

## CHAPTER – 7

### PAGE LAYOUT AND DESIGN ISSUES

#### PAGE LAYOUT:

In graphic design, page layout is the process of placing and arranging text, images and graphics on a software page to produce documents such as newsletters, brochures and books or to attract readership to a website. The goal is to produce eye-catching pages that grab the attention of the reader. Often this involves using a set of design rules and specific colors, the specific style of a publication or website to adhere to a visual brand.

#### **1. UNDERSTANDING SITE AUDIENCE:**

A website audience is a group of users visiting our site that we have cooked with our tracking tag. An audience might include everyone who has visited our site, just users who have registered, or users who have abandoned their shopping carts.

Essentially, it is a group of people we have identified that they had visited our site. We can choose to create multiple website audiences. Some users may overlap into multiple audiences depending on our settings we created.

#### **2. PAGE SIZE AND SCREEN RESOLUTION:**

Our pages should work at any resolution. Jakob Nielsen is on record as recommending:

- a. **Optimize for 1024×768**, which was the most widely used screen size for a long time. Of course, the general guideline is to optimize for our target audience's most common resolution, so size will change in the future. It might even be a different size now, if, say, we are designing an intranet for a company that gives all employees new big monitors.
- b. **Do not design solely for a specific monitor size** unless we have been specifically commissioned to do so because screen sizes vary among users. Window size variability is even greater, since users don't always maximize their browsers (especially if they have large screens).
- c. **Use a liquid layout that stretches to the current user's window size** (that is, avoid frozen layouts that are always the same size).

#### **3. DESIGNING PAGES:**

Web design itself refers to the process of creating a web page's appearance and to the choice of a right color scheme, page layout, fonts and more. Every single web page in a website has different content, but all the pages are using a similar graphic design. Often sites will use website templates, which contain all the basic elements of web design, the website's CSS style, buttons, backgrounds, borders and various graphic elements like hover images, bullets and header banners. When the website template is applied to the website, all the pages assume its appearance, using the same styles, background and other graphical elements.

But most of the pages in a website have their own design elements. This is needed because every page has to present a different content, and the basic website style is not fully applicable for all the web pages. For example, designing a contact form will sometimes require a custom layout

and design elements with which to handle the form's fields, buttons, drop-down menus, etc. All these styles, layouts, images, etc. are often not applicable for the other website pages. So, the contact page uses the basic website template for the menus, backgrounds, header images, etc. but also has its own web page design, including the contact form's design itself and all the other elements specific for that page.

#### **4. CODING OUR DESIGN:**

Coding is basically the computer language used to develop apps, websites and software. Without it, we'd have none of the major technology we've come to rely on such as Facebook, our smartphones, the browser we choose to view our favorite blogs or even the blogs themselves. It all runs on code.

#### **5. DEVELOPING FOR MOBILE DEVICES:**

Various devices have different capabilities and screen resolutions, which makes it difficult to build a single page layout suitable for all devices. Individual page templates allow to define alternative page layouts for specific device profiles.

Pages based on these templates automatically use the appropriate layout according to the device profile detected for each visitor.

### **DESIGN ISSUES:**

The designing industry is highly competitive, and to get ahead in the race, designers need to keenly focus on being technical as well as strategic. Here are a few common issues that designers have to face during web design and development.

#### **1. WEBSITE ACCESSIBILITY:**

The Web is basically designed to work for all people, irrespective of the culture, language, location, or physical or mental ability. However, one of the major challenges a web designer faces is to enhance the accessibility of websites. A good designer should ensure that the website is not only accessible across the world but also its various features are fully functional as well.

#### **2. COMPATIBILITY WITH BROWSERS:**

With the introduction of different browsers, designers are constantly facing the challenge of building a website which is compatible with almost all the major browsers. After designing a website, it should be tested on all browsers to ensure that the website is completely functional.

#### **3. NAVIGATIONAL STRUCTURE:**

Navigational structure is one of the vital aspects of any website, as the usability of the website is based on an excellent navigational structure. Hence, in order to avoid any such issues, designers have to ensure that they provide a proper navigational structure to the users.

#### **4. POSITIONING OF CONTENT:**

Another prominent aspect of a website is that the users should find it readable. While designing the structure of the website, the designer should place the content in such a manner that it enhances easy reading. In addition, use suitable colors when it comes to font.

## 5. CHALLENGES IN CREATING A RESPONSIVE WEBSITE

The process of creating a responsive website is a major challenge for designers as it involves a wide array of devices, code frameworks, scripts, and of course, the constant need to work in an innovative way with clients to effectively manage the process.

## 6. TYPOGRAPHY:

Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed. The arrangement of type involves selecting typefaces, point sizes, line lengths, line-spacing (leading), and letter-spacing (tracking), and adjusting the space between pairs of letters (kerning). The term typography is also applied to the style, arrangement, and appearance of the letters, numbers, and symbols created by the process. Type design is a closely related craft, sometimes considered part of typography; most typographers do not design typefaces, and some type designers do not consider themselves typographers. Typography also may be used as a decorative device, unrelated to communication of information.

### STEPS TO FOLLOW FOR WEBSITE DESIGN:

#### 1. REQUIREMENT ANALYSIS:

Before designing any website first of all we should analysis all the necessary thing that are required while creating effective website.

##### a. Customer Requirement Analysis:

If we are designing any website for our customer, then we must collect the entire requirement from our customer, what type of website they wanted. Like; they wanted *a highly graphics, a highly animated, or database oriented or e-commerce enabled or simpler one.*

##### b. Designer Requirement Analysis:

If we are designing a website then we should analysis all the required tools, data, content etc. Before starting any website to design we must be aware of what we are going to design. Also sure that we have all tools and data that customer wanted on website. And we have to estimate the total time to finalize the website.

##### c. Technical Requirement Analysis:

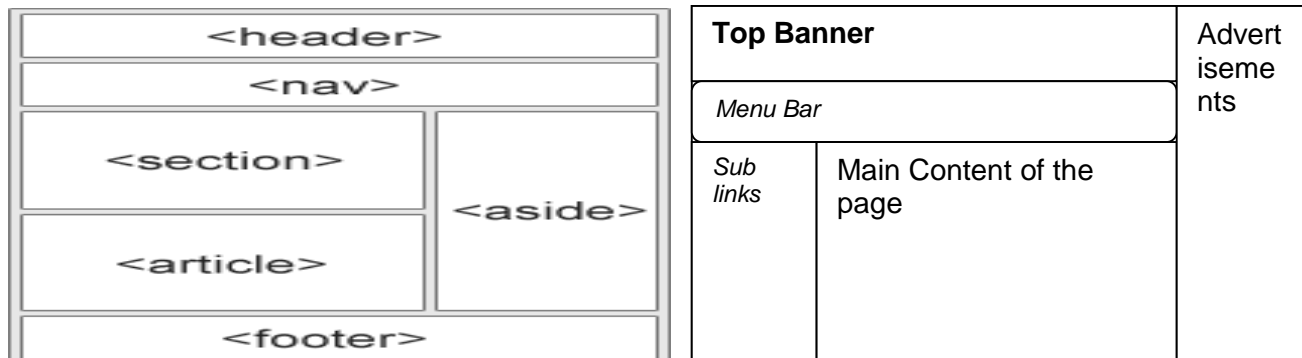
Before starting design of any site, analyze the technical part of the website. Where we should aware of the web space, Web server platform, Web Server, Database server, Bandwidth assigned for site, domain name of website.

#### 2. WEBSITE DESIGN:

After completing analyzing part we first design the website. In this section we should design the whole website module by module.

### a. Web Layout Design:

Before starting the website design we should design the Layout of Front Page and Inner page. Also design any extra other special pages on our website. We must identify the size of each part of our layout, how much pixel we want to specify.



- ❖ <header> - Defines a header for a document or a section
- ❖ <nav> - Defines a container for navigation links
- ❖ <section> - Defines a section in a document
- ❖ <article> - Defines an independent self-contained article
- ❖ <aside> - Defines content aside from the content (like a sidebar)
- ❖ <footer> - Defines a footer for a document or a section
- ❖ <details> - Defines additional details
- ❖ <summary> - Defines a heading for the <details> element

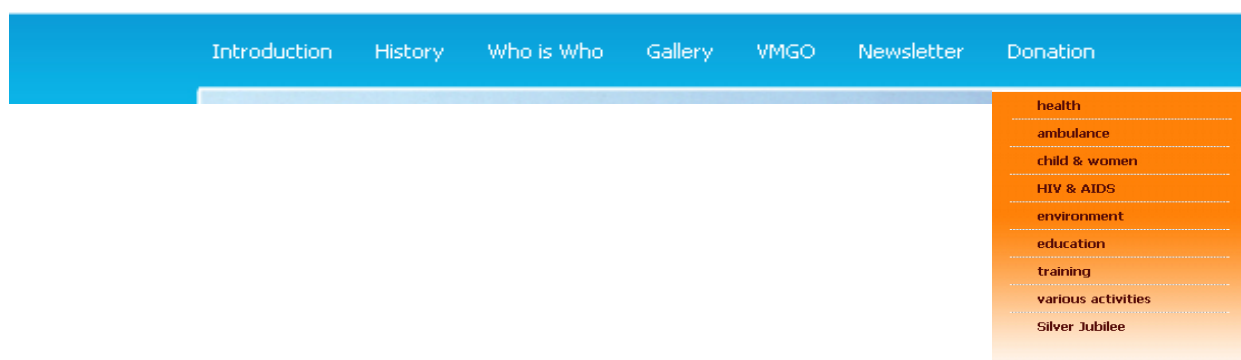
### b. Banner Design:

Banner is the main attraction of a website so we should design attractive web banner for our website. To design a banner we can use any one of the graphic editing software. Like: Adobe Photoshop, Corel Draw, etc.



### c. Menus Design:

After designing the Banner we must design the menu/links that we need on our website. Menu/link can be created simple text link, image link or JavaScript enabled dynamic animated menus.



#### d. Content of Page:

Now, when we have designed layout, banner and menus then we should start to manage the content of each page of our website. Collect all the content which we want to include into the pages from the primary or secondary sources.

**nagariknews** epaper **गणारिक**   Thursday Feb 25th

होमपेज राजनीति अर्थ समाज कला खेल विद्य प्रवास विचार अन्तर्वार्ता नागरिक पत्रकारिता ब्लग

### जोखिम पुल !

उपपुरको घुर्मीबजारछेउको सुनकोशी नदीमा बाँसको पुलबाट तर्दै यात्रुहरु। पुलले ओखलढुङ्गा, खोटाङ, सोलुखुम्बु जिल्लालाई तराईसँग जोड्छ। तस्वियर : सङ्ग्रह राई

### १४ महिना पछि भारत र पाकिस्तानबीच वार्ता

नयाँ दिल्ली, फागुन १३ (एएफपी) - भारत र पाकिस्तानबीच १४ महिना पछि पहिलो पटक औपचारिक वार्ता भएको छ। सन् २००८ को मुम्बई आक्रमण पछि तनानपूर्ण बनेको सम्बन्ध सुधारका लागि वार्ता भएको हो।  
[विस्तृत समाचार](#)

### नेपालको सरकारबारे ओवामाको चासो

विजय घिमिरे, वासिङ्टन, फागुन १३ - अमेरिकी राष्ट्रपति बराक ओवामाले नेपालको वर्तमान सरकारबारे चासो देखाएका छन्। अमेरिकाका लागि नेपाली राजदूत शंकर प्रसाद शर्माको ओहदाको प्रमाणपत्र ग्रहण कार्यक्रममा बिहीबार ओवामाले वर्तमान सरकारबारे सोधेका थिए।  
[विस्तृत समाचार](#)

### भर्खरै

- सेयर कारोबार आज पनि बन्द
- 'फ्रिडा पिन्टो अब थिक पुजारी'
- एमआरपी भारतमा नछापन लेखाको निर्देशन
- तीन महिनाको अवधि सदुपयोग गरी संविधान बनाऔं: राष्ट्रपति
- कोइरालाको सिंगापुर उपचार खर्च दिन अर्थ मन्त्रालयले मानेन
- निर्णय नगराई पाँच सय कर्मचारीको सरुवाबढुवा
- बनेपाका गेस्टहाउसमा आपत्तिजनक अवस्थामा २६ जोडी पकाउ
- कांग्रेसलाई 'मुख देखाउने लाज'
- को-को बढुवा हुँदैछन् सचिवमा?
- लेखाको जथाभावीले संसदीय समितिले प्रभावहीन
- भागबन्डा नमिलेर अवरुद्ध

पछिल्ला २४ घण्टाका समाचारहरु

#### e. Current Events:

If our website is of an organization then we should include the all recent events and must display on highlighted form, where we can include GIF images, JavaScript Animated, Video Files or Flash Animated.

**Explore the BBC**

### News

Americas | Europe | Asia-Pacific | Africa  
Middle East | South Asia | UK

Business news | Science & the Environment  
Technology news | Entertainment news

News in 32 Languages

### Sport

Football | Cricket | Tennis | Motorsport

### Business & Money

Business news | Market Data | Economy  
Companies

### Weather

World | Weather news | Country Guides

### Entertainment

Entertainment news | Comedy | Drama

### Music

Listen by Style/Genre | Reviews

### Arts & Culture

Arts | Film

### Science & Nature

Animals | Humans | Space

### Gardening

Plant finder | Advice

### Food

Cook's Guide | Get Cooking | Recipes

### Learning English

Online Courses | Vocabulary & Grammar  
Quizzes

### Religion & Ethics

Multifaith Calendar | Quizzes

### International TV

BBC World News | BBC America

### Radio

World Service Radio | World Service Schedules

Can't find it? Try the **A to Z**

Reception Advice | Complaints | BBC Help | Accessibility Help | About the BBC | Contact Us

#### f. Footer:

Footer is the information about the organization/person that is holding the ownership of website. Where we can include the full address and contact about an organization.

**bing**

MSN Privacy | Legal | Advertise | MSN Worldwide | About our Ads | Jobs | Data Providers | Feedback | Help

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### **3. RESOURCE COLLECTION:**

Resource collection is the major part of our website design, where we have to collect all the content that we want to include into website like; information about the organization, pictures related to different event of an organization, graphics we want to place on our website and other media files. But be sure that we must have all the rights to use that resources otherwise we have to take permissions to use that resources from the related source.

### **4. FINALIZE/MANAGING THE SITE:**

After creating most of pages of our website, we have to finalize all pages, links of our site, where place all the content in a proper manner, where we can categorize the content and place in the different web folders. Like; we can place all web pages of one category into one web folder and images used on that category into another image folder. To manage the website in a proper manner we can use third party tools like; Microsoft FrontPage, Adobe GoLive, Macromedia Dreamweaver, etc.

### **5. TESTING:**

After finalizing the web designing we should test our website for error free, which makes our website better.

- Layout: Check website on browser is it finalized according to the Layout.
- Links: Check all the links whether it is working or not placed on website.

### **6. UPLOAD TO THE SERVER:**

After completing the site upload all webpages, media files on web server. We can use various upload manager to manage our webserver. Like: Macromedia Dreamweaver's file manager, FileZila, etc.

***Example:***

```
<!DOCTYPE html>
<html><head>
<style>
#header {
    background-color:black;
    color:white;
    text-align:center;
    padding:5px;
}
#nav {
    line-height:30px;
    background-color:#eeeeee;
    height:300px;
    width:100px;
    float:left;
    padding:5px;
}
#section {
```

```
width:350px;
float:left;
padding:10px;
}
#footer {
background-color:black;
color:white;
clear:both;
text-align:center;
padding:5px;
}
```

```
</style>
```

```
</head>
```

```
<body>
```

```
<div id="header">
```

```
<h1>City Gallery</h1>
```

```
</div>
```

```
<div id="nav">
```

```
London<br>
```

```
Paris<br>
```

```
Tokyo
```

```
</div>
```

```
<div id="section">
```

```
<h2>London</h2>
```

```
<p>London is the capital city of England. It is the most populous city in the United Kingdom,
```

```
with a metropolitan area of over 13 million inhabitants.</p>
```

```
<p>Standing on the River Thames, London has been a major settlement for two millennia, its history going back to its founding by the Romans, who named it Londinium.</p>
```

```
</div>
```

```
<div id="footer">
```

```
Copyright © W3Schools.com
```

```
</div>
```

```
</body>
```

```
</html>
```

# City Gallery

London

Paris

Tokyo

## London

London is the capital city of England. It is the most populous city in the United Kingdom, with a metropolitan area of over 13 million inhabitants.

Standing on the River Thames, London has been a major settlement for two millennia, its history going back to its founding by the Romans, who named it Londinium.

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### HTML RESPONSIVE WEB DESIGN:

Responsive Web Design makes our web page look good on all devices (desktops, tablets, and phones). Responsive Web Design is about using CSS and HTML to resize, hide, shrink, enlarge, or move the content to make it look good on any screen: