



# Web Page Layout & Design



If you are building a normal site with **HTML**, lets look at the 3 ways you can format it.

- Using Tables
- Using CSS (Cascading Style Sheets)
- Using Frames

# Defining a Web Site

- The very first step in designing a Web site is to define it. And to properly define a site there are three questions that must be answered.

- 1) What is the purpose of the site?
- 2) Who will be visiting the site?
- 3) How will the site serve the client?

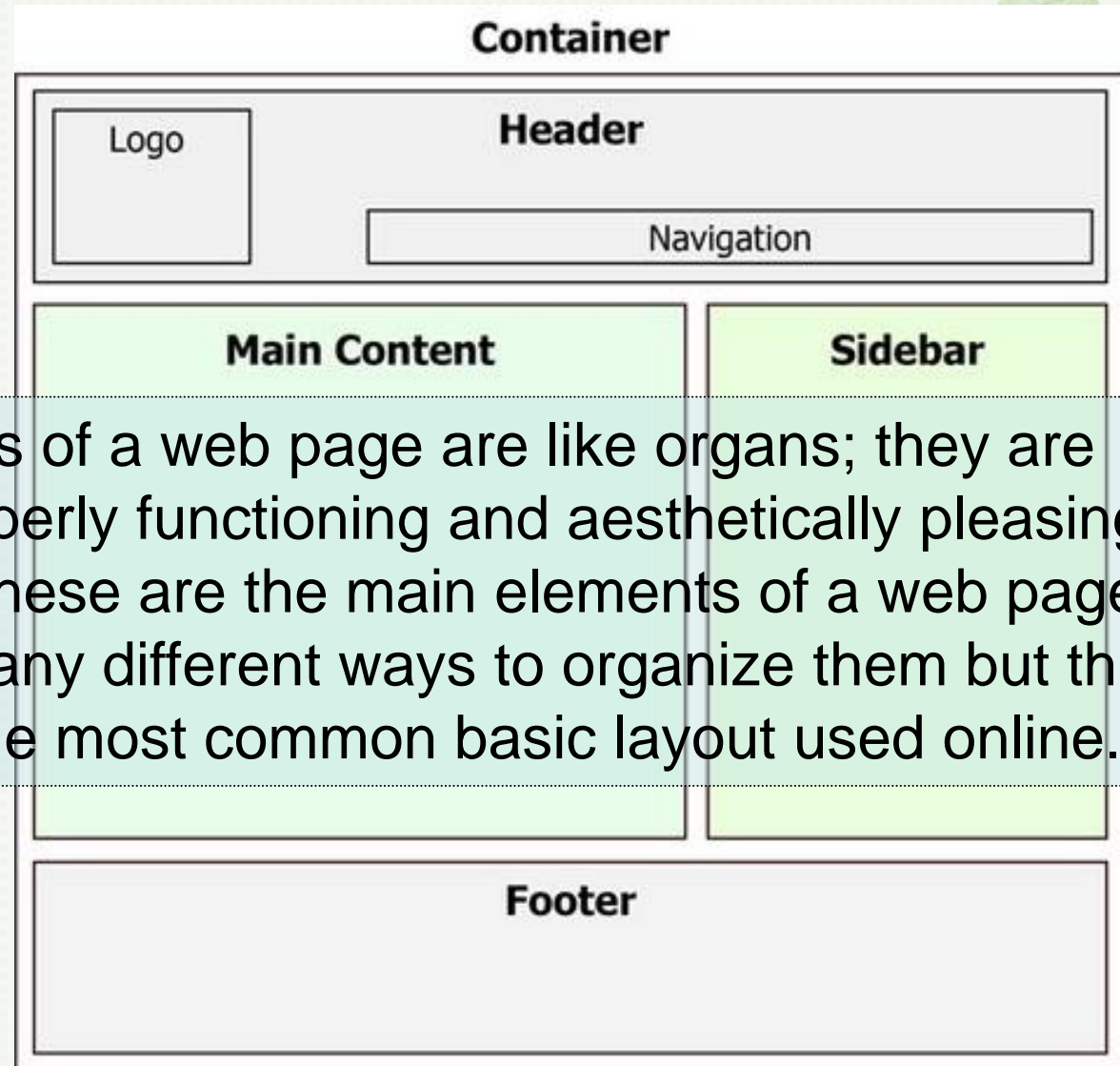
- The answers to these questions will guide you as you construct the site.

# Page Size and Layout

- Of the biggest challenges for Web builders is the variability of the screen sizes with which they must work. Deciding on how wide a Web page should be is based on several factors. One of the biggest decisions for anybody creating a Web page involved choosing which is the most appropriate size for the design.

	Generalized Screen Sizes	Above the fold	Web Design	
4:3	800 × 600	— — →	778 × 435	768
	1024 × 768	— — →	1002 × 600	960/950
16:9	1366 × 768	— — →	1140 × 600	1140
	1440 × 900	— — →	1200 × 710	1200
	1920 × 1080	— — →	?	
	2560 × 1440	— — →		

# Anatomy of a Web Page



- The elements of a web page are like organs; they are vital to a properly functioning and aesthetically pleasing web page. These are the main elements of a web page. There are many different ways to organize them but this is perhaps the most common basic layout used online.

# Header

- the header sits at the top of the document.

Slogan

Logo

Ad banner

*Hunan Agricultural University*  
a beautiful campus in China

Good News! Dining-room II **40% off** today  
Click here into Chinese Version or English Version

HNAU, a key provincial university of Hunan with a beautiful campus of 2.27 square kilometers, is situated in Hurong District of Changsha.

*A Brief Introduction*

Hunan Agriculture University (HNAU), a key provincial university of Hunan with a beautiful campus of 2.27 square kilometers, is situated in Hurong District of Changsha. The beautiful scenery of Liuyang River and Lake Donghu, the fresh air, and tranquil surroundings enlisted the university as a

[A Survey of HNAU](#)

[A Brief Introduction](#)

[The Campus Scenes](#)

# Navigation

- Navigation is at the heart of any good Web design. The ability of visitors to get around a site quickly and easily is extremely important and cannot be stressed enough.
- Navigation is usually in the header or on the left (under the header), or both depending on the amount of content you have.

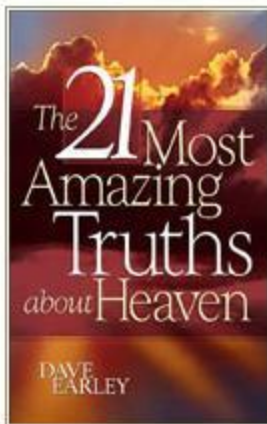


# Content

## The value of memory

### The 21 Most Amazing Truths About Heaven

by [Dave Earley](#)



[ENLARGE IMAGE](#)

[READ INSIDE \(.pdf\)](#)

"Heaven" has been the topic of several best-selling books and major news programs in recent months. Now, *The 21 Most Amazing Truths about Heaven* delves deeply into scripture to find out exactly what this incredible place is like. Written by Dave Earley, author of the popular titles *The 21 Most Effective Prayers of the Bible* and *The 21 Most Encouraging Promises of the Bible*, this small volume on heaven provides an easy-to-read preview of the Christian's final forwarding address. Written in Dave Earley's thought-provoking style, *The 21 Most Amazing Truths about Heaven* offers encouragement for today from our home of the future.

**PUBLISHER:**  
Barbour Books

**CATEGORY:**  
Value Tradepapers

**ISBN:**  
1597892920

**BINDING:**  
Trade Paper

**PAGE COUNT:**  
176 pages

**AVAILABILITY:**  
Available

**PRICE:**  
\$8.97

Author: Troy Young | [Permanent link](#)

...to how we research, shop and broadly navigate the al new services are emerging that help us remember The offline equivalents are many - photo albums, a bulletin boards... the fridge door. [Del.icio.us](#), was a 1st to put forward the notion of social bookmarking. With -line like experience, del.icio.us offered the web set a y to share their attention. The community grew and led into [Yahoo!](#).

comers  
attention.  
in the  
it is  
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es from

“remembering is a  
declaration of intention,  
intention is the heart of  
permission marketing

interface. Say you find a digital camera on [Ebay](#). b capture that page and store it on your personal } you move around the web, you can capture offers from } share them inside your Kaboodle list. Useful? For sure. } similar tools but without the shopping focus. Its goal is to } prite stuff in one place - photos, posts, emails, feeds, } and should be released in the next couple of months.

These services join a number of other offers [Clipmarks](#), [Simpy](#), [Blinklist](#), [Shadows](#)



# Footer

- the footer sits at the bottom of the document.

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Contact telephone

ICP register (if in China)

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Network Services

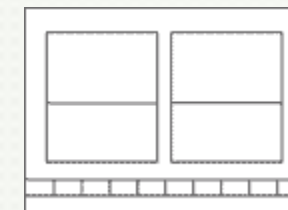
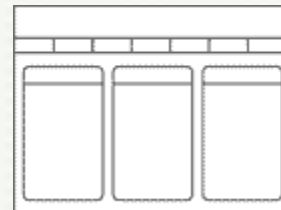
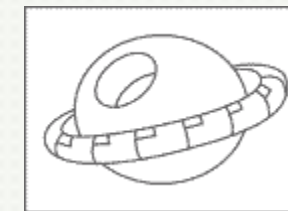
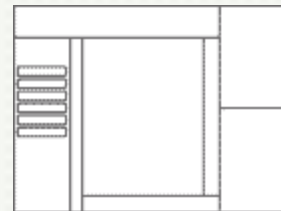
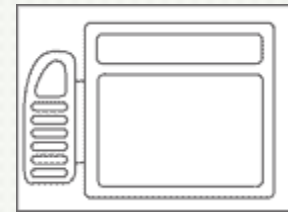
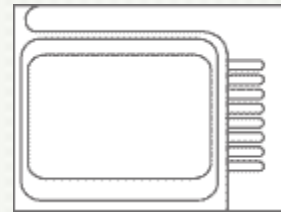
党建工作 校办产业 招生就业 校友总会 电子地图

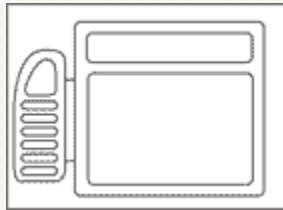
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Hunan Agricultural University 湘ICP备05000003号

# The actual divisions

- Header
- Site Navigation
- Content
  - Left Column
  - Right Column
- Footer





# Left T model



**POOL MAINTENANCE**  
saving your energy and money

- ▶ HOME PAGE
- ▶ SERVICES
- ▶ MAINTENANCE
- ▶ OUR STAFF
- ▶ ASK AN EXPERT
- ▶ CONTACT US

[Home page](#) | [Support](#) | [FAQ](#)

**WELCOME TO OUR SITE!**



Sed ut perspiciat unde omnis delectat stases accusa nibun reue lertideranibus totam remi spernam eaque quae abillo!

**OUR SERVICES**

- ▶ Chemical levels are correctly maintained.
- ▶ Water Clarity is maintained.
- ▶ Pool is vacuumed on a regular schedule.
- ▶ Pump Room is serviced and maintained.
- ▶ Pumps
- ▶ Filters
- ▶ Controllers
- ▶ Computerized tracking and reports
- ▶ Spring Clean-up
- ▶ Winterization

[read more](#)

**HELPFUL TIPS**

- ▶ Error sit voluptatem accusantium domo
- ▶ Vitae sed a utamibus totam rem aperit sed
- ▶ Quisquam domo rebus auct
- ▶ Quisquam totam rem aperit sed

[read more](#)

**KEEPING your swimming pool clean**


[Click HERE](#)




**PRIMARY CONTACTS**

Quisque nibun lumn libero pavela scelesis:


9863 - 9867 Mill Road,  
Cambridge, MD209 99HT  
Tel. +1 989 998 92 90  
Fax: +1 989 998 92 91  
E-mail: [mail@companyname.com](mailto:mail@companyname.com)





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**Agriculture news**


**18/12/2006**

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**Welcome to our Agriculture Company!**

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**Fertilizer reviews**

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**Our products**




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**Agriculture equipment**

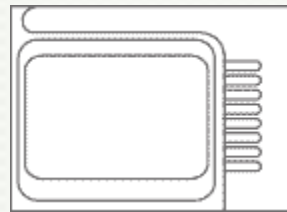


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# Right T model

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## Events planner

any occasions planning




**Welcome** to our events planner!

Sem consectetur porttitor. Curabitur scelerisque eros. Utan laoreet tes. Tor, tincidunt magna, temporagna dolor at lorem. Mauris, pharetra fermentum. Purus vestibulum ante ipsum primis in faucibus orci.

MAIN PAGE	I.
EVENTS	II.
SERVICES	III.
EQUIPMENT	IV.
GALLERY	V.
CONTACT US	VI.

**Our services**



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- Curabitur scelerisque eros.
- Utan laoreet tems. Tortor.
- Tincidunt magna, tempoc.

**Birthday**

Lorem ipsum dolor sit amet, con seclerap [click here](#)



**Promotion**

- Lorem ipsum dolor sit
- amet, con seclerap.
- Sent vestibulum



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Cum sociis penatibus quis dis pau erte keritde nit monisse deritde merno lorem ipsum feugiat malesuada odiorbi nunc odo.

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-  HOME PAGE
-  ABOUT US
-  HOW WE HELP
-  APPLY ONLINE!
-  OUR CONTACTS

**Why choose us?**



**It's Easy**  
 Cum sociis penatibus dis erta sdvsa jretlase keritde...



**It's Proven**  
 Penatibus gnis dis erta heritase sdvsa jretlats...

**Are you looking to?**

- [Consolidate debt payments](#)
- [Lower monthly payments](#)
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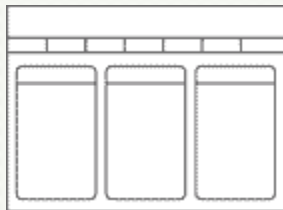
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Fusce suscipit varius mi. Cum sociis natoque penibus et magnis dis parturient montes, nascetur ridiculus mus. Nulla du.

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**Fusce feugiat**  
malesuada odio. Morbi nunc odio, gravida at, cursus nec, luctus a.

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**Maecenas tristique**  
ero ac sem. Duis ultricies pharetra magna. Donec accumsan.

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Duis ac turpis. Integer nislum ante eu laous. Vestibulum libero nisl, porta vel, scelerisque eget, malesuada at, neque.

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volpbe santserue laudat keritsera quee ab illo inven.

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**Primary contacts**

**Quisque nulla tibu lmas libros nislpoeta vella sceleris:**

9843 - 9867 M3 Road,  
Cambridge, M309 99HT  
Tel./Fax: +1 989 998 92 90  
[E-mail: info@companymame.com](#)

**Today's HOT Offer!**



**City:** Portland

**Beds:** 4

**Baths:** 3.0

**Square Feet:** 3155

**Area:** Washington

**Address:** 2740 NW A,  
Portland OR

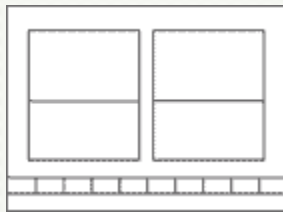
**Status:** Active

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some short text to clarify the above

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- Control Panel**  
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- Another Service Name**  
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*furniture company*

kitchen	4 images
bedroom	1 image
living room	5 images
bathroom	1 image

Welcome to our website!  
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**Experience Development**

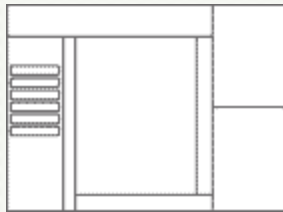
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**family**site
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replay



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**PARENTING TIPS**



**SIMPLY ROMANTIC TIPS**



**THE FAMILY ROOM**

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- ▶ Home Page
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- ▶ Parenting
- ▶ Singles
- ▶ Life Issues

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- ▶ Conference
- ▶ Online Store
- ▶ Articles
- ▶ The Family Room
- ▶ Forums
- ▶ HomeBulldoz
- ▶ Support Us
- ▶ Worldwide
- ▶ Ecards
- ▶ Leaders
- ▶ Free e-News

#### Featured Articles



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 molestie lacus. Aenean nonummy hendrerit mauris. Phasellus porta. Fusce suscipit varius mi. Cum sociis natoque...



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#### Latest News

07/04/2006  
 **Lorem ipsum dolor**  
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07/04/2006  
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 molestie lacus. Aenean nonummy hendrerit mauris. Phasellus porta. Fusce suscipit varius mi. Cum sociis natoque...

#### Home Doctor



**Dr. Sara Stone**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent vestibulum molestie lacus. Aenean nonummy hendrerit mauris. Phasellus porta. Fusce suscipit varius mi.

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After 7 years, Beddhars are still so in love...



23 July 2006  
**EXCLUSIVE: SO LONG ALONSO**  
Real line up £20m bid for Anfield ace EXCLUSIVE...

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#### Category

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- ▶ Olympics
- ▶ Sports Politics
- ▶ Tennis
- ▶ Comment
- ▶ Leading Articles
- ▶ Letters
- ▶ Commentators
- ▶ Podium
- ▶ Regular Columnists
- ▶ Special report
- ▶ Lorem ipsum dolor sit.
- ▶ Amet, consectetur.
- ▶ Adipiscing elit.
- ▶ Praesent vestibulum.
- ▶ Lorem ipsum.
- ▶ Lorem ipsum dolor sit.
- ▶ view more

#### U.S. gas prices hit all-time high

7/04/2006 12:07 AM ET

CAMPBELL, Calif. (AP) — Nationwide gas prices hit an all-time high in the last two weeks, rising nearly 2 cents to just... [details](#)

#### SPORT

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**MARATHON MEN RUN OUT OF PUFF**

DAVIS CLIP: Doubles woo for Britain as Murray and Delgado are beaten... [details](#)

#### MONEY

23 July 2006  
**THE REALLY BIG TEST IS AFTER UNIVERSITY**

How can graduates who are thousands of pounds in debt keep their finances under control?... [details](#)

#### OUR POLLING

Curabitur scelerisque. Eros vitae laoreet teneo. Tortor, tincidunt magna, tempus magna dolor at lorem. Mauris, pharetra, ferment?

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- ▶ Magna dolor at lorem
- ▶ Mauris, pharetra

#### READ OUR COLUMNISTS



**Don Howard**  
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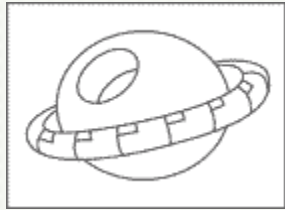


**Lisa White**  
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**James Funk**  
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# POP model



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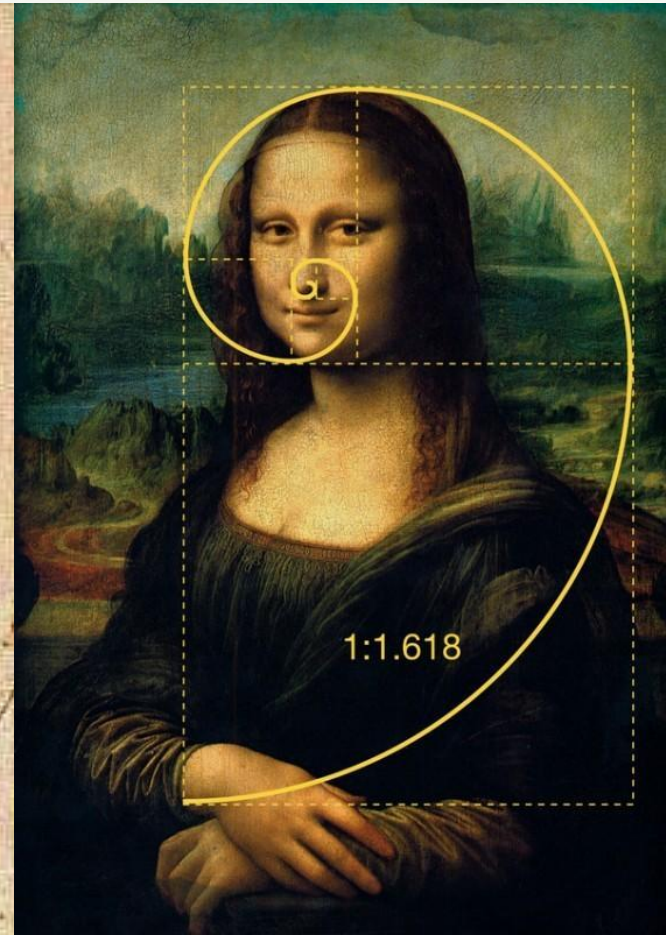
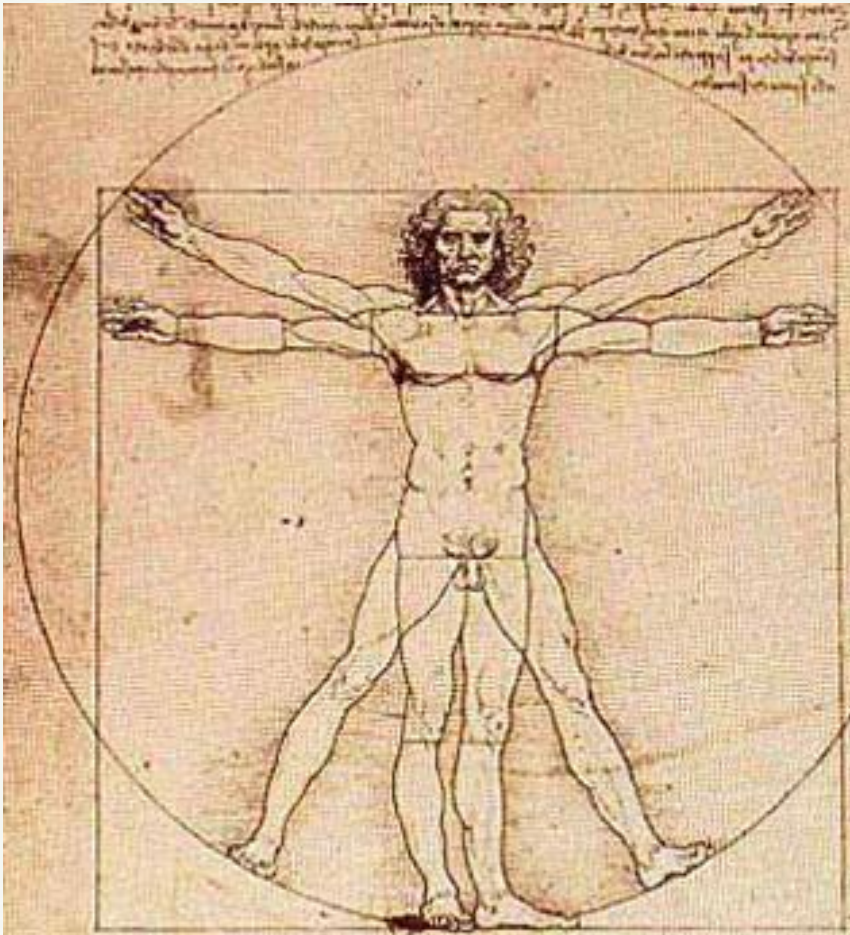


fluid—layout ?



# Golden Ratio Layout

- $\Phi = (\sqrt{5}-1)/2 = 0.618$



# douban.com

- Left Column width:590px;
- Whole page width:950px; proportion:0.621

The screenshot displays the Douban.com homepage layout. At the top, the navigation bar includes the '豆瓣douban' logo, links for '豆瓣读书', '豆瓣电影', and '豆瓣音乐', and a '九点' icon. Below this is a grey banner for '豆瓣社区' (Douban Community) with statistics: '566个城市 4582万居民 19万个兴趣小组 2801个主办方 6857个独立音乐人'. A green button says '加入我们 注册'. To the right is a login section with 'Email:' and '密码:' fields, a '忘记密码' link, and a green '登录' button with a '记住我' checkbox. Below the banner is a '同城' section listing cities like Beijing, Shanghai, Guangzhou, Chengdu, Wuhan, Nanjing, Xi'an, Hangzhou, and a '更多城市' link. A '发现小站' section features three items: '赵氏孤儿' (Zhou Shi Er Ni) with a movie poster, '豆瓣电台' (Douban Radio) with a radio icon, and 'YOHIO潮流志' (YOHIO Fashion Magazine) with a magazine cover. A '国家大剧院' (National Grand Theatre) item is also visible. At the bottom, there's a '活跃小组' (Active Groups) section with a '发现更多' link. On the right side, there's a search bar, a '线上活动' (Online Activities) section with a list of events including '我不敢晒下你现在的QQ网名和个性签名' and '拿起一本离你最近的书...', and a '我们都是制服控' (We are all uniform lovers) link.

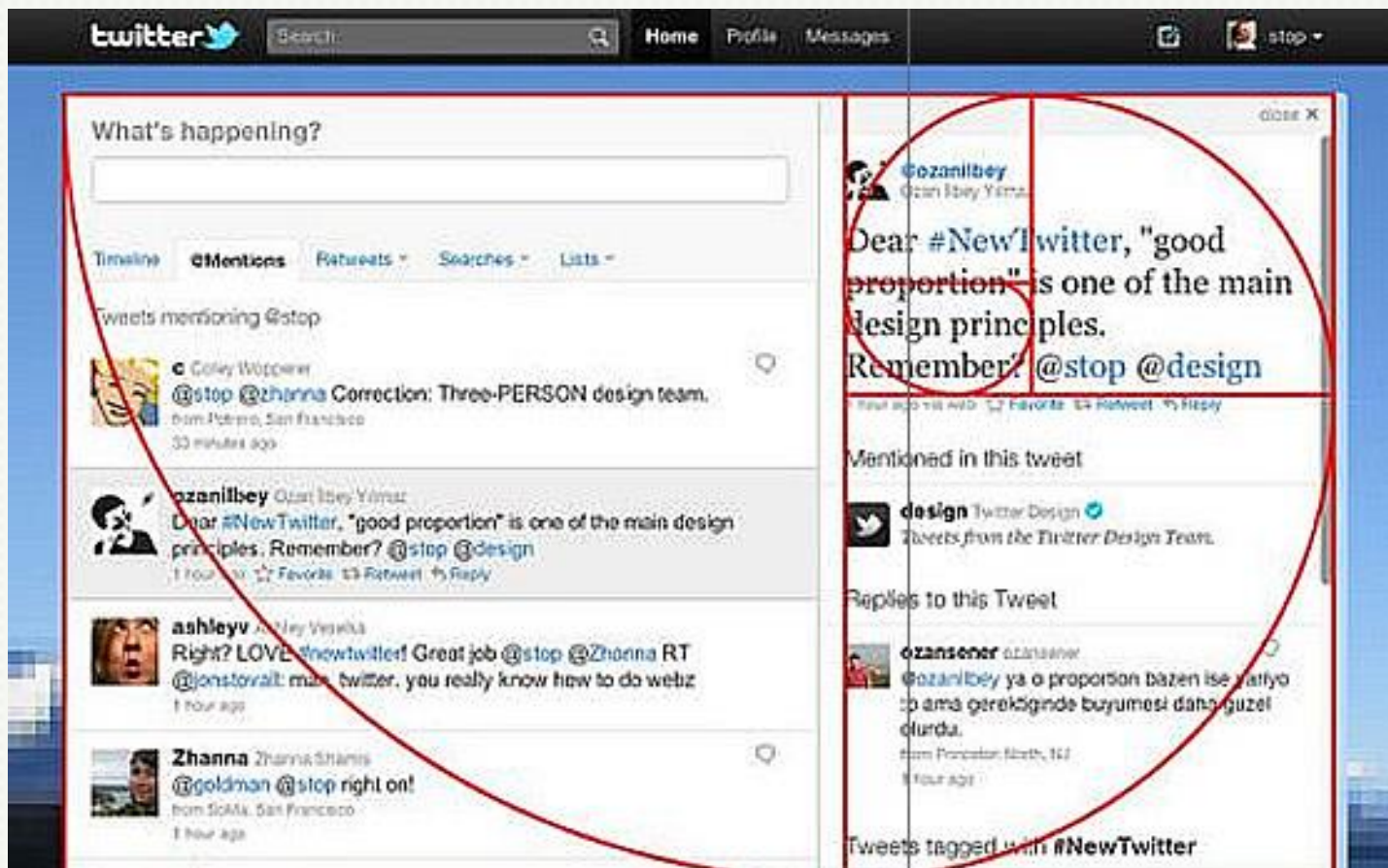
# QQ.com

- Right Column width:600px;
- Whole page width:960px; proportion:0.630

The screenshot displays the QQ.com homepage with a 960px wide layout. The top navigation bar includes links for QQ邮箱, 手机腾讯网, 设为首页, 充值, 导航, and 腾讯客服. Below this is a secondary navigation bar with categories like 新闻, 视频, 图片, 评论, 娱乐, 明星, 财经, 股票, 港股, 基金, 体育, NBA, 电影, 音乐, 汽车, 选车, 房产, 家电, 女性, 结婚, 育儿, 读书, 原创, 教育, 出国, 博客, 理想, 论坛, 彩票, 中超, 科技, 数码, 手机, 下载, 时尚, 购物, 旅游, 游戏, 动漫, 动画, 星座, 世博, 公益, 儿童. A weather widget for 22°C in 汕头 is visible on the left. A search bar with the Soso logo and a search button is in the center. On the right, there's a promotion for '商城正品全场抢' (Mall Authentic Goods Full Site Sale). The main content area is divided into three columns. The left column features a '新闻中心' (News Center) with '广东新闻' (Guangdong News) and several news items. The middle column has a large banner for '圣火领奖服 燃耀发布' (Olympic Flame Award Dress Glorious Release) and a '今日话题' (Today's Topic) section. The right column contains a '超值热卖' (Super Value Hot Sale) section with product images and prices. At the bottom, there's a '热播视频' (Hot Video) section and a '教育' (Education) section with a '招生' (Recruitment) link.

# twitter.com

- Golden rectangle layout



# Website layout best practice

- Web Layouts Should **Keep it simple, stupid**
- Readable font size and face
- Limit File Size
- Keep your **navigation in the same place** on each page.
- Keep your header and footer the same on all your pages.
- Don't make your pages too long.
- Ensure your homepage leads **logically** into the different areas of your site.

# Web Bloopers

- "This site best viewed with \_\_\_\_\_"
- "Under Construction"
- Background music
- Horizontal scrolling
- Animated GIFS and Flash
- Scrolling text or marquees
- Splash pages



The End