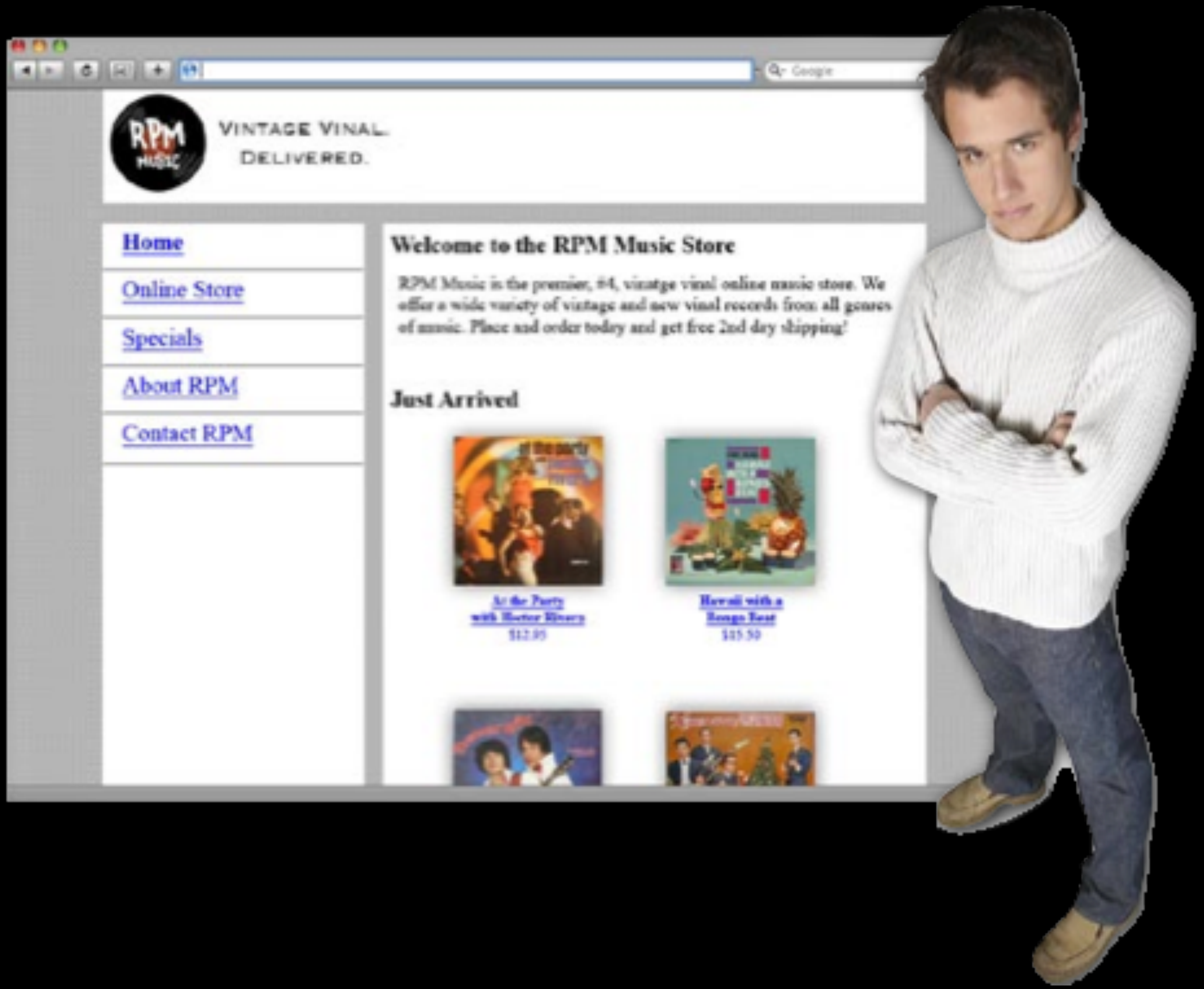
Chapter 4

Layout and Design

Head First Web Design

Design is about audience

RPM Records needs our help



VINTAGE VINAL.
DELIVERED.

- Home
- Online Store
- Specials
- About RPM
- Contact RPM

Welcome to the RPM Music Store

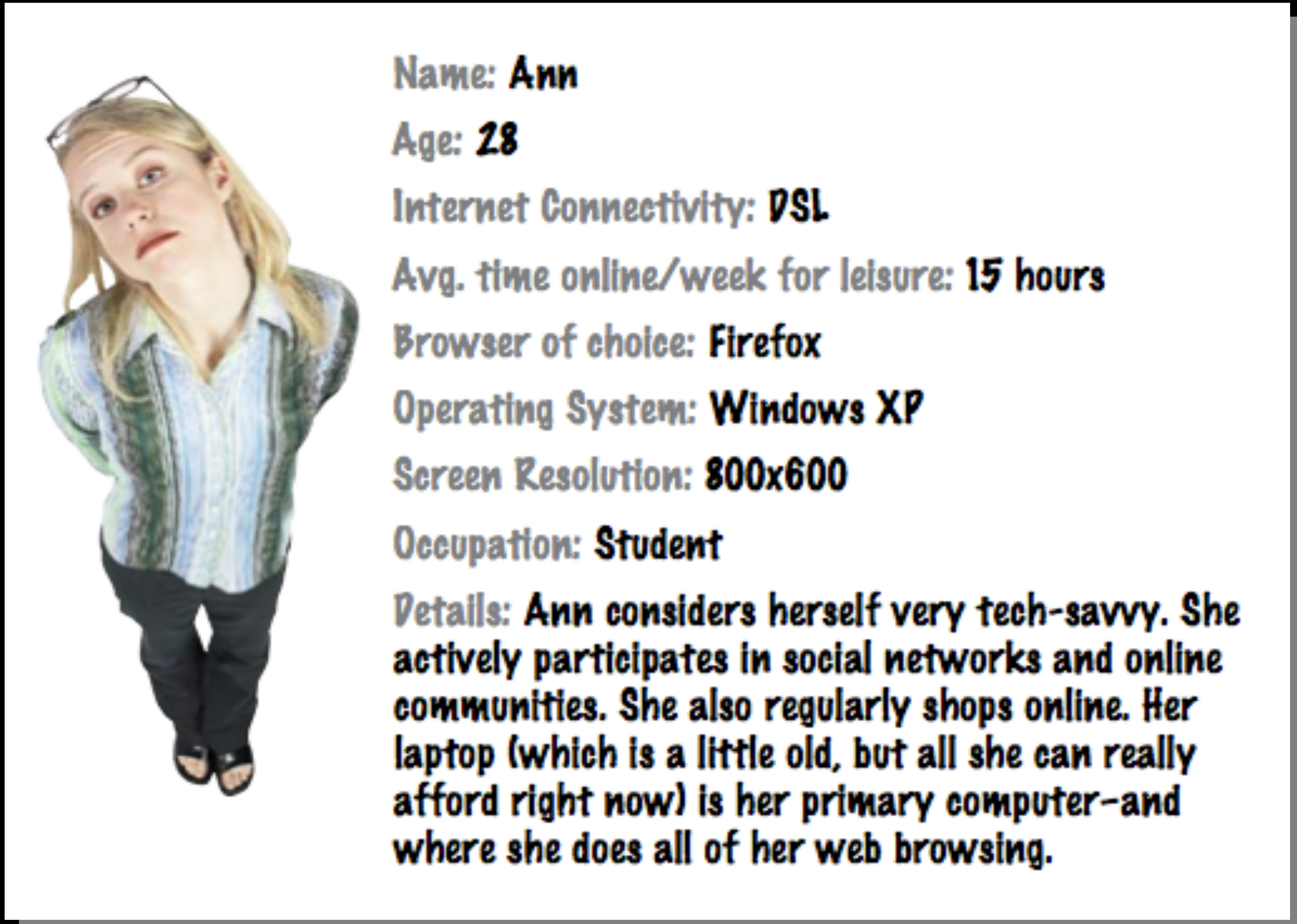
RPM Music is the premier, #4, vinatge vinal online music store. We offer a wide variety of vintage and new vinal records from all genres of music. Place and order today and get free 2nd day shipping!

Just Arrived

At the Party with Hector Rivera
$12.95

Hawaii with a Bongo Beat
$15.50

audience with personas



Name: Ann

Age: 28

Internet Connectivity: DSL

Avg. time online/week for leisure: 15 hours

Browser of choice: Firefox

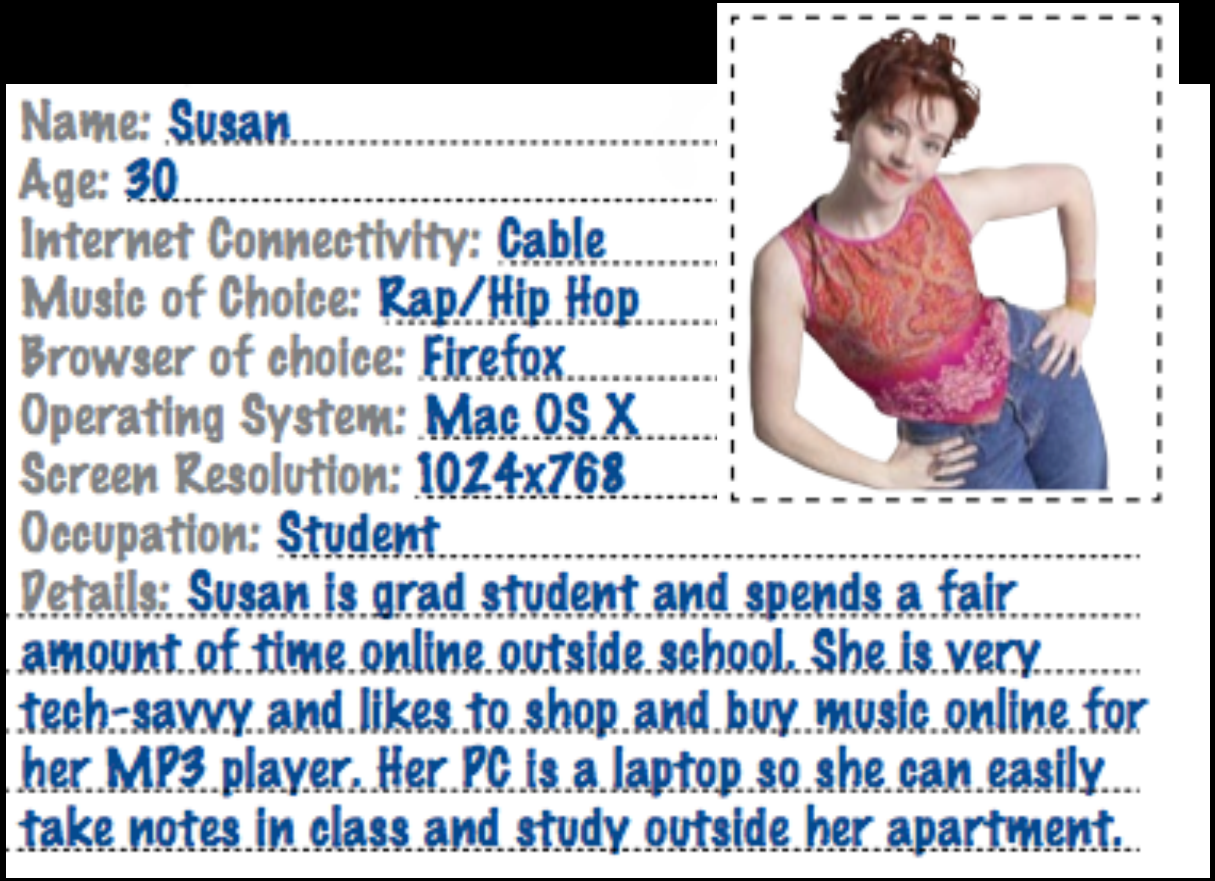
Operating System: Windows XP

Screen Resolution: 800x600

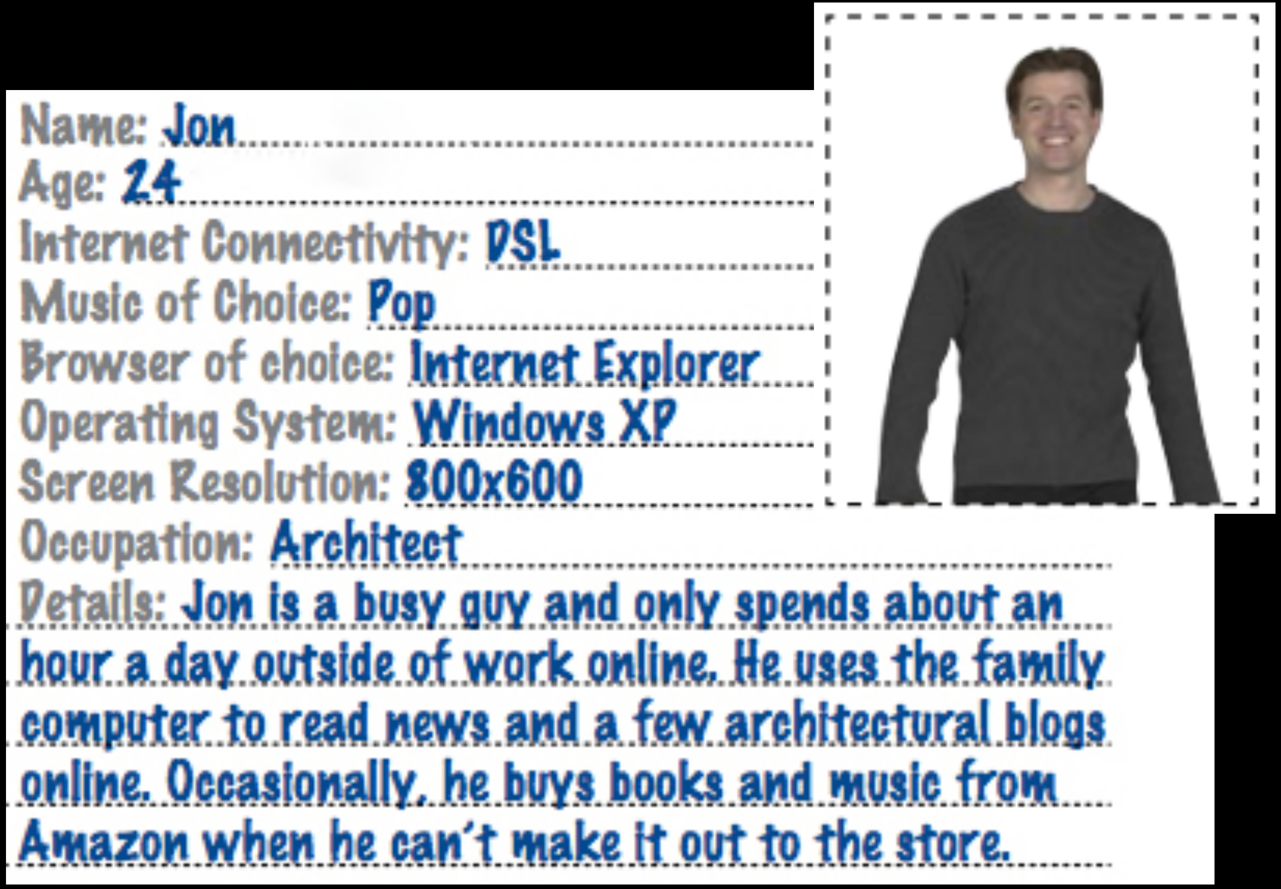
Occupation: Student

Details: Ann considers herself very tech-savvy. She actively participates in social networks and online communities. She also regularly shops online. Her laptop (which is a little old, but all she can really afford right now) is her primary computer–and where she does all of her web browsing.

Building two personas widens the audience you can build your site for

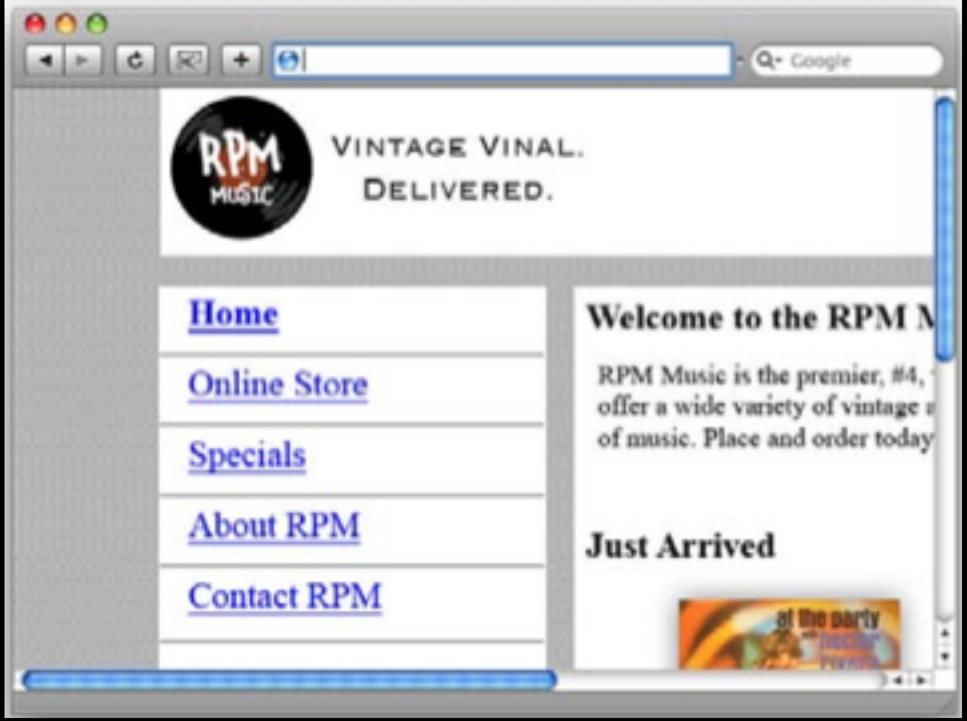


Name: Susan
Age: 30
Internet Connectivity: Cable
Music of Choice: Rap/Hip Hop
Browser of choice: Firefox
Operating System: Mac OS X
Screen Resolution: 1024x768
Occupation: Student
Details: Susan is grad student and spends a fair amount of time online outside school. She is very tech-savvy and likes to shop and buy music online for her MP3 player. Her PC is a laptop so she can easily take notes in class and study outside her apartment.



Name: Jon
Age: 24
Internet Connectivity: DSL
Music of Choice: Pop
Browser of choice: Internet Explorer
Operating System: Windows XP
Screen Resolution: 800x600
Occupation: Architect
Details: Jon is a busy guy and only spends about an hour a day outside of work online. He uses the family computer to read news and a few architectural blogs online. Occasionally, he buys books and music from Amazon when he can't make it out to the store.

Resolution impacts design and layout

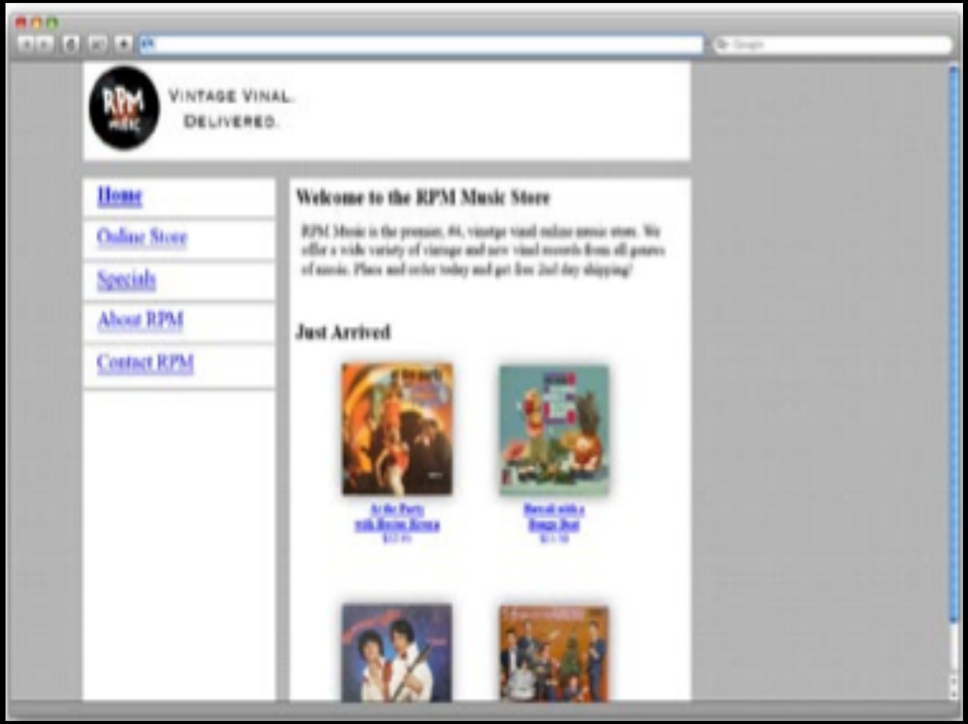

RPM MUSIC
VINTAGE VINAL.
DELIVERED.
Home
Online Store
Specials
About RPM
Contact RPM
Google

Welcome to the RPM M

RPM Music is the premier, #4,
offer a wide variety of vintage
of music. Place and order today

Just Arrived

640x480


RPM MUSIC
VINTAGE VINAL.
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Home
Online Store
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About RPM
Contact RPM

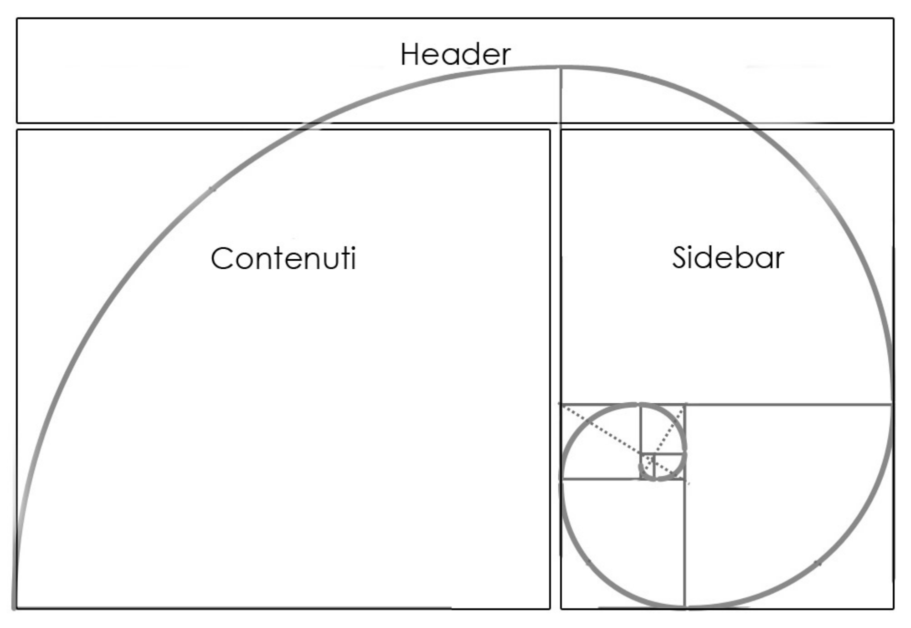
Welcome to the RPM Music Store

Just Arrived

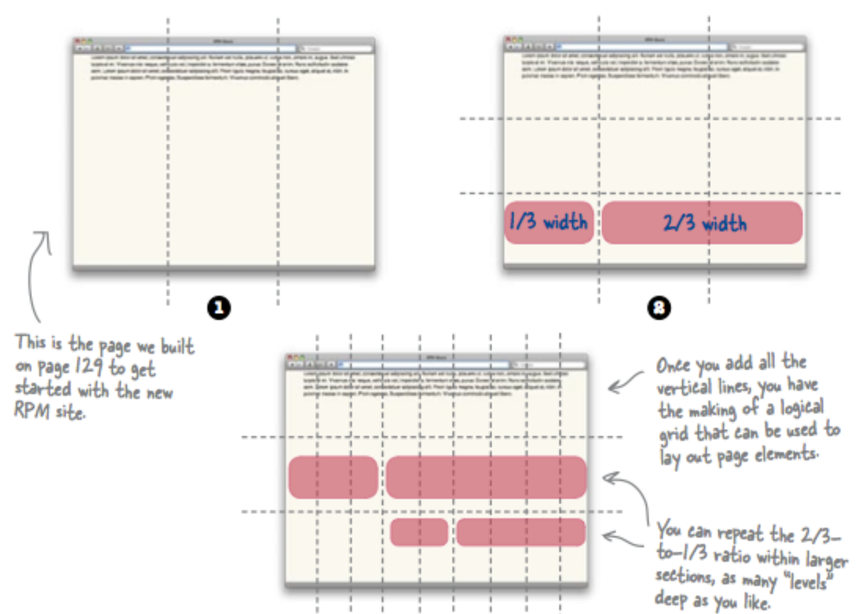
1280x800

Grid

golden ratio


Header
Contenuti
Sidebar

the rule of thirds

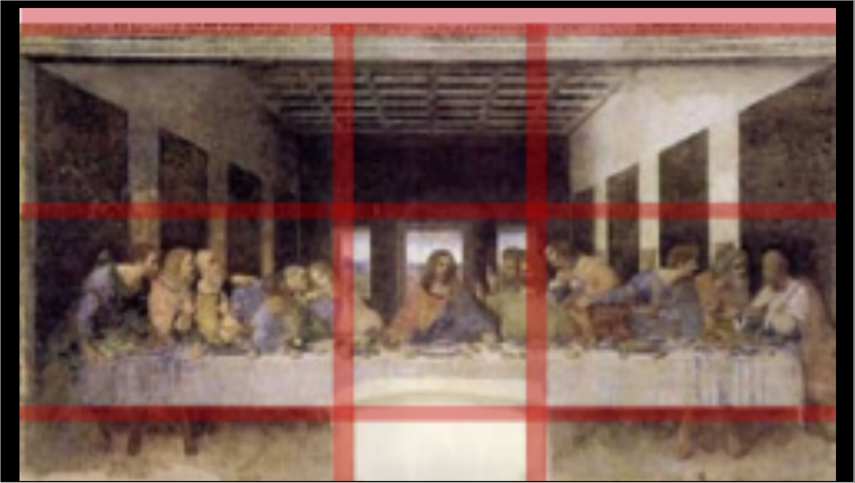

1/3 width
2/3 width
❶
❷

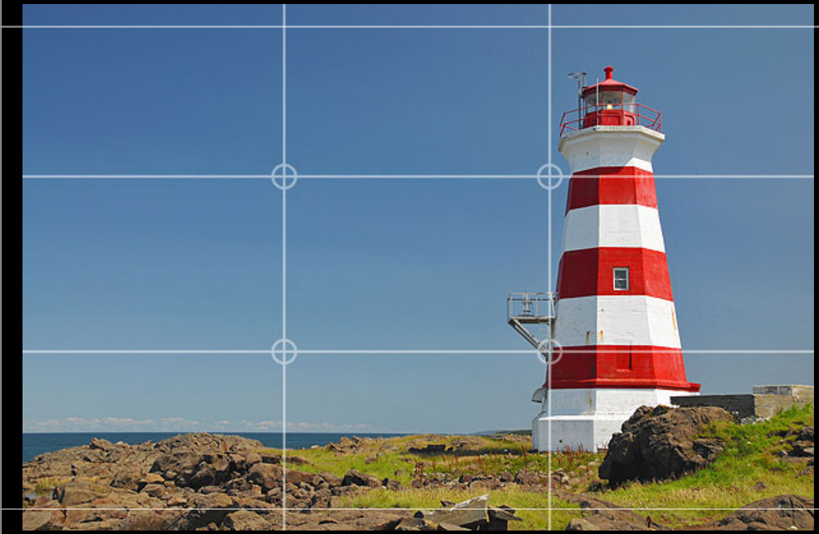
This is the page we built on page 129 to get started with the new RPM site.

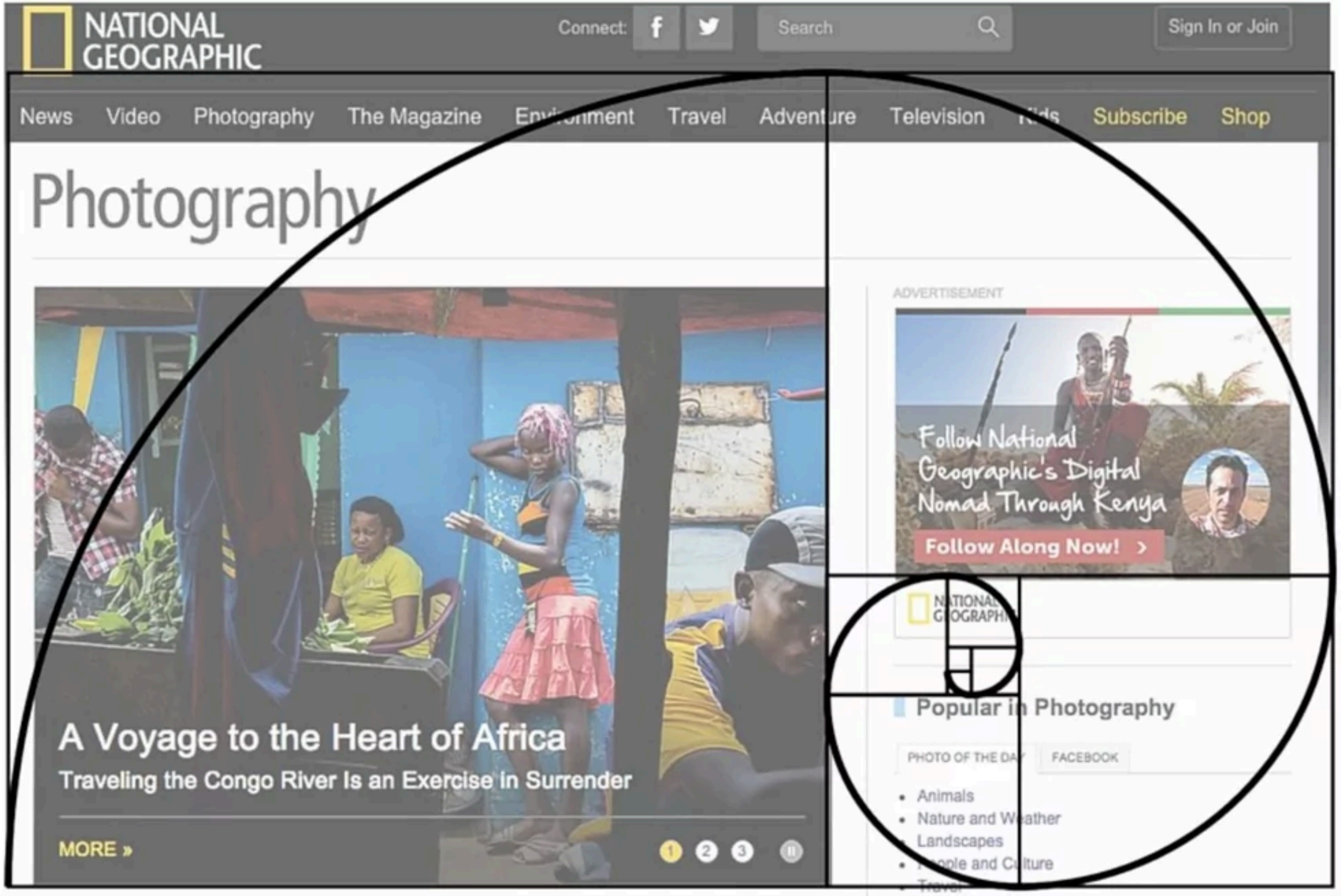
Once you add all the vertical lines, you have the making of a logical grid that can be used to lay out page elements.

You can repeat the 2/3-to-1/3 ratio within larger sections, as many "levels" deep as you like.

Examples






NATIONAL GEOGRAPHIC
Connect:
Search
Sign In or Join
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Video
Photography
The Magazine
Environment
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Adventure
Television
Kids
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1
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3

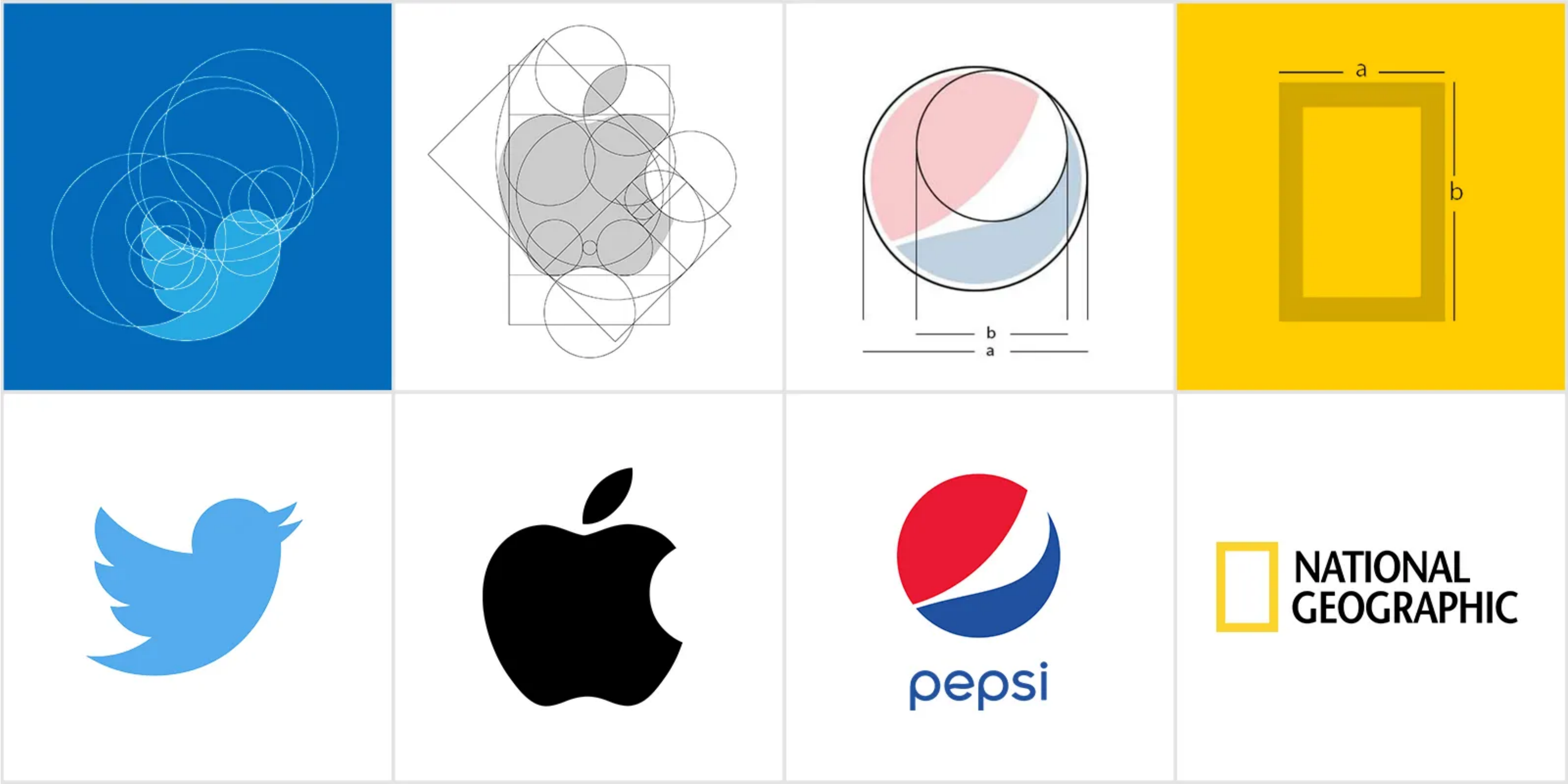
Photography

A Voyage to the Heart of Africa

Traveling the Congo River Is an Exercise in Surrender

Popular in Photography

- Animals
- Nature and Weather
- Landscapes
- People and Culture
- Travel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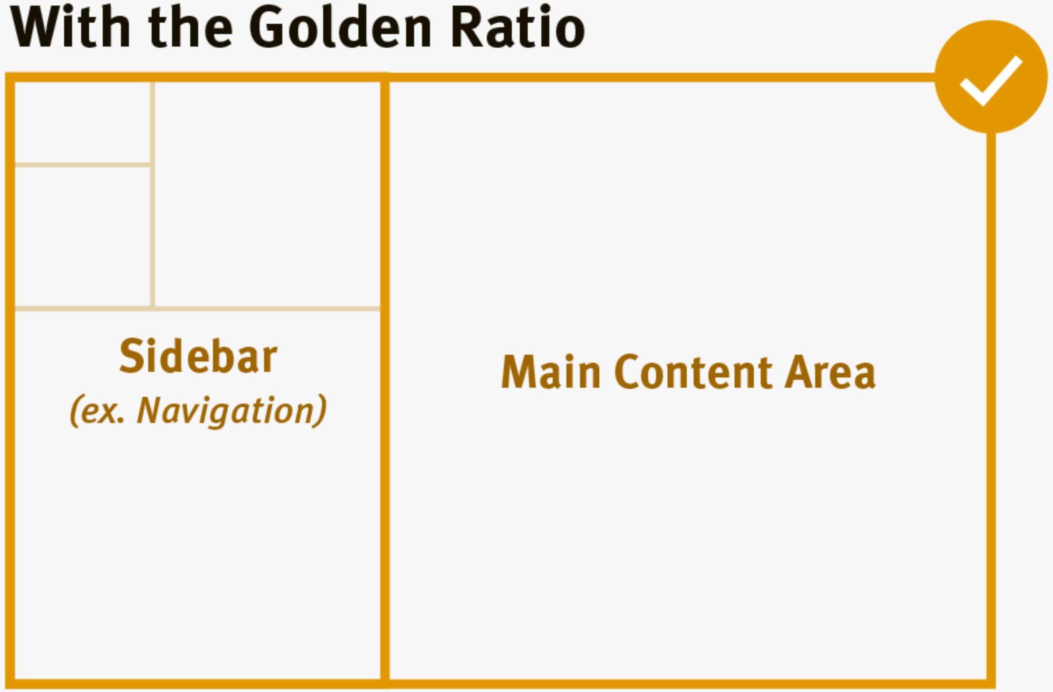
NATIONAL
GEOGRAPHIC

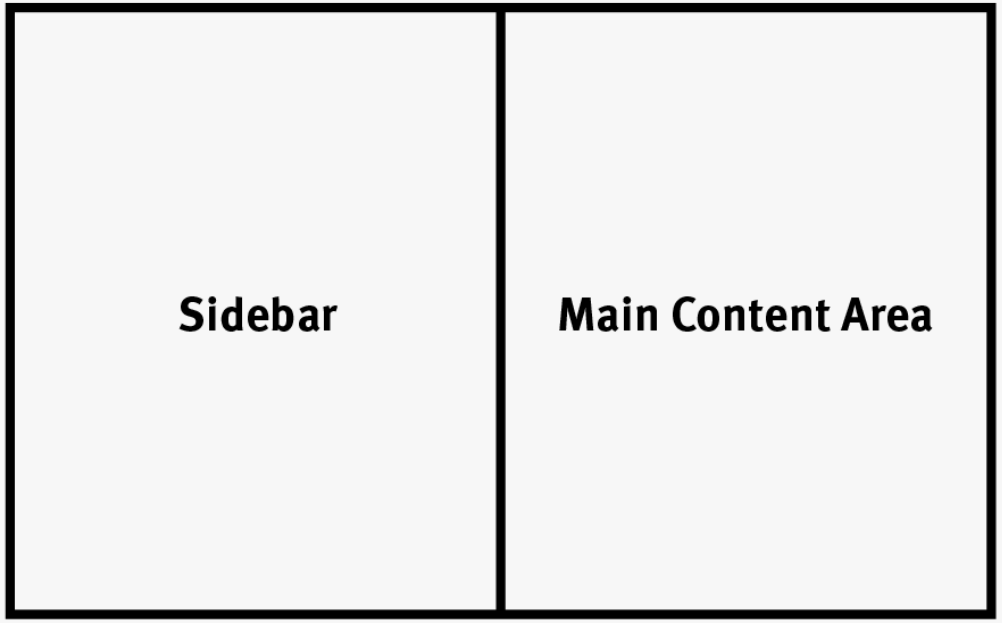
With the Golden Ratio



Sidebar
(ex. Navigation)

Main Content Area

Without the Golden Ratio

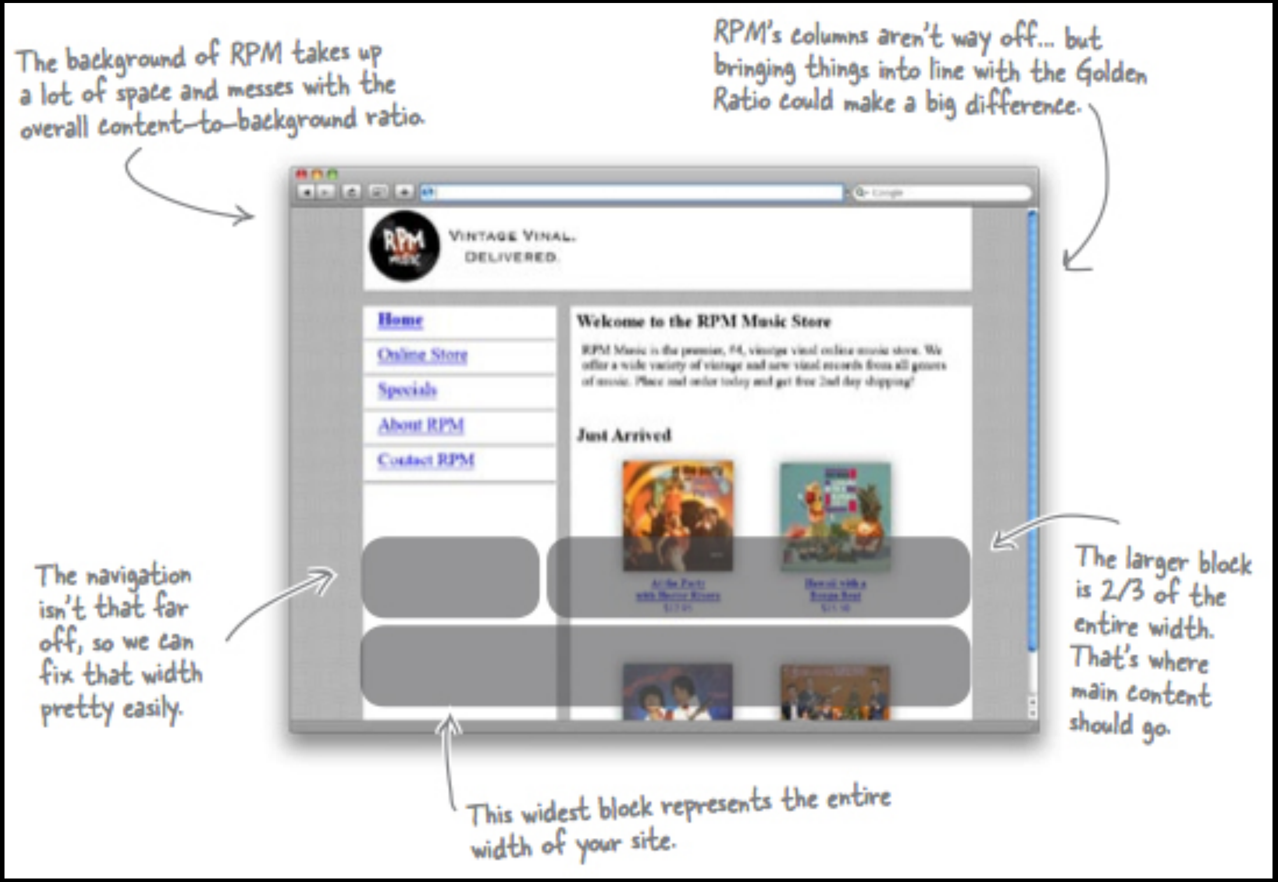


Sidebar

Main Content Area

NNGROUP.COM NN/g

the Golden Ratio: An (anti) case study


The background of RPM takes up a lot of space and messes with the overall content-to-background ratio.

RPM's columns aren't way off... but bringing things into line with the Golden Ratio could make a big difference.

The navigation isn't that far off, so we can fix that width pretty easily.

The larger block is 2/3 of the entire width. That's where main content should go.

This widest block represents the entire width of your site.

VINTAGE VINAL.
DELIVERED.
Home
Online Store
Specials
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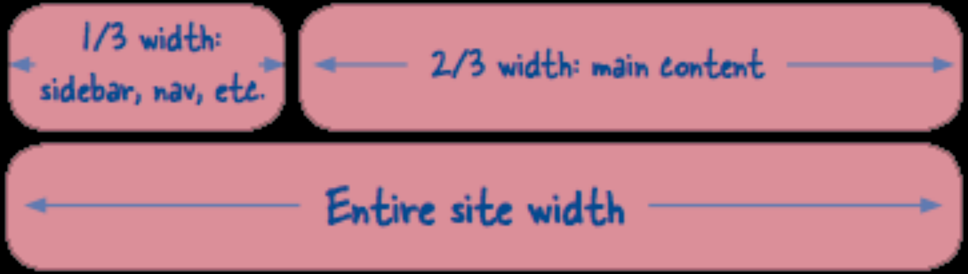
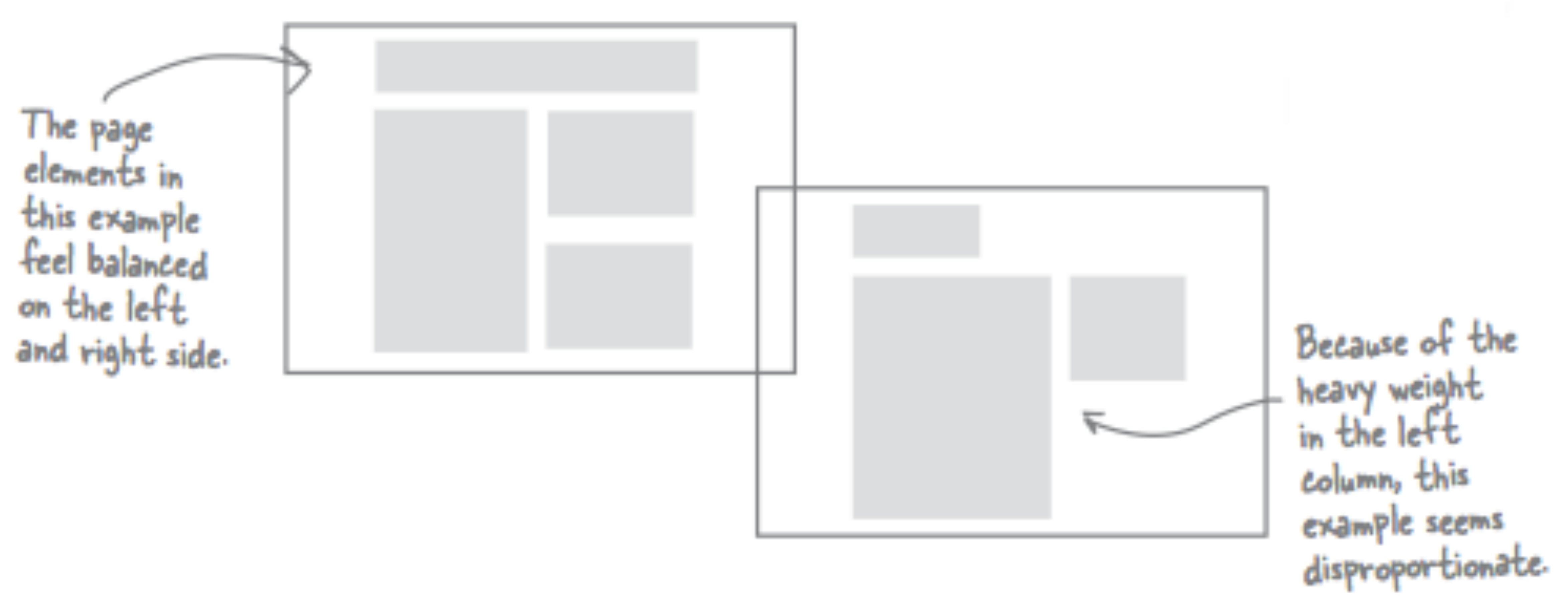
Contact RPM
Welcome to the RPM Music Store
Just Arrived



1/3 width:
sidebar, nav, etc.
2/3 width: main content
Entire site width

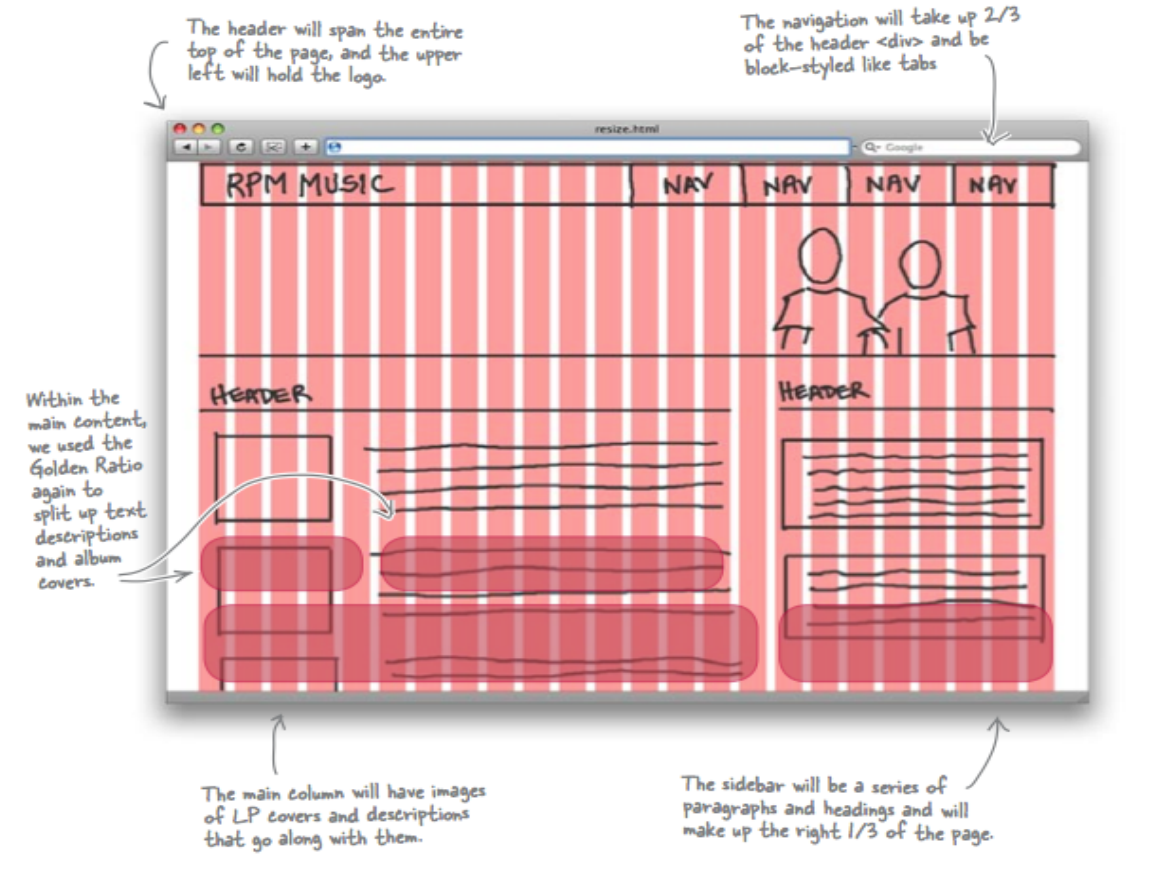
layout



The page elements in this example feel balanced on the left and right side.

Because of the heavy weight in the left column, this example seems disproportionate.

our new layout


resize.html
Google
RPM MUSIC
NAV
NAV
NAV
NAV
HEADER
HEADER

The header will span the entire top of the page, and the upper left will hold the logo.

The navigation will take up 2/3 of the header <div> and be block-styled like tabs

Within the main content, we used the Golden Ratio again to split up text descriptions and album covers.

The main column will have images of LP covers and descriptions that go along with them.

The sidebar will be a series of paragraphs and headings and will make up the right 1/3 of the page.

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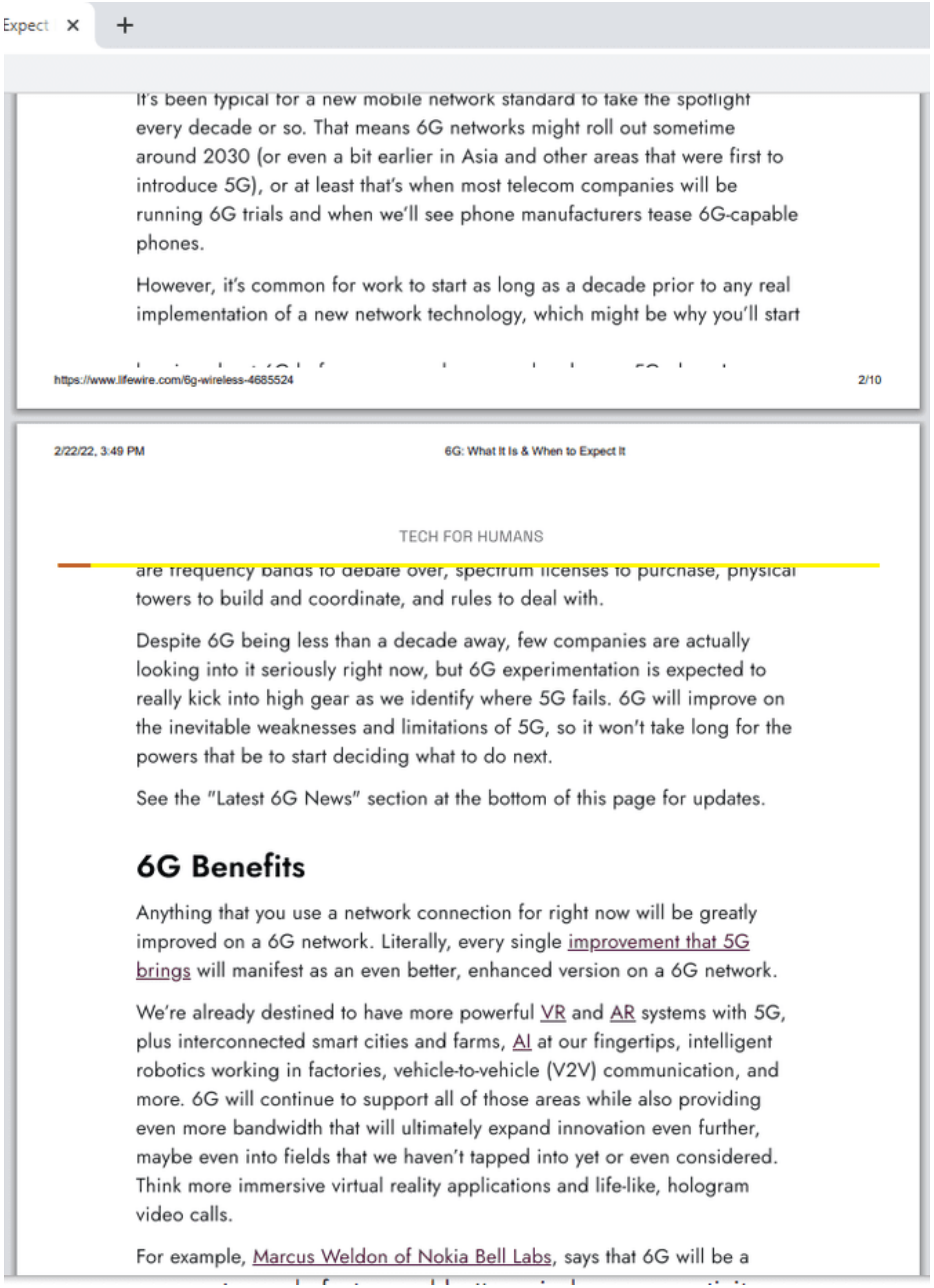

It's been typical for a new mobile network standard to take the spotlight every decade or so. That means 6G networks might roll out sometime around 2030 (or even a bit earlier in Asia and other areas that were first to introduce 5G), or at least that's when most telecom companies will be running 6G trials and when we'll see phone manufacturers tease 6G-capable phones.

However, it's common for work to start as long as a decade prior to any real implementation of a new network technology, which might be why you'll start

https://www.lifewire.com/6g-wireless-4685524 2/10

2/22/22, 3:49 PM 6G: What It Is & When to Expect It

TECH FOR HUMANS

are frequency bands to debate over, spectrum licenses to purchase, physical towers to build and coordinate, and rules to deal with.

Despite 6G being less than a decade away, few companies are actually looking into it seriously right now, but 6G experimentation is expected to really kick into high gear as we identify where 5G fails. 6G will improve on the inevitable weaknesses and limitations of 5G, so it won't take long for the powers that be to start deciding what to do next.

See the "Latest 6G News" section at the bottom of this page for updates.

6G Benefits

Anything that you use a network connection for right now will be greatly improved on a 6G network. Literally, every single improvement that 5G brings will manifest as an even better, enhanced version on a 6G network.

We're already destined to have more powerful VR and AR systems with 5G, plus interconnected smart cities and farms, AI at our fingertips, intelligent robotics working in factories, vehicle-to-vehicle (V2V) communication, and more. 6G will continue to support all of those areas while also providing even more bandwidth that will ultimately expand innovation even further, maybe even into fields that we haven't tapped into yet or even considered. Think more immersive virtual reality applications and life-like, hologram video calls.

For example, Marcus Weldon of Nokia Bell Labs, says that 6G will be a

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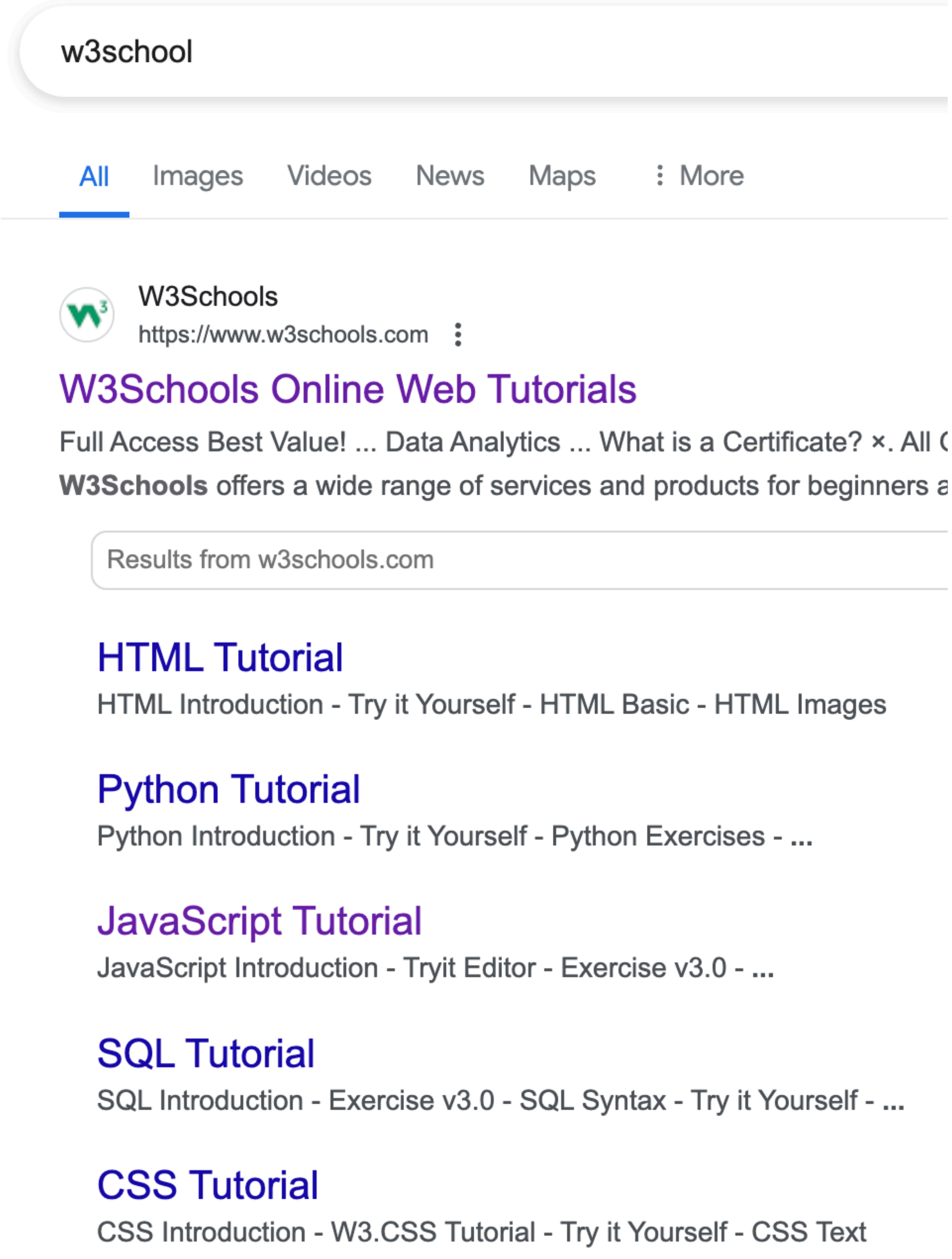

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CSS Tutorial
CSS Introduction - W3.CSS Tutorial - Try it Yourself - CSS Text

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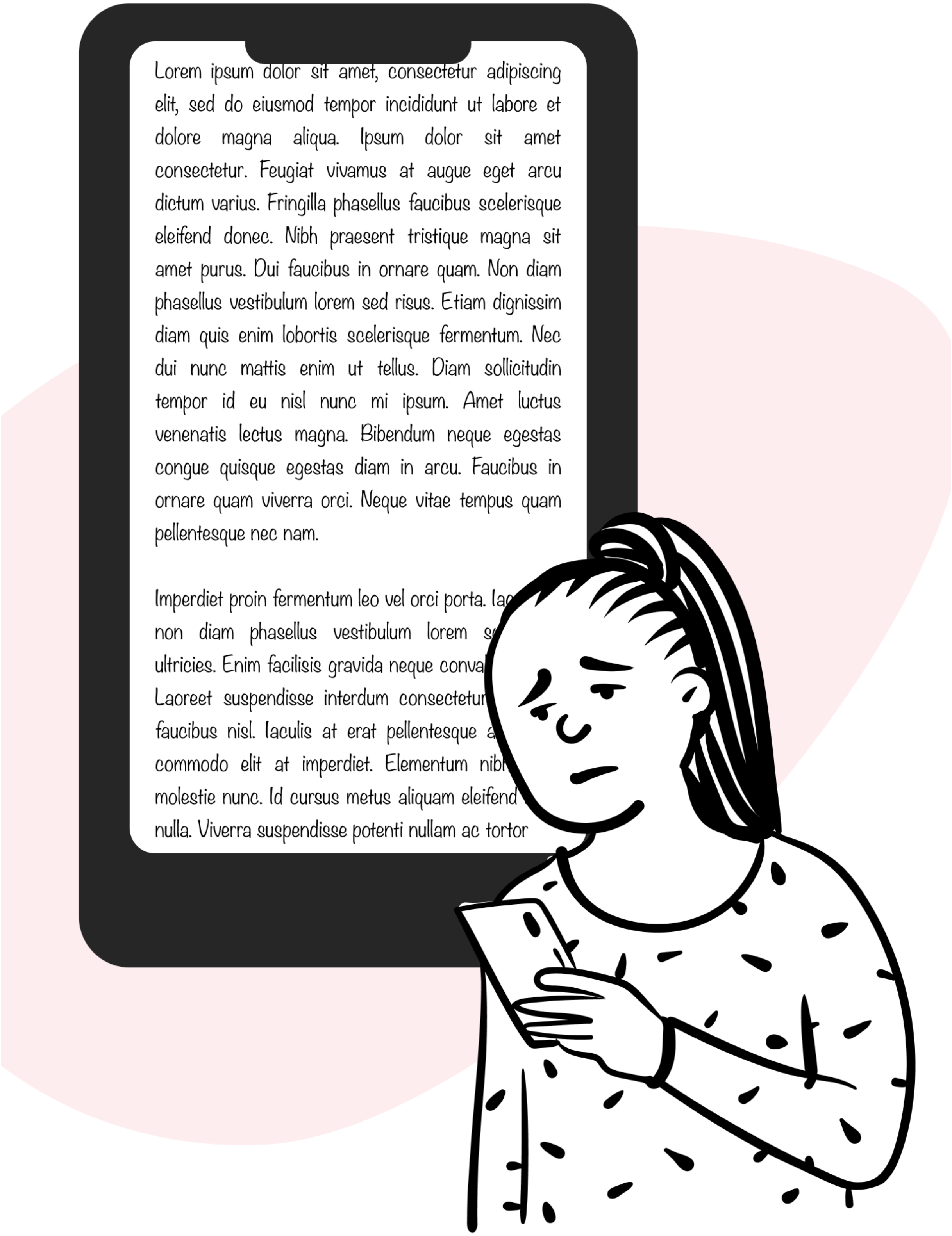

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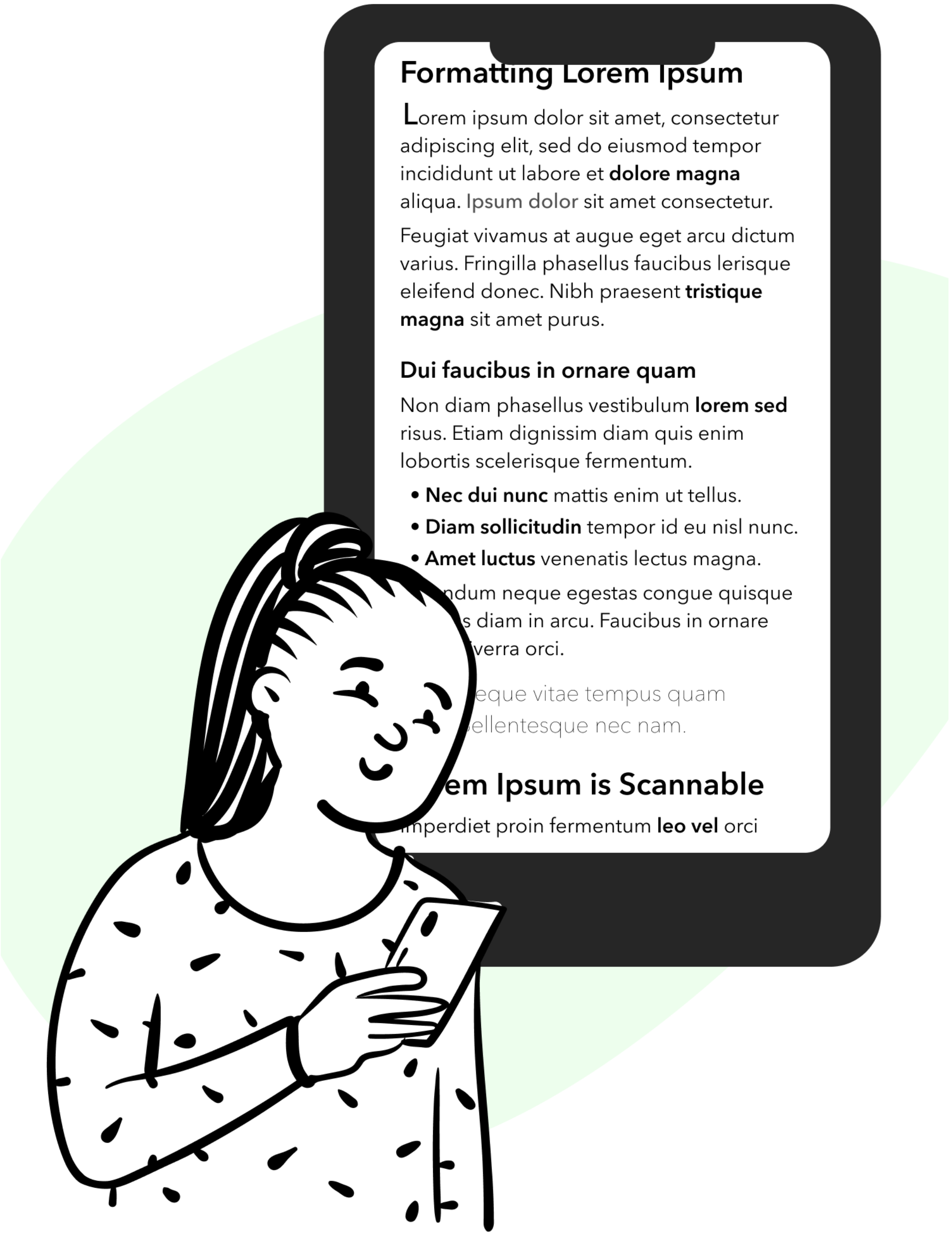

Formatting Lorem Ipsum

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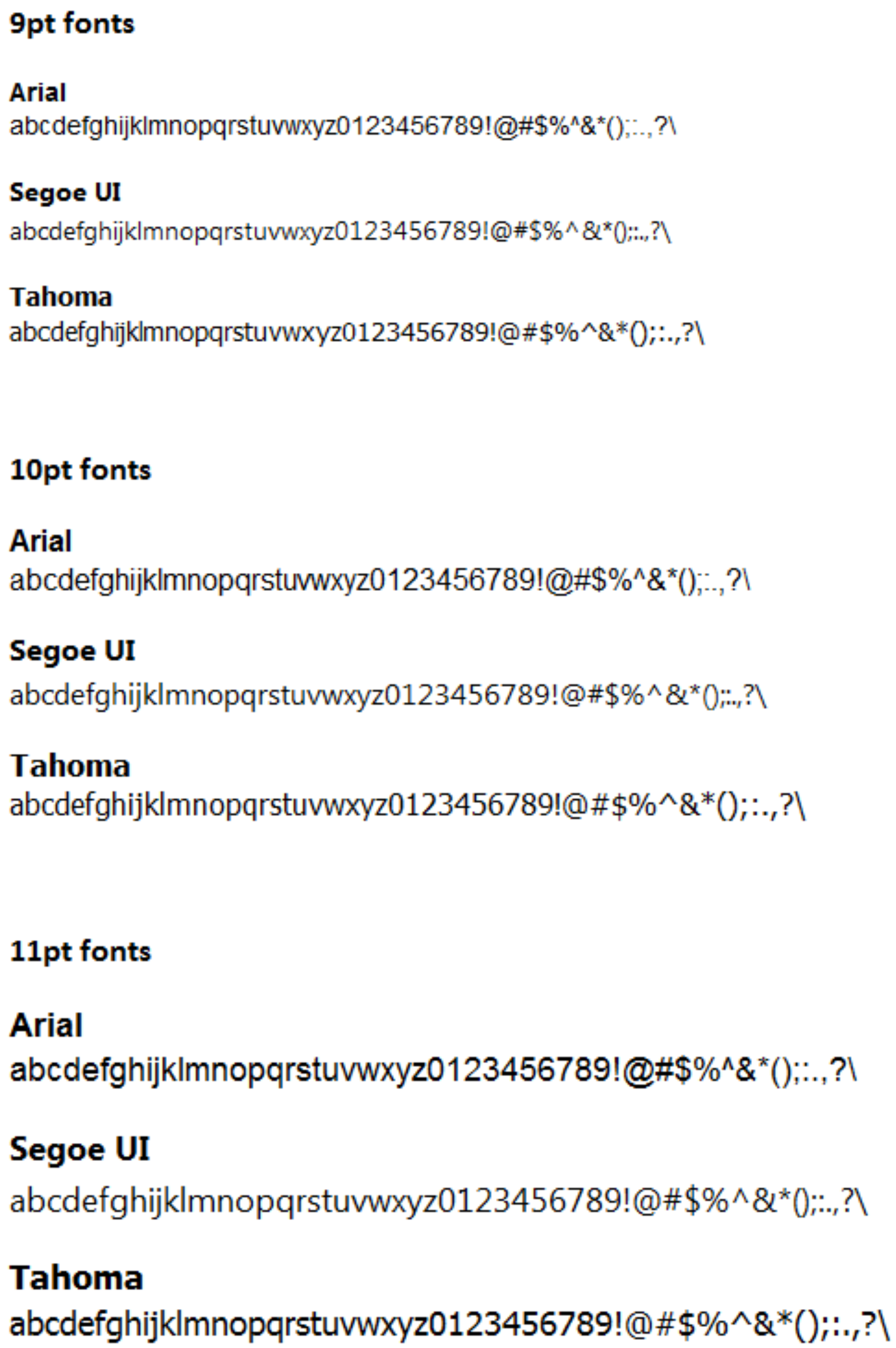

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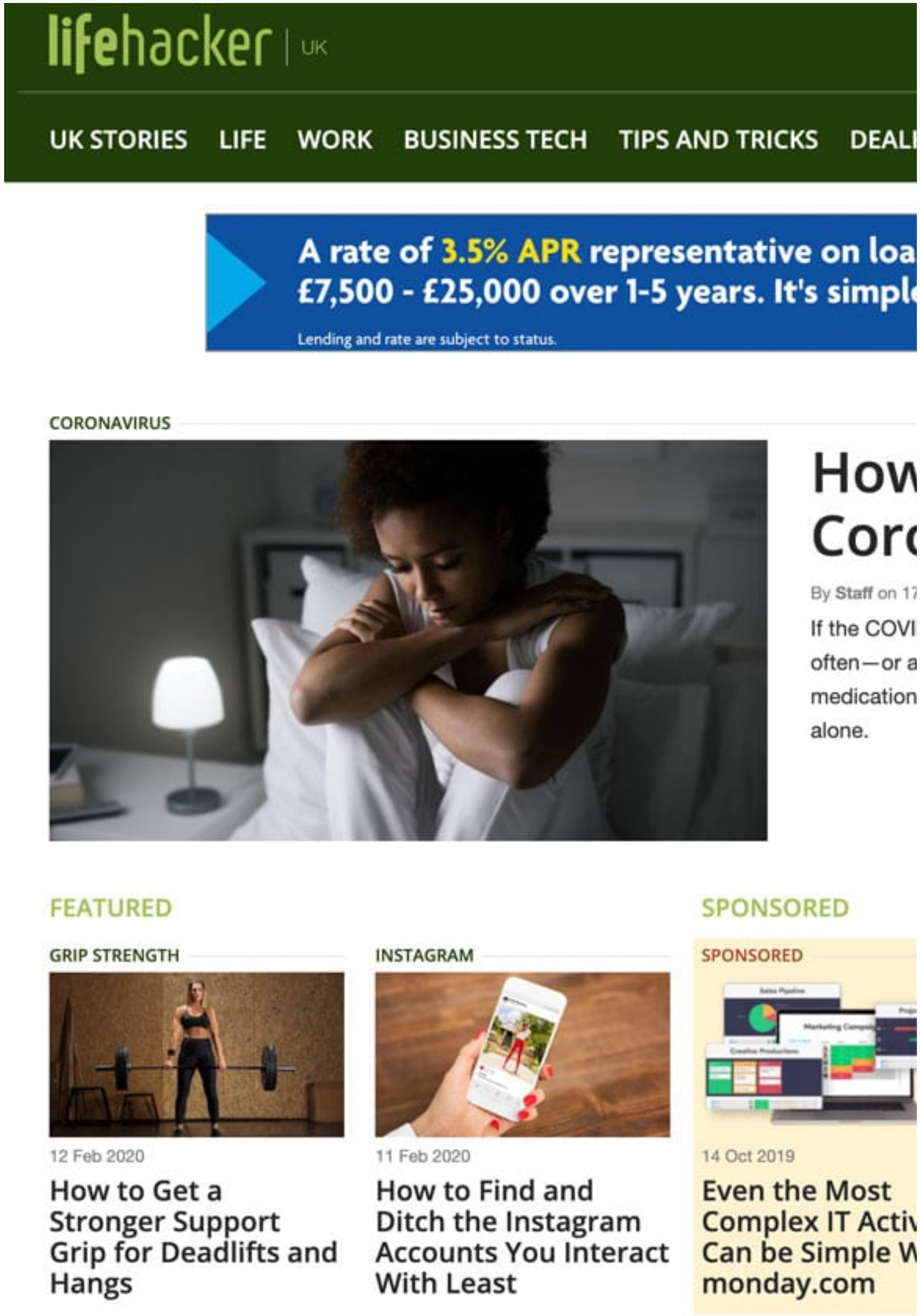

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Lending and rate are subject to status.

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How
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By Staff on 17

If the COVI
often—or a
medication
alone.

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INSTAGRAM

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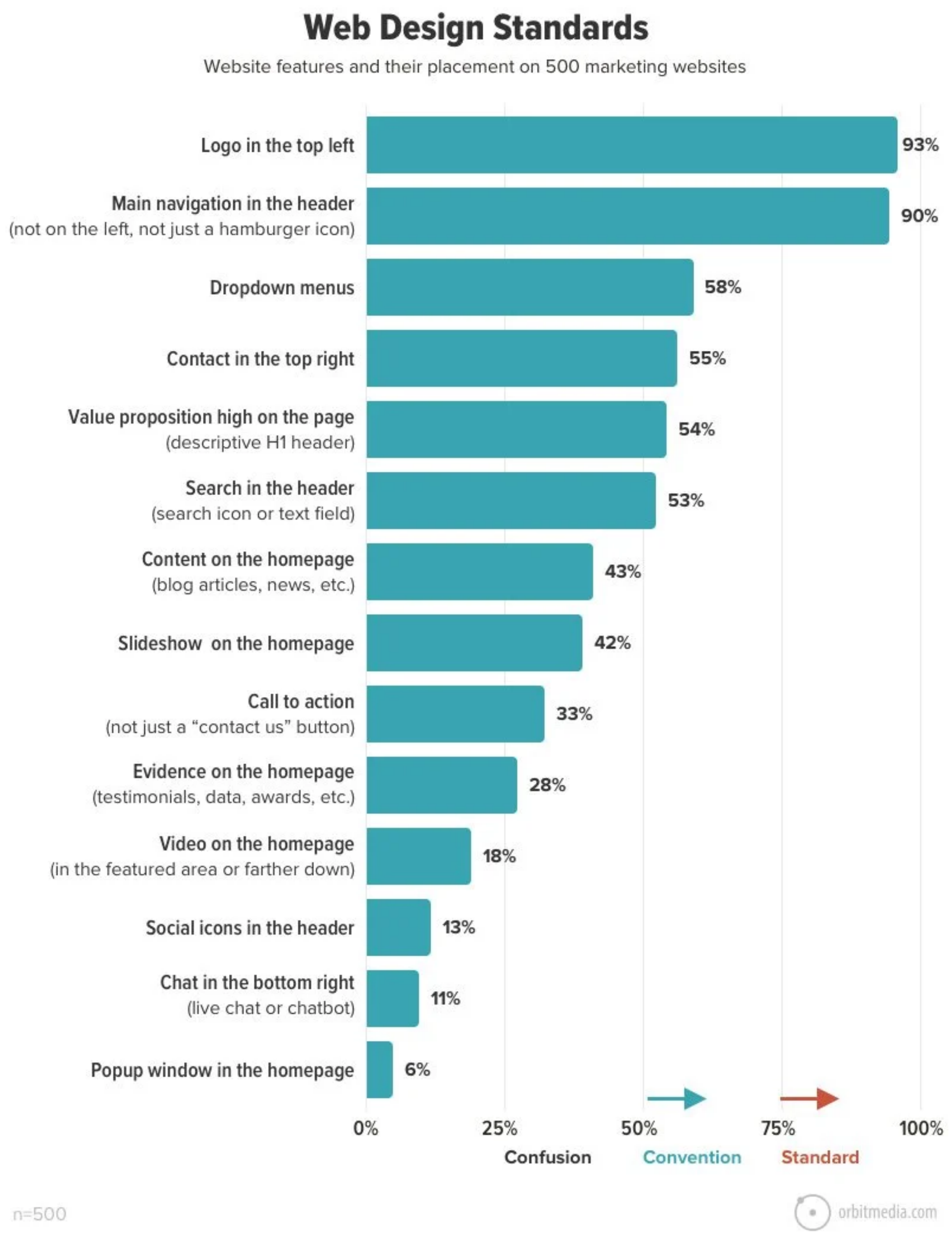
5. Tutto ciò che sembra una pubblicità
6. Violare le convenzioni


Web Design Standards
Website features and their placement on 500 marketing websites
Logo in the top left
93%
Main navigation in the header
(not on the left, not just a hamburger icon)
90%
Dropdown menus
58%
Contact in the top right
55%
Value proposition high on the page
(descriptive H1 header)
54%
Search in the header
(search icon or text field)
53%
Content on the homepage
(blog articles, news, etc.)
43%
Slideshow on the homepage
42%
Call to action
(not just a "contact us" button)
33%
Evidence on the homepage
(testimonials, data, awards, etc.)
28%
Video on the homepage
(in the featured area or farther down)
18%
Social icons in the header
13%
Chat in the bottom right
(live chat or chatbot)
11%
Popup window in the homepage
6%
0%
25%
50%
75%
100%
Confusion
Convention
Standard
n=500
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