

WEEK 4 | DESIGN POSITIONING

Shawn Park & Jeff Zhan

Previous Class

- Macro-level spacing
 - Gives an element a structure & “room to breathe”
 - Padding: Spacing within an element
 - Margin: Spacing between elements
- Micro-level spacing
 - Influences the legibility of text
- Make sure your spacing makes your UI simple, but not barren.



Today

- How should we create a layout of the website?
 - Positioning
- Knowing where to place certain elements is a key to establishing strong emphasis

If you're not sure, it's time for
workamajig
The #1 Project Management Software.

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request a demo.

FLEX

Your portfolio, on steroids.

Advertise Here

Advertise Here



[Articles](#) | [News](#)

Best of Tuts+ – October

Aaron on Nov 1st 2010 with 2 comments

October saw the launch of the latest Tuts+ sites, Webdesigntuts+. Edited by popular Themeforest author Brandon Jones, probably better known as Epicera. There's already a lot of great content on Webdesigntuts+ and we all look forward to seeing more and more in the coming months.

Tuts+ Editor Adam Everett Miller created a fantastic video called "Faces of Envato" from footage shot at the Chicago meetup, check it out! And read on to see the best of Tuts+ from October.

(Continue)

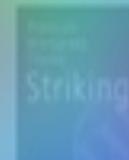


Photoshop to HTML

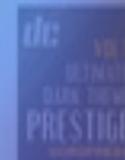
The perfect book for when your design rocks and you're ready to code it.

[Find Out More](#)

Top Selling



Striking Premium Corporate & ... only \$35.00 [View Details](#)



Prestige – Ultimate Dark W... only \$35.00 [View Details](#)

How we scan web pages

The Boss Is Crazy And
Running With Scissors!

Bekche
Creative Studio

Introducing the F-Layout

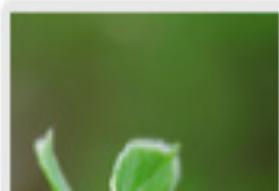
- Fundamental idea: We scan web pages from top-left to bottom-right
- Therefore:
 - Design your websites by placing the most important elements on the top-left => top-right => center-left => so on...
- Example: The Facebook Top Bar!

This is a headline or mission statement for the website.



Use Catchy Words

Lore ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque justo erat, consequat in venenatis sit amet, convallis et mauris.



Headlines Should Be Sexy!

Lore ipsum dolor sit amet, consectetur adipiscing

Categories

[Photoshop](#)[Tutorials](#)

1

The F Layout

LINK

LINK

LINK

LINK

LINK

SIGN

2

This is a headline or mission statement for the website.

3

Use Catchy Words

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque justo erat, consequat in venenatis sit amet, convallis et mauris.

4

New
eBook
Out Now!

Headlines Should Be Sexy!

Lorem ipsum dolor sit amet, consectetur adipiscing

Categories

Photoshop

Tutorials



1-50 of 8,883



COMPOSE



Primary



Social 21 new

Cameron Baradar, Reve Ching, Link...



Promotions 50+ new

그루폰 Getaways, 신세계몰, CITRIS D...



Inbox (1,367)

Starred

Important

Sent Mail

Drafts (59)

Circles

[Airmail]



Shawn



New Hangout

Sagar Shah

Yuna Komine
hello

Rachit Nanda

Abhi Kalakuntla

Jeffrey Zhang

Sarah Kim

Andy Qin

Matt Wei

Matt, Divina, Car...

Andy, Jason, Jef...



F-style Layout: Gmail



Home

All

Friends

Family

Acquaintances

More ▾

Explore

Hangouts

Profile

People

Photos

Communities

Events

Hangouts

Pages

Local

Settings

Feedback · Tour

Help · Region

Privacy & Terms · Maps Terms

Add a comment...

F-style Layout: Google+

Follow things you love

View all

What's new...



Photos



Link



Video



Event

Rachit Nanda

Shared privately - Jan 27, 2014

Team Iris

Preview community

You may know

View more



Saerom Park



Add



Sam Kirschner



Add



Jeremy Fiance

American Financial Network



Add



Matt Wei

Shared publicly - Jan 17, 2014

Amazing.



Introducing our smart contact lens project

googleblog.blogspot.com



Add a comment...

Start a video Hangout

Start a video Hangout

Hangouts

+ New Hangout



Sagar Shah

You: yup best of luck and le...



Yuna Komine

hello



Rachit Nanda

▶ You were in a video call



Abhi Kalakuntla

▶ You were in a video call



Jeffrey Zhang

▶ You were in a video call



Sarah Kim

Haha. Sorry!



Andy Qin

hmm



Matt Wei

▶ You were in a video call



Matt, Divina, Cary, Min Sha...

▶ You were in a video call

What to Watch

- My Channel
- My Subscriptions
- Social
- History
- Watch Later 4
- Purchases 2

PLAYLISTS

- Favorite videos
- Liked videos

SUBSCRIPTIONS

- Google
- Browse channels
- Manage subscriptions

What to Watch

My Subscriptions

You don't have to be related to relate.

about a BOY

NEW EPISODE TONIGHT 98c NBC AFTER THE VOICE

Click for Sound

YouTube

Popular on YouTube - Worldwide



Lunar impact blast (11 September 2013)
by Jim Madiedo 325,606 views
1 day ago

2,4,8 4:44

Can You Solve This?
by Veritasium 395,326 views
17 hours ago



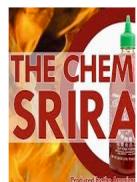
Silicon Valley Season 1:
Trailer (HBO)
by HBO 1,100,294 views
1 day ago



10 Little-Known Facts About
The Oscars
by Alltime10s 140,291 views
13 hours ago

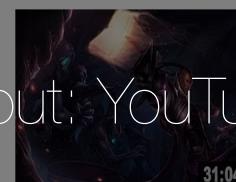


Rise of Electro
(International Video)
by SonyPictures 730,363 views
1 day ago



The Chemistry
Hot Sauce Scie
by Reactions 18,51
20 hours ago

Recommended



F-style Layout: YouTube



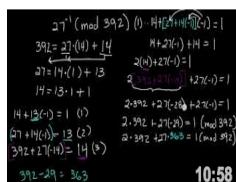
SK Telecom T1 K vs
Incredible Miracle #2 | Ga...



짜는 리신궁극기 영상 (Feat. 꿩)
by 노루 TV 16,243 views



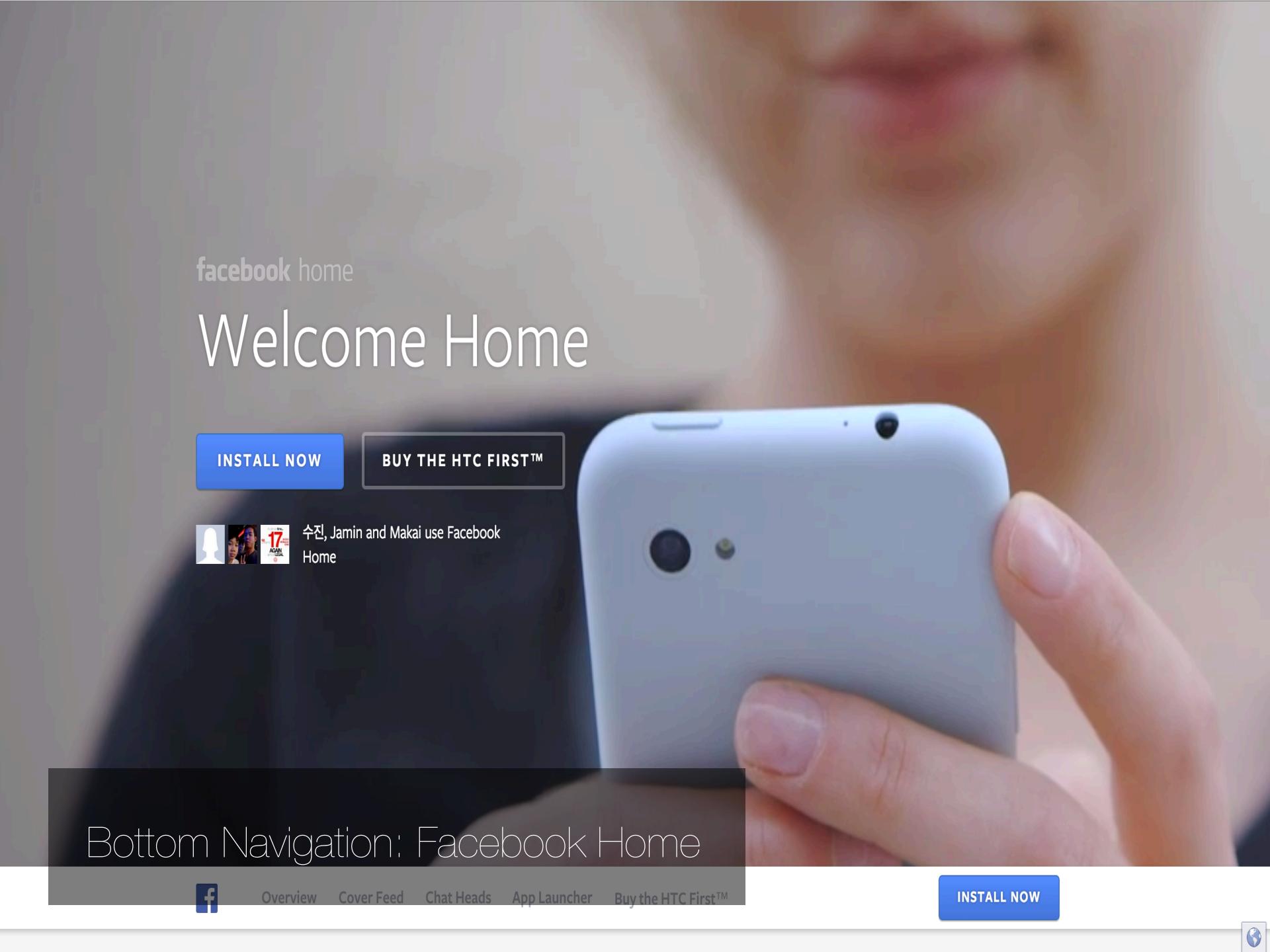
다이아전 헤카림, 짹스, 르루 vs 탑
잭스, 트페, 바루스 격돌(1)



How To Find The Inverse of
a Number (mod n) - Inve...

Exceptions to F-Layout Rule

- F-Layout does not necessarily mean you must have a top bar with a logo on the top-left.
- Layouts that feature images on the top with navigation on the bottom is becoming popular
 - Spotlight is on the image to create an emotional appeal



facebook home

Welcome Home

[INSTALL NOW](#)

[BUY THE HTC FIRST™](#)



수진, Jamin and Makai use Facebook
Home

Bottom Navigation: Facebook Home



[Overview](#)

[Cover Feed](#)

[Chat Heads](#)

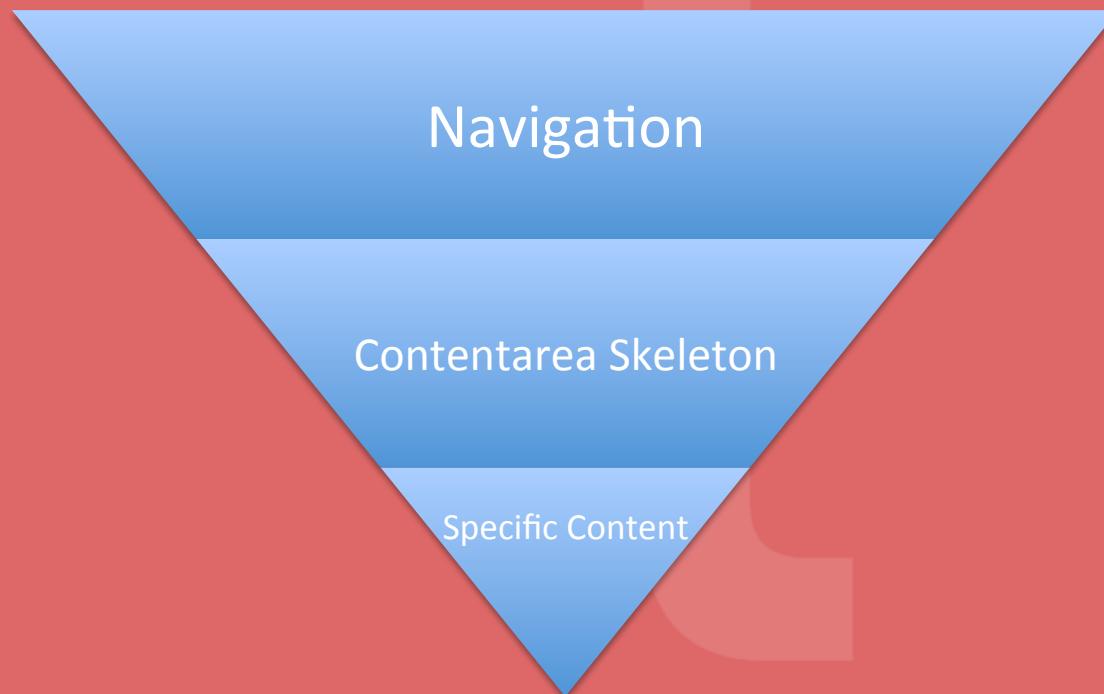
[App Launcher](#)

[Buy the HTC First™](#)

[INSTALL NOW](#)

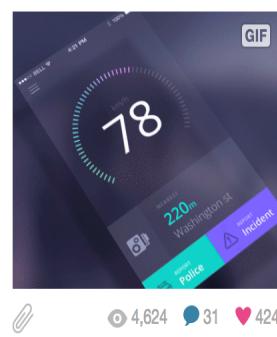
Website Layout

- Website design is a top-down (inverted pyramid) process: design from general skeleton to specific



Navigation

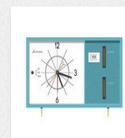
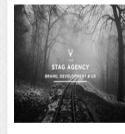
- Perhaps the most important element of your website
 - Almost all websites need this
 - A lot of website layouts stem from the position of a navigation
- Two common methods:
 - Top bar (Ex. Facebook)
 - Sidebar (Ex. TweetDeck)
- Usually used in conjunction with Position:fixed property

[Highlights](#) [Buckets](#) [Colors](#) [Projects](#) [Tags](#)[Sun Feb 23](#) | [Mon Feb 24](#) | [Today](#) ▾**POPULAR** See all for [Mon Feb 24](#) ▾

4,624 31 424

[Jakub Antalík](#)**DEBUTS** See all for [Mon Feb 24](#) ▾

793 23 78



Zaib Ali

Top Navigation: Dribble



Shawn Park

i. What's your interest?



Home



Clips



Draft



MY INTERESTS



Web Design



Technology



IU



League of Legends



Samsung

Side Navigation: Iris

The Content and the Protector of the Lorem Ipsum.

24

Articles

11

Interests

37

Followers

Profile

A collection of articles you have published.



Iris



Web Design



IU



Samsung



League of Legends



Technology



Berkeley

March 8, 2014

Web Design for Startups



8

Lore ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad min...

Web Design

Tehcnology

Design

March 8, 2014

Web Design for Startups

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Web Design

Tehcnology

Design

Be Creative!

- Your navigation doesn't need to physically stick to the corner of the window.
 - Google Maps
 - New MySpace
- Your navigation doesn't need to be visible at all times
 - Medium

Contentarea

- Contentarea is the area encapsulating your content
- Important to create a skeleton for the area where all of your content will go in
- Usually established through a centered 960px container

Payments for developers

Stripe makes it easy to start accepting credit cards on the web today.

[Get Started with Stripe](#)

Stripe is now available in Ireland! We're excited to announce the launch of Stripe for Irish users. [Read more](#) ›

Why you'll love using Stripe



Contentarea: Stripe

stripe

Full-stack payments

You don't need a merchant account or gateway. Stripe handles everything, including storing cards, subscriptions, and direct payouts to your bank account.

Stripe.js lets you build your own payment forms while still avoiding PCI requirements.



Aa



Photo



Quote



Link



Chat



Audio



Video



Contentarea: Tumblr



inspiremyweb

A Clever Little Agency
with a lot of friends

There's just the two of us

roka.

rokadreamer.tumblr.com

[Posts](#)

120

[Followers](#)

22

[Activity](#)[Liked 36 posts](#)[Following 19 blogs](#)[Find blogs](#)

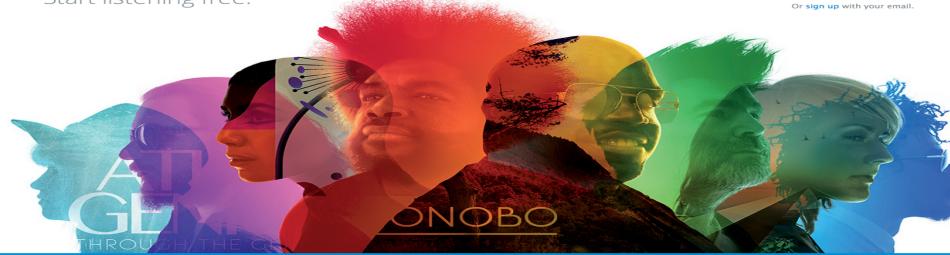
vurton

Specific Content

- This is the area specific to your website – will highly vary depending on the purpose of your website
- Personal & Promotional Websites: “Slides”
- Blog & Application Websites: “Posts”
- ...limitless room for creativity!

Discover music.
Start listening free.

[Continue](#)
Or sign up with your email.



A library of millions.

Rdio has millions of songs, from massive hits to rare gems to cult classics, with more added every week. It's more music than you could listen to in a lifetime.

[LEARN MORE](#)

Discover new music.

Find what to play next — a song, album, or playlist — by following friends and artists. Or lean back and listen to a station for a mix of favorites and soon-to-be-loved songs.

[LEARN MORE](#)

Collect and share.

Build a collection of your favorites, so they're always close at hand, and share the music you love with the people who might love it next.

[LEARN MORE](#)

Take Rdio with you everywhere you go.

ON A COMPUTER

On the web: Mac & Windows desktop app

IN YOUR POCKET

iPhone iPod touch Android Windows Phone 8 BlackBerry

IN YOUR LIVING ROOM

Roku iPad & other tablets Sonos speaker system

Millions of songs to play, share and discover.



Rdio is available around the world.

AVAILABLE

Streaming more than 10 million songs in over 100 countries.

COMING SOON

Don't see your country? Don't fret. We are doing our best to get Rdio to as many people as possible.

Content Style – "Slide": Rdio

LOG IN

strikingly

GORGEOUS, MOBILE-OPTIMIZED SITES IN MINUTES.
GRAB YOURS.



First Name

Email

Password

GET STARTED. IT'S FREE!

By continuing, you agree to Strikingly's [Terms of Service](#) and [Privacy Policy](#).

Content Style – “Slide”: Strikingly

OR SCROLL DOWN

TO LEARN MORE!

Divide and Conquer

- Think about your website into individual components, and design them separately in order.
- Remember:
 - Horizontal stacking – Floats
 - Vertical stacking – Does automatically
 - On top of each other – position absolute
- Each individual component will be its own div
- Master this and you can take “any design” into code!



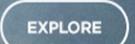
Exercise

What should you design first?

STREAM ACTIVITY  COLLECTIONS SOUNDBOX

Superman: Man of Steel



Fabio Basile 8:34 AM

Seeking Contributions

 Fabio Basile 8:34 AM


Game of Thrones
S03 E05


The Hangover 2
2011


This is the End
2013


2Guns
2013

 COLLECT

 GALLERY 8



Charlie Waite 7:15 AM

 Charlie Waite 7:15 AM


Wolf of Wall Street
2013


Breaking Bad
S01 E03

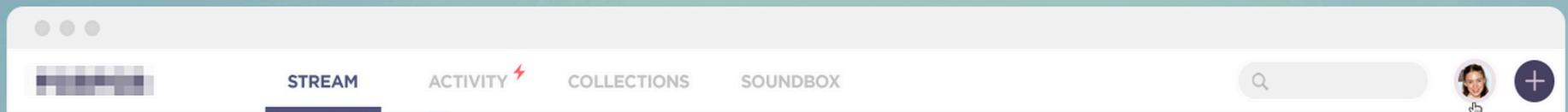

Elysium


Ice Soldiers
2013

 COLLECT

 GALLERY 12

 - 1.35   



- Structure
 - Logo
 - Navigation
 - Stream | Activity | Collections | Soundbox
 - Search
 - Search box | User | Add
- Implementation
 - Horizontal => Floats



- Structure
 - Cover
 - Content
 - Title
 - Explore
 - Some dots
- Implementation
 - Cover (position: absolute)
 - Content (position: absolute)
 - Align vertically using divs



The screenshot shows a user profile on the left with a checkmark icon, a profile picture of a man with glasses, the name 'Fabio Basile', and the time '8:34 AM'. Below this is a status message 'Seeking Contributions'. The main area displays four movie posters in a horizontal stack: 'Game of Thrones S03 E05' (Daenerys Targaryen with a dragon), 'The Hangover 2' (three men looking shocked), 'This is the End' (a group of people shouting), and '2Guns' (two men in a desert). To the right is a toolbar with 'Logout', 'COLLECT' (with a count of 8), 'GALLERY' (with a count of 8), and a dashed box containing a 'FILE' icon with a hand cursor.

Movie Poster	Details
	Game of Thrones S03 E05
	The Hangover 2 2011
	This is the End 2013
	2Guns 2013

- 3 Parts: Sidebar, Gallery, Toolbar
- A bit complicated if you think about making this responsive (viewable in multiple screen sizes)
- Assume the size is fixed for this example only:
 - Horizontal stack => Floats

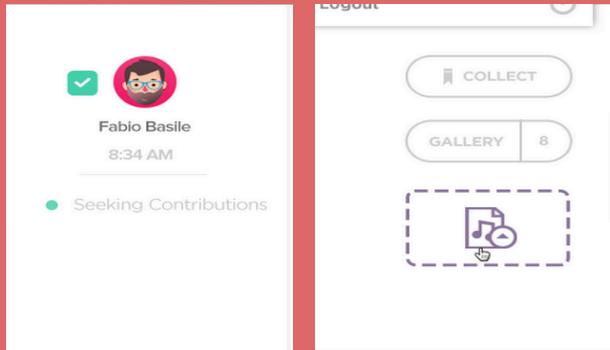


The screenshot shows a user interface for a media library or recommendation system. On the left is a sidebar with a profile picture of a man with glasses, a checkmark icon, and the name "Fabio Basile" with the timestamp "8:34 AM". Below this is a section titled "Seeking Contributions". The main area displays four content cards, each with a thumbnail image, title, and release year:

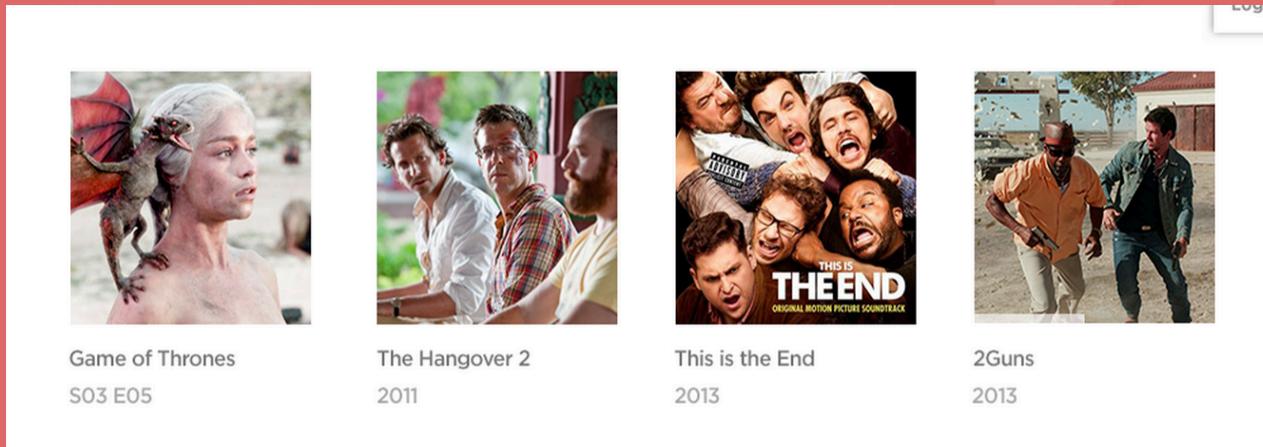
- Game of Thrones**
S03 E05
- The Hangover 2**
2011
- This is the End**
2013
- 2Guns**
2013

On the right side of the main content area are three buttons: "COLLECT", "GALLERY" (with a value of "8"), and a dashed box containing a music note icon with a play button.

- Sidebar
 - Thumbnail
 - Name
 - Date
 - Contribution
- Content (4X)
 - Thumbnail
 - Title
 - Episode / Release Date
- Toolbox
 - Collect
 - Gallery
 - Some music thing



- Simple – just stack things vertically using divs



- Horizontal stack => Floats



- 1.35



- 3 Parts: Controls, Progress Bar, Options
 - Horizontal stack => Floats
- Controls (Horizontal stack => Floats)
 - Repeat
 - Play
 - Shuffle
- Progressbar (Kinda complicated – you will do this for HW4!)
- Options (Horizontal stack => Floats)
 - Like
 - Dislike
 - Volume

Single Visual Design

- A fullscreen background image underneath with a plenty of spacing & simple typography overhead.
- Single Visual Design is a trending design technique used in many websites recently
- Used widely in landing page designs



FEATURES SUPPORT MY ACCOUNT

One App. Every Bank.



Single Visual Landing Page: Numbrs

Meet the revolutionary app

[Be] CHROMATIC

A K-pop convention by the fans, for the fans

 March 8 - 9th  UC Berkeley

[Register now!](#)

Single Visual Landing Page: Kpopcon

Review

- F-style Layout: Place the most important element is top-left -> bottom-right order
- General Layout Design: Start from general to specific
 - Navigation => Contentarea => Content
- Divide and conquer: Think about your website as a sum of individual components as you turn it into a code
- Single Visual Design: excellent way to provoke emotion for your landing page