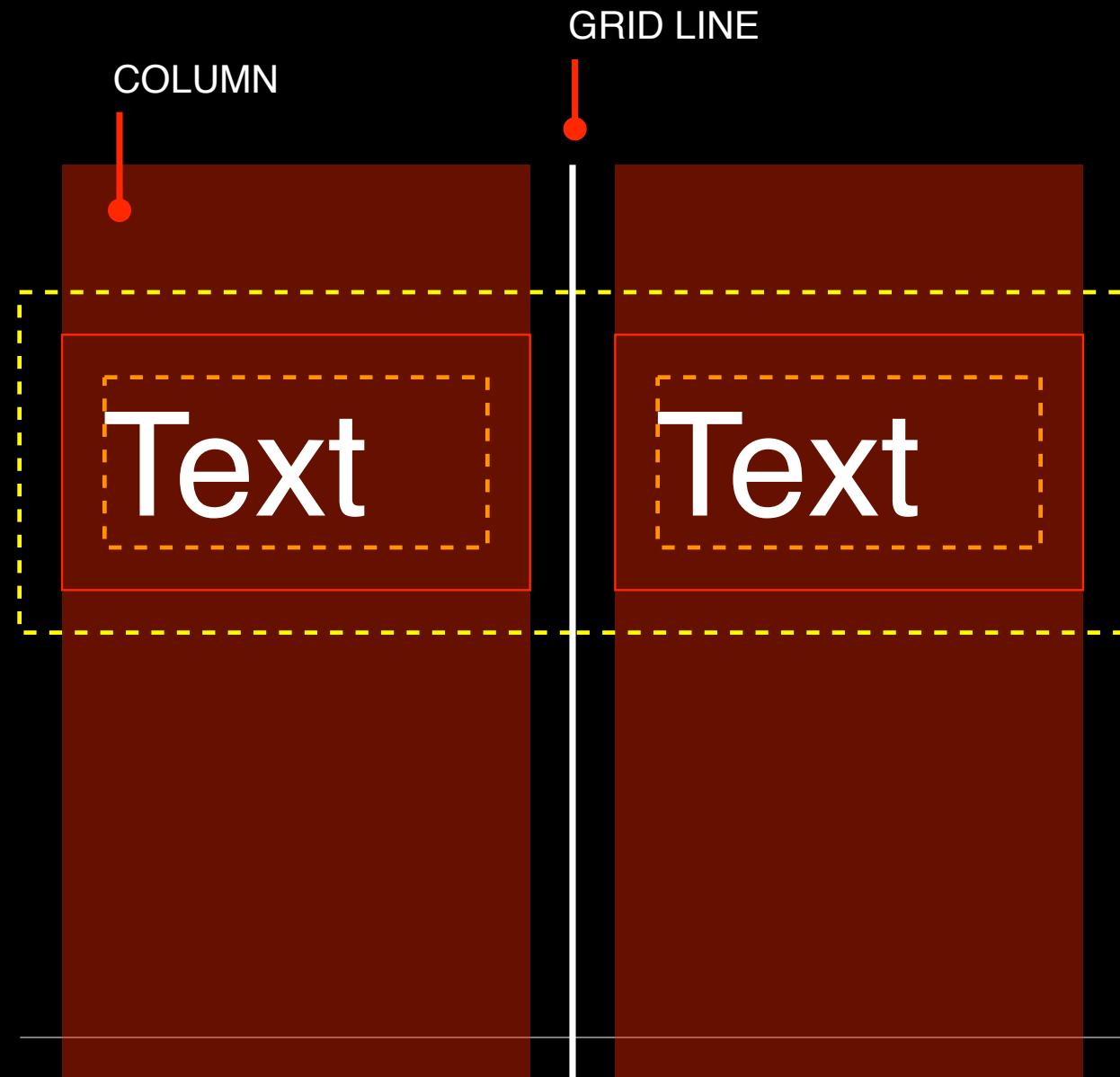


MARGIN
BORDER
PADDING



It's actually useful to use the **CSS box model** as a model for imagining the visual space around any element.

The Box Model in Practice





Back to Search

Search Region

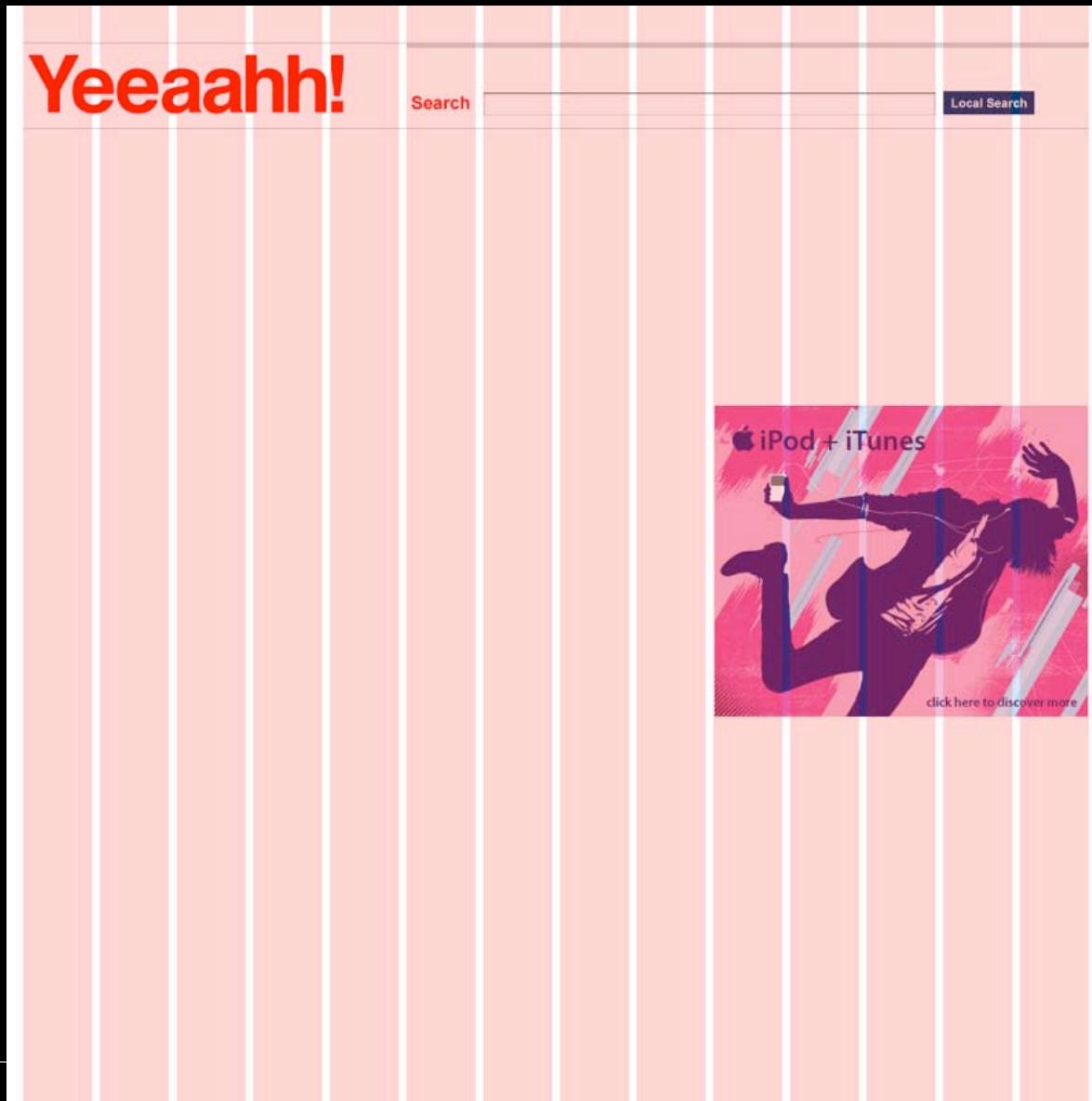
SXSW®

Yeeaahh!



Search Placement

SXSW®



Search Options

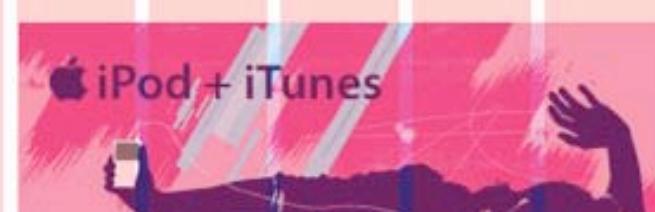


Also need to add search options: **Web, Images, Video, Local, Shopping and More.**

Yeeaahh!

Search

Local Search



Options Aligned on the Grid



Admittedly, probably not the most usable display,
but it'll do for now.

A screenshot of a web-based search interface. On the left, the word "Yeeaahh!" is displayed in large red text. To the right is a search bar with the placeholder "Local events, listings and more...". Above the search bar is a horizontal menu bar with five items: "Web", "Images", "Local" (which is underlined), "Shopping", and "More". To the right of the search bar is a blue button labeled "Local Search". Below the search bar is a pink banner with the text "iPod + iTunes" and a graphic of a person's arm holding an iPod. The background of the entire interface is light pink, and there are vertical white grid lines across the page.

Roll-over Behavior



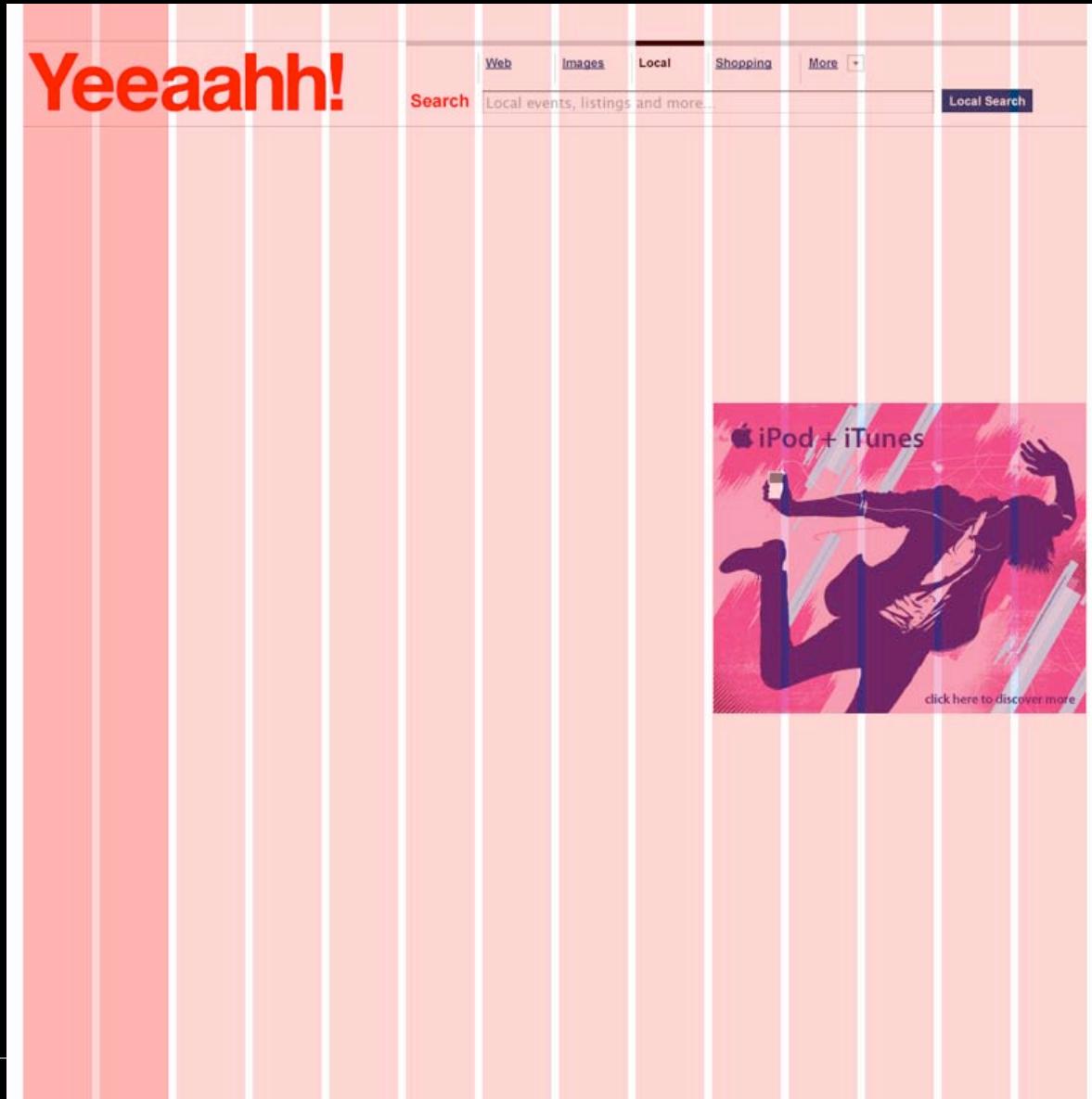
Note the roll-over state aligns with the grid.

A screenshot of a web-based search interface. The top navigation bar includes links for "Web", "Images", "Local", "Shopping", and "More". The "Images" link is highlighted with a dark blue background and white text. Below the navigation bar, a search bar contains the placeholder text "Pictures from across the Web". To the right of the search bar is a blue button labeled "Image Search". On the left side of the interface, the word "Yeeaahh!" is displayed in large, red, bold, sans-serif letters. At the bottom of the screen, there is a pink advertisement banner for "iPod + iTunes" featuring a silhouette of a person holding an iPod and another person's arm reaching out towards it.



Navigation (and Framing)

Left-Hand Navigation Column



Consolidate two units to form the left-hand navigation column.

Nav Items in Place



The screenshot shows the Yeeaahh! website homepage. On the left, there's a vertical sidebar with a red background containing a list of categories: Autos, Calendar, Finance, Groups, Jobs, Maps, Music, Personals, Photos, Real Estate, Sports, Tech, Travel, TV, and Yellow Pages. Below these are sections for SMALL BUSINESS (Get a Web site, Domain Names, eCommerce, Search Listings) and YEEAHH! SERVICES (Downloads, Health, Kids, Mobile, Voice, Yeeaahh! Broadband, Yeeaahh! Global). At the top right, there's a navigation bar with tabs for Web, Images, Local (which is selected), Shopping, and More. Below the tabs is a search bar with the placeholder "Local events, listings and more..." and a "Local Search" button. A large advertisement for "iPod + iTunes" features a person dancing and the text "click here to discover more".

Visual Grouping through Rules



A screenshot of the Yeeaahh! website. The page has a red header with the site name "Yeeaahh!" in large red letters. Below the header is a navigation bar with tabs: Web, Images, Local (which is selected), Shopping, and More. A search bar is present with the placeholder "Local events, listings and more..." and a "Local Search" button. On the left side, there is a vertical sidebar with a red background containing a list of categories: Autos, Calendar, Finance, Groups, Jobs, Maps, Music, Personals, Photos, Real Estate, Sports, Tech, Travel, TV, and Yellow Pages. Under the "SMALL BUSINESS" section, there is a bulleted list: Get a Web site, Domain Names, eCommerce, and Search Listings. At the bottom of the sidebar is a section titled "YEEAAHH! SERVICES" with a bulleted list: Downloads, Health, Kids, Mobile, Voice, Yeeaahh! Broadband, and Yeeaahh! Global. The main content area features a large advertisement for "iPod + iTunes" with a person dancing. Below the ad is a link "click here to discover more".

Add rules between most nav items and to visually combine multi-item groups like Small Business and Services together.

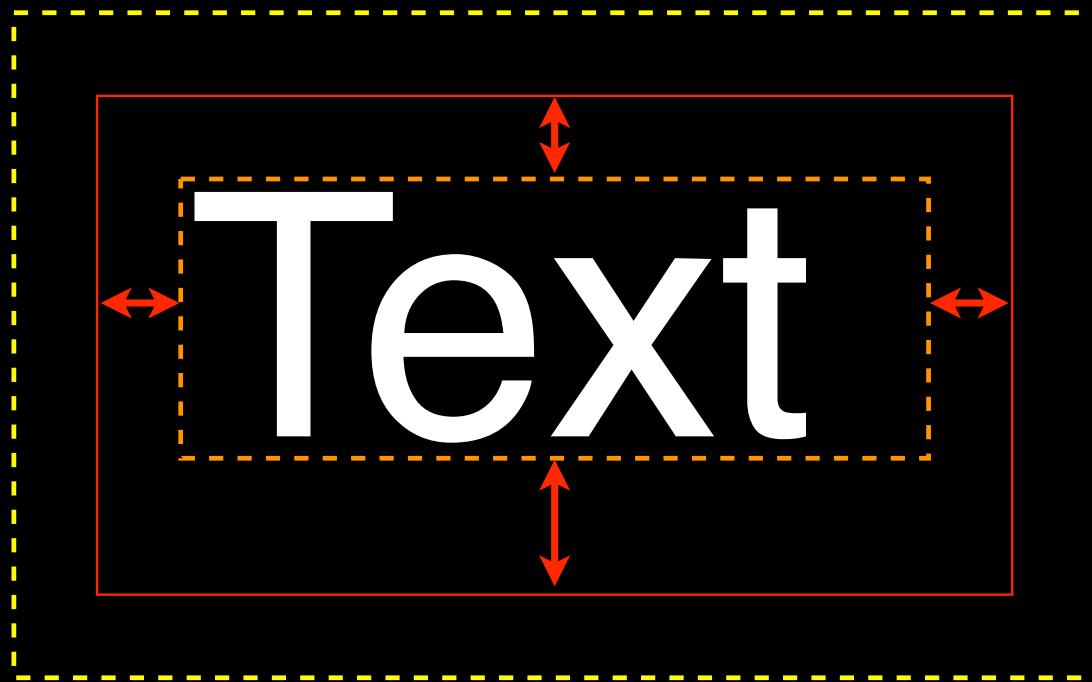
Items and Rules

Take a closer look at the placement of rules.

The screenshot shows a search results page with the following structure:

- Search Bar:** Contains the query "Yeeaahh!" and dropdown menus for "Web" and "Images".
- Search Results:** A large red header "Yeeaahh!" followed by a list of categories and services.
- Category List:** A vertical list of items separated by thin horizontal lines:
 - Autos
 - Calendar
 - Finance
 - Groups
 - Jobs
 - Maps
 - Music
 - Personals
 - Photos
 - Real Estate
 - Sports
 - Tech
 - Travel
 - TV
 - Yellow Pages
- Small Business Section:** A section titled "SMALL BUSINESS" containing:
 - Get a Web site
 - Domain Names
 - eCommerce
 - Search Listings
- YEEAHH! SERVICES Section:** A section titled "YEEAHH! SERVICES" containing:
 - Downloads
 - Health
 - Kids

Adjunct to the Box Model



Every box should be laid out using the same principles as used in **framing**.

Padding for all sides should be **visually equal**. But only the top, right and left padding should be mathematically equal. The bottom should be taller.

Place Rules on the Borders



Text

Visually Balanced



The result is visually balanced.

Text

Applicable to All Elements



Text

The illusion of visual equality is enhanced when elements are stacked.

Text

Items and Rules

Even multi-item groups
should be treated the same
way.

Photos

Real Estate

Sports

Tech

Travel

TV

Yellow Pages

SMALL BUSINESS

- Get a Web site
 - Domain Names
 - eCommerce
 - Search Listings
-

YEEAHH SERVICES

- Downloads
 - Health
 - Kids
 - Mobile
 - Voice
 - Yeeaahh! Broadband
 - Yeeaahh! Global
-

Yeeaahh!

Web Images Local Shopping More ▾

Search Local events, listings and more... Local Search

Autos
Calendar
Finance
Groups
Jobs
Maps
Music
Personals
Photos
Real Estate
Sports
Tech
Travel
TV
Yellow Pages

SMALL BUSINESS

- Get a Web site
- Domain Names
- eCommerce
- Search Listings

YEEAHH! SERVICES

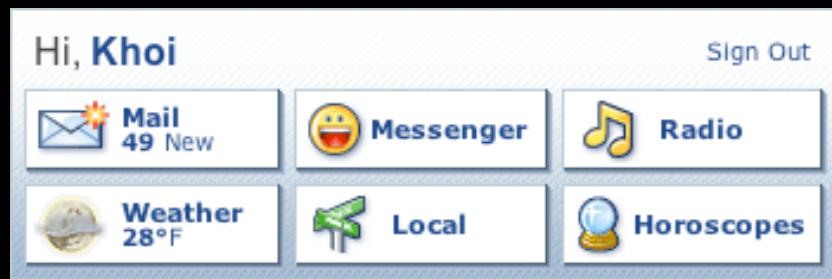
- Downloads
- Health
- Kids
- Mobile
- Voice
- Yeeaahh! Broadband
- Yeeaahh! Global





Widgets

Widgets



Hidden Functionality



Hi, Khoi Sign Out

[Mail
49 New](#) [Messenger](#) [Radio](#)

[Weather
28°F](#) [Local](#) [Horoscopes](#)

New York, NY Change Location

Today
 Clear
H: 34° L: 19°

Tomorrow
 Mostly Sunny
H: 35° L: 26°

[» Get Weather On Your Cell](#) [» Extended Forecast](#)

A faint, light blue diagonal striped background graphic is visible behind the weather forecast interface.

Yeeaahh!

Web Images Local Shopping More ▾

Search Local events, listings and more... Local Search

Autos
Calendar
Finance
Groups
Jobs
Maps
Music
Personals
Photos
Real Estate
Sports
Tech
Travel
TV
Yellow Pages

SMALL BUSINESS

- Get a Web site
- Domain Names
- eCommerce
- Search Listings

YEEAHH! SERVICES

- Downloads
- Health
- Kids
- Mobile
- Voice
- Yeeaahh! Broadband
- Yeeaahh! Global



Widget Region

SXSW®

Yeeaahh!

Search Local events, listings and more... Local Search

Web Images Local Shopping More

Autos
Calendar
Finance
Groups
Jobs
Maps
Music
Personals
Photos
Real Estate
Sports
Tech
Travel
TV
Yellow Pages

SMALL BUSINESS

- Get a Web site
- Domain Names
- eCommerce
- Search Listings

YEEAHH! SERVICES

- Downloads
- Health
- Kids
- Mobile
- Voice
- Yeeaahh! Broadband
- Yeeaahh! Global



iPod + iTunes

click here to discover more

Alternate Region

SXSW®

Yeeaahh!

Search Local events, listings and more... Local Search

Web Images Local Shopping More

Autos
Calendar
Finance
Groups
Jobs
Maps
Music
Personals
Photos
Real Estate
Sports
Tech
Travel
TV
Yellow Pages

SMALL BUSINESS

- Get a Web site
- Domain Names
- eCommerce
- Search Listings

YEEAHH! SERVICES

- Downloads
- Health
- Kids
- Mobile
- Voice
- Yeeaahh! Broadband
- Yeeaahh! Global



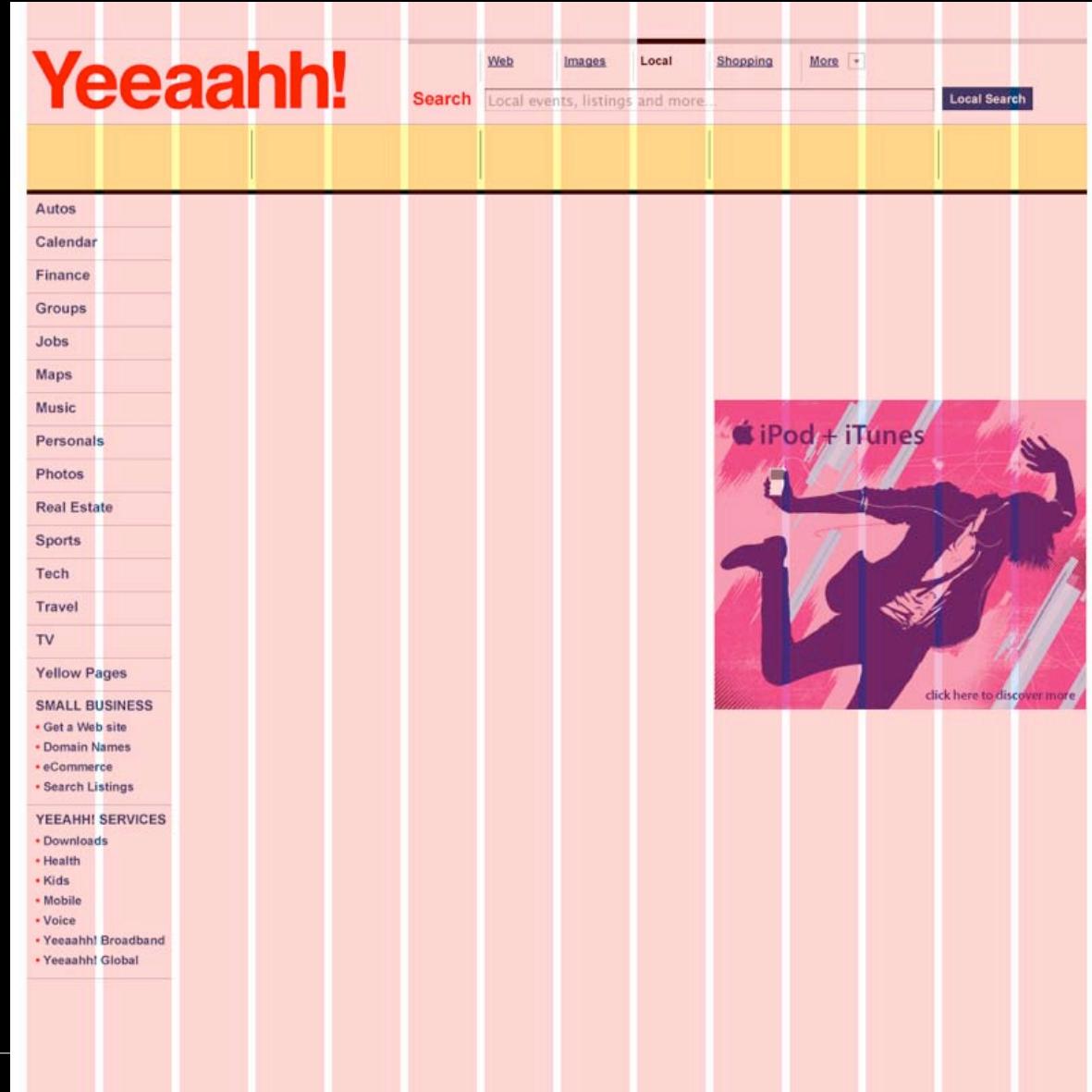
iPod + iTunes

click here to discover more

Carve out a layer across the top and shift navigation down lower.

Dress Up the Layer

SXSW®



Add a light yellow layer and divide up the area into equal areas — except the number of units don't easily divide.

Asymmetry Isn't Bad



A screenshot of the Yeeaahh! search engine homepage. The page has a pink header with the word "Yeeaahh!" in large red letters. Below the header is a navigation bar with tabs: Web, Images, Local (which is selected), Shopping, and More. A search bar contains the placeholder text "Local events, listings and more..." and a "Local Search" button. To the left of the main content area is a sidebar with a vertical list of categories: Autos, Calendar, Finance, Groups, Jobs, Maps, Music, Personals, Photos, Real Estate, Sports, Tech, Travel, TV, and Yellow Pages. Under "SMALL BUSINESS", there are links for "Get a Web site", "Domain Names", "eCommerce", and "Search Listings". Under "YEEAAHH! SERVICES", there are links for Downloads, Health, Kids, Mobile, Voice, Yeeaahh! Broadband, and Yeeaahh! Global. The main content area features a large advertisement for "iPod + iTunes" with a person dancing. A small link "click here to discover more" is visible at the bottom of the ad.

Add Labels



Yeeaahh!

Log into My Yeeaahh! 17 New Messages Yeeaahh! Mail 5 Friends Online Now Yeeaahh! Messenger Weather for 10009 (Change)

Search Local events, listings and more... Local Search

Autos
Calendar
Finance
Groups
Jobs
Maps
Music
Personals
Photos
Real Estate
Sports
Tech
Travel
TV
Yellow Pages

SMALL BUSINESS

- Get a Web site
- Domain Names
- eCommerce
- Search Listings

YEEAHH! SERVICES

- Downloads
- Health
- Kids
- Mobile
- Voice
- Yeeaahh! Broadband
- Yeeaahh! Global

An advertisement for iPod and iTunes. It features a person dancing in a dynamic pose against a pink and purple background. The text "iPod + iTunes" is at the top, and "click here to discover more" is at the bottom.

Add Icons



Yeeaahh!

Log into My Yeeaahh! 17 New Messages Yeeaahh! Mail 5 Friends Online Now Yeeaahh! Messenger Weather for 10009 (Change)

Autos Calendar Finance Groups Jobs Maps Music Personals Photos Real Estate Sports Tech Travel TV Yellow Pages

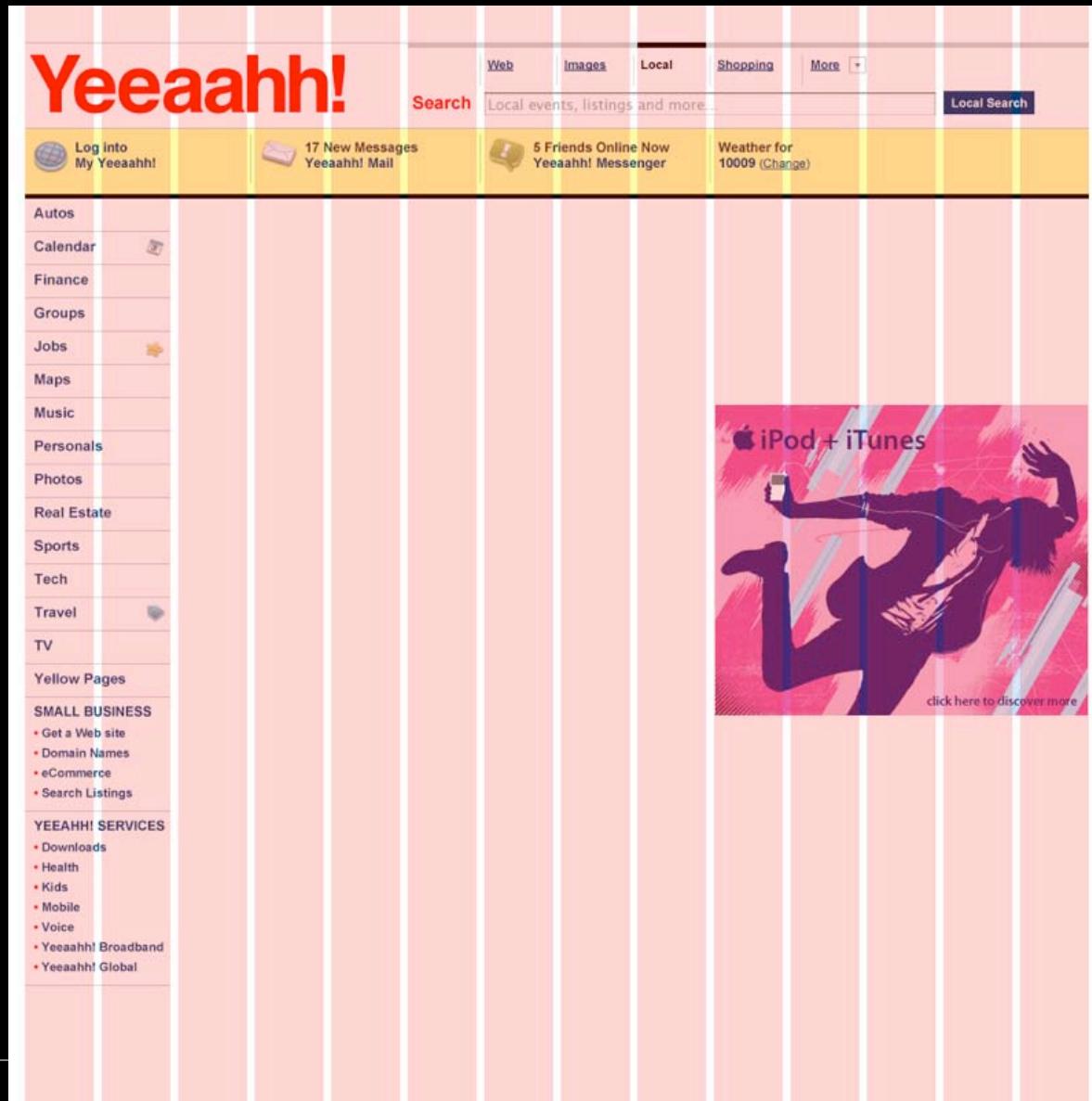
SMALL BUSINESS • Get a Web site • Domain Names • eCommerce • Search Listings

YEEAHH! SERVICES • Downloads • Health • Kids • Mobile • Voice • Yeeaahh! Broadband • Yeeaahh! Global

Web Images Local Shopping More

Search Local events, listings and more Local Search

iPod + iTunes click here to discover more



Icons from IconBuffet.com.



Odd-size Column for Weather



Yeeaahh!

Log into My Yeeaahh! 17 New Messages Yeeaahh! Mail 5 Friends Online Now Yeeaahh! Messenger

Web Images Local Shopping More

Search Local events, listings and more Local Search

Weather for 10009 (Change)

Now 18F Wed 22F Thu 26F

Autos

Calendar

Finance

Groups

Jobs

Maps

Music

Personals

Photos

Real Estate

Sports

Tech

Travel

TV

Yellow Pages

SMALL BUSINESS

- Get a Web site
- Domain Names
- eCommerce
- Search Listings

YEEAHH! SERVICES

- Downloads
- Health
- Kids
- Mobile
- Voice
- Yeeaahh! Broadband
- Yeeaahh! Global

 click here to discover more

A screenshot of the Yeeaahh! website interface. The page features a large red header with the site's name. Below the header is a navigation bar with tabs for "Web", "Images", "Local" (which is selected), "Shopping", and "More". A search bar is positioned above a weather forecast for ZIP code 10009, showing current conditions (Now 18F), a forecast for Wednesday (22F), and a forecast for Thursday (26F) with a small flower icon. The main content area includes a sidebar with various links like Autos, Calendar, and Finance, and a "SMALL BUSINESS" section with links for getting a website, domain names, e-commerce, and search listings. Another sidebar lists "YEEAHH! SERVICES" such as Downloads, Health, Kids, Mobile, Voice, Yeeaahh! Broadband, and Yeeaahh! Global. A central column contains a large advertisement for an iPod and iTunes, featuring a person dancing. The background of the main content area has vertical pink and orange stripes.

Remaining Widgets



Yeeaahh!

Log into My Yeeaahh! 17 New Messages Yeeaahh! Mail 5 Friends Online Now Yeeaahh! Messenger

Web Images Local Shopping More

Search Local events, listings and more Local Search

Now 18F Wed 22F Thu 26F

Autos
Calendar
Finance
Groups
Jobs
Maps
Music
Personals
Photos
Real Estate
Sports
Tech
Travel
TV
Yellow Pages

SMALL BUSINESS

- Get a Web site
- Domain Names
- eCommerce
- Search Listings

YEEAHH! SERVICES

- Downloads
- Health
- Kids
- Mobile
- Voice
- Yeeaahh! Broadband
- Yeeaahh! Global

iPod + iTunes

A large advertisement for the iPod and iTunes. It features a stylized illustration of a person dancing against a pink and purple background. The text "iPod + iTunes" is at the top, and "click here to discover more" is at the bottom.

Horoscope, local info and radio.

Less Visual for Right Column



Yeeaahh!

Log into My Yeeaahh! 17 New Messages Yeeaahh! Mail 5 Friends Online Now Yeeaahh! Messenger

Search Local events, listings and more... Local Search

Web Images Local Shopping More

Autos Calendar Finance Groups Jobs Maps Music Personals Photos Real Estate Sports Tech Travel TV Yellow Pages

SMALL BUSINESS • Get a Web site • Domain Names • eCommerce • Search Listings

YEEAAHH! SERVICES • Downloads • Health • Kids • Mobile • Voice • Yeeaahh! Broadband • Yeeaahh! Global

Weather for 10009 (Change) Now 18F Wed 22F Thu 26F

Welcome back, Janine Sign Out

Horoscope for Sagittarius (Change) Rebellion will be on your mind today and anyone will seem like a good target for your frustration! More...

Local Info for 10009 (Change) Traffic, Events and More...

Yeeaahh! Radio Today's big hits: Justin Timberlake, Beyoncé, Nelly Furtado and More...

iPod + iTunes click here to discover more

Users have learned to regard colorful imagery in far right column as **advertising**.

The Story So Far

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Yeeaahh!

Search Local events, listings and more... Local Search

Log into My Yeeaahh! 17 New Messages Yeeaahh! Mail 5 Friends Online Now Yeeaahh! Messenger Weather for 10009 (Change) Now 18F Wed 22F Thu 26F

Autos Calendar Finance Groups Jobs Maps Music Personals Photos Real Estate Sports Tech Travel TV Yellow Pages

SMALL BUSINESS • Get a Web site • Domain Names • eCommerce • Search Listings

YEEAHH! SERVICES • Downloads • Health • Kids • Mobile • Voice • Yeeaahh! Broadband • Yeeaahh! Global

Welcome back, Janine Sign Out

Horoscope for Sagittarius (Change) Rebellion will be on your mind today and anyone will seem like a good target for your frustration! More...
Local Info for 10009 (Change) Traffic, Events and More...
Yeeaahh! Radio Today's big hits: Justin Timberlake, Beyoncé, Nelly Furtado and More...

iPod + iTunes

click here to discover more

Add Grid Lines



Yeeaahh!

Search Local events, listings and more... Local Search

Log into My Yeeaahh! 17 New Messages Yeeaahh! Mail 5 Friends Online Now Yeeaahh! Messenger Weather for 10009 (Change) Now 18F Wed 22F Thu 26F

Autos Calendar Finance Groups Jobs Maps Music Personals Photos Real Estate Sports Tech Travel TV Yellow Pages

SMALL BUSINESS • Get a Web site • Domain Names • eCommerce • Search Listings

YEEAHH! SERVICES • Downloads • Health • Kids • Mobile • Voice • Yeeaahh! Broadband • Yeeaahh! Global

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Local Info for 10009 (Change) Traffic, Events and More...

Yeeaahh! Radio Today's big hits: Justin Timberlake, Beyoncé, Nelly Furtado and More...

iPod + iTunes

click here to discover more



Features Area

Features Area

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Yeeaahh!

Log into My Yeeaahh! 17 New Messages Yeeaahh! Mail 5 Friends Online Now Yeeaahh! Messenger Weather for 10009 (Change) Now 18F Wed 22F Thu 26F

Search Local events, listings and more... Local Search

Autos Calendar Finance Groups Jobs Maps Music Personals Photos Real Estate Sports Tech Travel TV Yellow Pages

SMALL BUSINESS • Get a Web site • Domain Names • eCommerce • Search Listings

YEEAHH! SERVICES • Downloads • Health • Kids • Mobile • Voice • Yeeaahh! Broadband • Yeeaahh! Global

Welcome back, Janine Sign Out

Horoscope for Sagittarius (Change) Rebellion will be on your mind today and anyone will seem like a good target for your frustration! More...

Local Info for 10009 (Change) Traffic, Events and More...

Yeeaahh! Radio Today's big hits: Justin Timberlake, Beyoncé, Nelly Furtado and More...

iPod + iTunes click here to discover more

Consolidate seven units into a Features marquee area.

Tabs for four main areas:
Features, Entertainment, Sports, Life.

Add Tabs



Yeeaahh!

Search Local events, listings and more... Local Search

Web Images Local Shopping More

Log into My Yeeaahh! 17 New Messages Yeeaahh! Mail 5 Friends Online Now Yeeaahh! Messenger Weather for 10009 (Change) Now 18F Wed 22F Thu 26F

Autos Calendar Finance Groups Jobs Maps Music Personals Photos Real Estate Sports Tech Travel TV Yellow Pages

SMALL BUSINESS • Get a Web site • Domain Names • eCommerce • Search Listings

YEEAHH! SERVICES • Downloads • Health • Kids • Mobile • Voice • Yeeaahh! Broadband • Yeeaahh! Global

Featured Entertainment Sports Life

Welcome back, Janine Sign Out

Horoscope for Sagittarius (Change) Rebellion will be on your mind today and anyone will seem like a good target for your frustration! [More...](#)

Local Info for 10009 (Change) Traffic, Events and [More...](#)

Yeeaahh! Radio Today's big hits: Justin Timberlake, Beyoncé, Nelly Furtado and [More...](#)

iPod + iTunes

click here to discover more

Tabs



Tabs are off the grid.

Let tabs be tabs.

The screenshot shows the homepage of the Yeeaahh! website. The top navigation bar features a search field with placeholder text "Local events, listings and more..." and a "Local Search" button. Below the search bar, there are several tabs: "Web", "Images", "Local" (which is highlighted in black), "Shopping", and a "More" dropdown menu. To the left of the search bar, there's a large red "Yeeaahh!" logo. On the far left, a sidebar lists various categories: Autos, Calendar, Finance, Groups, Jobs, Maps, Music, Personals, Photos, Real Estate, and Sports. In the center, there are several cards: one for logging into My Yeeaahh!, one for 17 New Messages in Yeeaahh! Mail, one for 5 Friends Online Now in Yeeaahh! Messenger, and one for Weather for 10009. On the right side, there's a welcome message for Janine, a horoscope for Sagittarius, local info for 10009, and Yeeaahh! Radio. At the bottom, there's an advertisement for iPod + iTunes featuring a person dancing.

Yeeaahh!

Log into My Yeeaahh!

17 New Messages
Yeeaahh! Mail

5 Friends Online Now
Yeeaahh! Messenger

Weather for 10009 (Change)

Now 18F Wed 22F Thu 26F

Autos

Calendar

Finance

Groups

Jobs

Maps

Music

Personals

Photos

Real Estate

Sports

Featured

Entertainment

Sports

Life

Search Local events, listings and more... Local Search

Web Images Local Shopping More

Welcome back, Janine Sign Out

Horoscope for Sagittarius (Change) Rebellion will be on your mind today and anyone will seem like a good target for your frustration! More...

Local Info for 10009 (Change) Traffic, Events and More...

Yeeaahh! Radio Today's big hits: Justin Timberlake, Beyoncé, Nelly Furtado and More...

iPod + iTunes

Lead Story Layout

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Yeeaahh!

Search Local events, listings and more... Local Search

Web Images Local Shopping More

Log into My Yeeaahh! 17 New Messages Yeeaahh! Mail 5 Friends Online Now Yeeaahh! Messenger Weather for 10009 (Change) Now 18F Wed 22F Thu 26F

Autos Calendar Finance Groups Jobs Maps Music Personals Photos Real Estate Sports Tech Travel TV Yellow Pages

SMALL BUSINESS • Get a Web site • Domain Names • eCommerce • Search Listings

YEEAHH! SERVICES • Downloads • Health • Kids • Mobile • Voice • Yeeaahh! Broadband • Yeeaahh! Global

Featured Entertainment Sports Life

State of the Art Camera Phones
Do you have one? Why the hell not? [Find out...](#)

- 10 hottest new cell phones
- Getting the most from your camera phone

Welcome back, **Janine** Sign Out

Horoscope for Sagittarius (Change) Rebellion will be on your mind today and anyone will seem like a good target for your frustration! [More...](#)

Local Info for 10009 (Change) Traffic, Events and [More...](#)

Yeeaahh! Radio Today's big hits: Justin Timberlake, Beyoncé, Nelly Furtado and [More...](#)

iPod + iTunes

click here to discover more

Image Sizes



Consolidate three units into a 200 px width.
Height is 120 px.

The screenshot shows the homepage of the Yeeaahh! website. At the top, there's a large red banner with the word "Yeeaahh!" in white. Below it is a navigation bar with tabs: Web, Images, Local (which is selected), Shopping, and More. A search bar says "Local events, listings and more..." with a "Local Search" button. On the left, there's a sidebar with links like Autos, Calendar, Finance, Groups, Jobs, Maps, Music, Personals, Photos, Real Estate, and Sports. In the center, there's a "Featured" section with a brown background, followed by a "State of the Art Camera Phones" article. To the right, there's a weather forecast for 10009 (Now: 18F, Wed: 22F, Thu: 26F) and a "Welcome back, Janine" message with a sign-out link. At the bottom, there's an advertisement for "iPod + iTunes" featuring a person dancing.

Marquee Image



Breaking out of tabs for more interest.

Yeeaahh!

Log into My Yeeaahh! 17 New Messages Yeeaahh! Mail 5 Friends Online Now Yeeaahh! Messenger Weather for 10009 (Change) Now 18F Wed 22F Thu 26F

Autos Calendar Finance Groups Jobs Maps Music Personals Photos Real Estate Sports

Featured Entertainment Sports Life

State of the Art Camera Phones

Do you have one? Why the hell not? Find out...

- 10 hottest new cell phones
- Getting the most from your camera phone

Welcome back, **Janine** Sign Out

Horoscope for Sagittarius (Change) Rebellion will be on your mind today and anyone will seem like a good target for your frustration! More...

Local Info for 10009 (Change) Traffic, Events and More...

Yeeaahh! Radio Today's big hits: Justin Timberlake, Beyoncé, Nelly Furtado and More...

iPod + iTunes

Proportional photo regions below.

Yeeaahh!

Log into My Yeeaahh! 17 New Messages Yeeaahh! Mail 5 Friends Online Now Yeeaahh! Messenger Weather for 10009 (Change) Now 18F Wed 22F Thu 26F

Autos Calendar Finance Groups Jobs Maps Music Personals Photos Real Estate Sports

Featured Entertainment Sports Life

State of the Art Camera Phones

Do you have one? Why the hell not? [Find out...](#)

- 10 hottest new cell phones
- Getting the most from your camera phone

Welcome back, **Janine** [Sign Out](#)

▶ [Horoscope for Sagittarius \(Change\)](#) Rebellion will be on your mind today and anyone will seem like a good target for your frustration! [More...](#)

▶ [Local Info for 10009 \(Change\)](#) Traffic, Events and More...

▶ [Yeeaahh! Radio](#) Today's big hits: Justin Timberlake, Beyoncé, Nelly Furtado and [More...](#)



A Use for the Spare Unit



Large 'More Stories...' area.

The screenshot shows the homepage of the Yeeaahh! website. At the top, there's a navigation bar with links for Web, Images, Local, Shopping, and More. A search bar is present, and a local search button is visible. Below the header, there are several status indicators: Log into My Yeeaahh!, 17 New Messages in Yeeaahh! Mail, 5 Friends Online Now in Yeeaahh! Messenger, and Weather for 10009 (Change) with current conditions for Now (18F), Wednesday (22F), and Thursday (26F). On the left sidebar, there are links for Autos, Calendar, Finance, Groups, Jobs, Maps, Music, Personals, Photos, Real Estate, and Sports. The main content area features a "Featured" section with a photo of a woman holding a camera phone. The headline reads "State of the Art Camera Phones" and includes a subtext about having one and links to find out more and get the most from your camera phone. To the right, there's a welcome message for Janine, a horoscope for Sagittarius, local info for 10009, and Yeeaahh! Radio. At the bottom right, there's an advertisement for iPod + iTunes with a person dancing.

Yeeaahh!

Log into My Yeeaahh! 17 New Messages Yeeaahh! Mail 5 Friends Online Now Yeeaahh! Messenger Weather for 10009 (Change) Now 18F Wed 22F Thu 26F

Autos Calendar Finance Groups Jobs Maps Music Personals Photos Real Estate Sports

Featured Entertainment Sports Life

State of the Art Camera Phones

Do you have one? Why the hell not? Find out... • 10 hottest new cell phones • Getting the most from your camera phone

Welcome back, **Janine** Sign Out

Horoscope for Sagittarius (Change) Rebellion will be on your mind today and anyone will seem like a good target for your frustration! More...

Local Info for 10009 (Change) Traffic, Events and More...

Yeeaahh! Radio Today's big hits: Justin Timberlake, Beyoncé, Nelly Furtado and More...

iPod + iTunes

With images in place.

Yeeaahh!

Log into My Yeeaahh! 17 New Messages Yeeaahh! Mail 5 Friends Online Now Yeeaahh! Messenger Weather for 10009 (Change) Now 18F Wed 22F Thu 26F

Autos Calendar Finance Groups Jobs Maps Music Personals Photos Real Estate Sports

Featured Entertainment Sports Life

State of the Art Camera Phones

Do you have one? Why the hell not? Find out... • 10 hottest new cell phones • Getting the most from your camera phone

Will That Co-worker Ever Date You? What's the Best Pizza in Your Town? Does Hillary Have What It Takes? More Stories...

Welcome back, Janine Sign Out

Horoscope for Sagittarius (Change) Rebellion will be on your mind today and anyone will seem like a good target for your frustration! More...

Local Info for 10009 (Change) Traffic, Events and More...

Yeeaahh! Radio Today's big hits: Justin Timberlake, Beyoncé, Nelly Furtado and More...

iPod + iTunes

Add More Interest

SXSW®

Shift tabs up to 'pop' them.

Yeeaahh!

Log into My Yeeaahh! 17 New Messages Yeeaahh! Mail 5 Friends Online Now Yeeaahh! Messenger Weather for 10009 (Change) Now 18F Wed 22F Thu 26F

Autos Calendar Finance Groups Jobs Maps Music Personals Photos Real Estate Sports

Featured Entertainment Sports Life

 State of the Art Camera Phones
Do you have one? Why the hell not? Find out...

- 10 hottest new cell phones
- Getting the most from your camera phone

 Will That Co-worker Ever Date You?
 What's the Best Pizza in Your Town?
 Does Hillary Have What It Takes?

Welcome back, Janine Sign Out

Horoscope for Sagittarius (Change) Rebellion will be on your mind today and anyone will seem like a good target for your frustration! More...
Local Info for 10009 (Change) Traffic, Events and More...
Yeeaahh! Radio Today's big hits: Justin Timberlake, Beyoncé, Nelly Furtado and More...

iPod + iTunes

Completed Feature Stories Area

SXSW®

Yeeaahh!

Log into My Yeeaahh! 17 New Messages Yeeaahh! Mail 5 Friends Online Now Yeeaahh! Messenger

Web Images Local Shopping More

Search Local events, listings and more... Local Search

Weather for 10009 (Change) Now 18F Wed 22F Thu 26F

Autos Calendar Finance Groups Jobs Maps Music Personals Photos Real Estate Sports Tech Travel TV Yellow Pages

SMALL BUSINESS • Get a Web site • Domain Names • eCommerce • Search Listings

YEEAHH! SERVICES • Downloads • Health • Kids • Mobile • Voice • Yeeaahh! Broadband • Yeeaahh! Global

Welcome back, Janine Sign Out

Featured Entertainment Sports Life

State of the Art Camera Phones

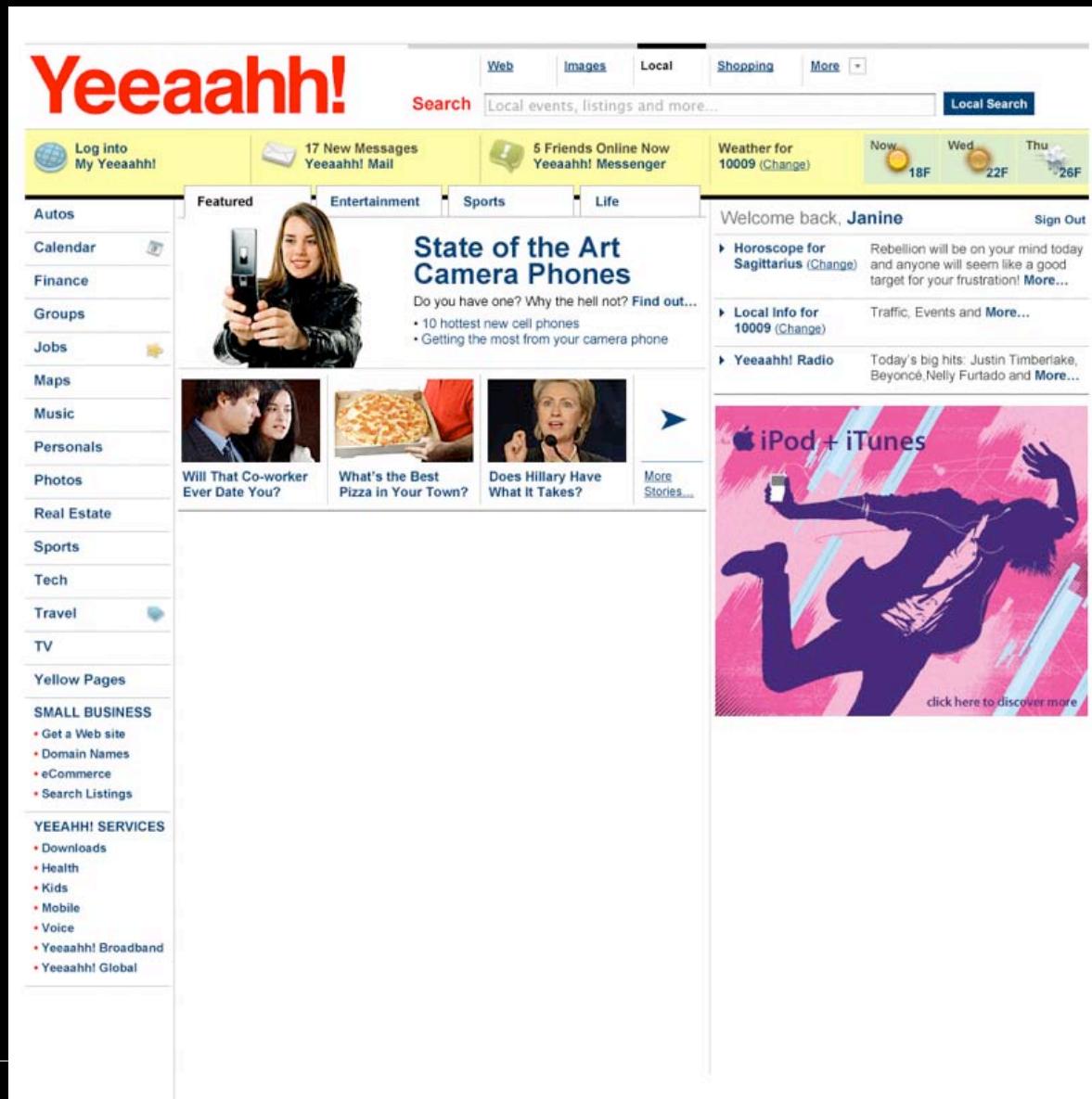
Do you have one? Why the hell not? [Find out...](#)

- 10 hottest new cell phones
- Getting the most from your camera phone

Will That Co-worker Ever Date You? What's the Best Pizza in Your Town? Does Hillary Have What It Takes? More Stories...

iPod + iTunes

click here to discover more





Headlines & Other Modules

Replicate Tab Structure



Yeeaahh!

Log into My Yeeaahh! 17 New Messages Yeeaahh! Mail 5 Friends Online Now Yeeaahh! Messenger

Web Images Local Shopping More

Search Local events, listings and more... Local Search

Autos Entertainment Sports Life

Featured: State of the Art Camera Phones

Do you have one? Why the hell not? Find out...
• 10 hottest new cell phones
• Getting the most from your camera phone

Will That Co-worker Ever Date You? What's the Best Pizza in Your Town? Does Hillary Have What It Takes? More Stories...

Horoscope for Sagittarius (Change) Weather for 10009 (Change)

Now: 18F Wed: 22F Thu: 26F

Welcome back, Janine Sign Out

Local Info for 10009 (Change) iPod + iTunes

Yeeaahh! Radio Rebellion will be on your mind today and anyone will seem like a good target for your frustration! More...

Yeeaahh! Headlines As of 3:18 PM EST

Top News World Local Video

SMALL BUSINESS
• Get a Web site
• Domain Names
• eCommerce
• Search Listings

YEEAHH! SERVICES
• Downloads
• Health
• Kids
• Mobile
• Voice
• Yeeaahh! Broadband
• Yeeaahh! Global

click here to discover more

Flow Headlines in a List



Yeeaahh!

Log into My Yeeaahh! 17 New Messages Yeeaahh! Mail 5 Friends Online Now Yeeaahh! Messenger

Web Images Local Shopping More Search Local events, listings and more Local Search

Autos Calendar Finance Groups Jobs Maps Music Personals Photos Real Estate Sports Tech Travel TV Yellow Pages

10 hottest new cell phones Getting the most from your camera phone

Will That Co-worker Ever Date You? What's the Best Pizza in Your Town? Does Hillary Have What It Takes? More Stories...

State of the Art Camera Phones

Do you have one? Why the hell not? Find out... 10 hottest new cell phones Getting the most from your camera phone

Horoscope for Sagittarius (Change) Rebellion will be on your mind today and anyone will seem like a good target for your frustration! More...

Local Info for 10009 (Change) Traffic, Events and More...

Yeeaahh! Radio Today's big hits: Justin Timberlake, Beyoncé, Nelly Furtado and More...

iPod + iTunes

Yeeaahh! Headlines As of 3:18 PM EST

Bush proposes to cut taxes by \$1.9T | More on budget plan
Bomb attacks in Iraq kill at least 38 | Security crackdown
NATO urges Taliban to leave Afghan town | NATO handover
Giuliani one step closer to 2008 presidential bid
U.S. airlines rescind latest round of fare hikes
Thousands of rare marine species discovered in Philippines
Coroner: USC kicker was drunk when he fell to his death

Top News World Local Video

YEEAAHH! SERVICES

- Get a Web site
- Domain Names
- eCommerce
- Search Listings

- Downloads
- Health
- Kids
- Mobile
- Voice
- Yeeaahh! Broadband
- Yeeaahh! Global

click here to discover more

Markets Data in Right-Hand Column



Yeeaahh!

Log into My Yeeaahh! 17 New Messages Yeeaahh! Mail 5 Friends Online Now Yeeaahh! Messenger

Web Images Local Shopping More Search Local events, listings and more Local Search

Autos Calendar Finance Groups Jobs Maps Music Personals Photos Real Estate Sports Tech Travel TV Yellow Pages

10 hottest new cell phones Getting the most from your camera phone

Will That Co-worker Ever Date You? What's the Best Pizza in Your Town? Does Hillary Have What It Takes? More Stories...

State of the Art Camera Phones

Do you have one? Why the hell not? Find out... 10 hottest new cell phones Getting the most from your camera phone

Yeeaahh! Headlines As of 3:18 PM EST

Top News World Local Video

Bush proposes to cut taxes by \$1.9T | More on budget plan
Bomb attacks in Iraq kill at least 38 | Security crackdown
NATO urges Taliban to leave Afghan town | NATO handover
Giuliani one step closer to 2008 presidential bid
U.S. airlines rescind latest round of fare hikes
Thousands of rare marine species discovered in Philippines
Coroner: USC kicker was drunk when he fell to his death

Markets

	Dow	Nasdaq	S&P 500	10-Yr Bond
▲	+8.25	-5.28	-1.40	-0.019

Sponsored by **Scottrade**

More Headlines News | Popular | Business

iPod + iTunes

click here to discover more

YEEAHH! SERVICES

- Get a Web site
- Domain Names
- eCommerce
- Search Listings

YEEAHH! SERVICES

- Downloads
- Health
- Kids
- Mobile
- Voice
- Yeeaahh! Broadband
- Yeeaahh! Global

Appraise the Overall Effect

SXSW®

The screenshot shows the homepage of the Yeeaahh! website. At the top, there's a navigation bar with tabs for Web, Images, Local, Shopping, and More. A search bar is present, along with a local search button. Below the header, there's a banner for "State of the Art Camera Phones" featuring a woman holding a camera phone. To the right of the banner, it says "Welcome back, Janine" and provides links for Horoscope, Local Info, and Yeeaahh! Radio. On the left side, there's a sidebar with various links: Autos, Calendar, Finance, Groups, Jobs, Maps, Music, Personals, Photos, Real Estate, Sports, Tech, Travel, TV, Yellow Pages, SMALL BUSINESS (with links for getting a website, domain names, eCommerce, and search listings), and YEEAHH! SERVICES (with links for downloads, health, kids, mobile, voice, broadband, and global services). The main content area has sections for Headlines (Top News, World, Local, Video), Markets (listing Dow, Nasdaq, S&P 500, and 10-Yr Bond), and a sidebar for iPod + iTunes featuring a person dancing.

Problems parsing the Headlines tabs from the marquee above.

Embellish with a Subtle Background



Yeeaahh!

Log into My Yeeaahh! 17 New Messages Yeeaahh! Mail 5 Friends Online Now Yeeaahh! Messenger

Web Images Local Shopping More

Search Local events, listings and more... Local Search

Autos Calendar Finance Groups Jobs Maps Music Personals Photos Real Estate Sports Tech Travel TV Yellow Pages

YEEAHH! SERVICES • Downloads • Health • Kids • Mobile • Voice • Yeeaahh! Broadband • Yeeaahh! Global

Featured Entertainment Sports Life

State of the Art Camera Phones

Do you have one? Why the hell not? [Find out...](#)

- 10 hottest new cell phones
- Getting the most from your camera phone

Will That Co-worker Ever Date You? What's the Best Pizza in Your Town? Does Hillary Have What It Takes? More Stories...

Yeeaahh! Headlines As of 3:18 PM EST

Top News World Local Video

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