Topic	Website Layout Design
Why is it important?	It is the first skills that web designers learn Fundamentals that every designer should follow
What is page layout	How the elements are arranged for the user when on the website
Most important aspects for website/graphic design	Visual hierarchy
What makes a good page layout design	Clear message shown without distractions
Where to start?	Figure out what your target audience is? Know your reasons why
Target Audience	Understanding web users are impatient and what instant Don't make the users have to think
The 8 rules to follow/Keep in mind	The Rule of Third Grids Visual Hierarchy Balance Users Attention White Space Flow Consistency

Summary:
Knowing and understanding the basic key fundamentals to designing a layout whether for web or graphic design are very important. If you understand the basics, it will help make you a better and master designer; as well as makes your design/layout successful. But before you can start the design you must answer what I think is to be the most important question, "Who is my Target Audience?". This will help determine the direction of your design and how to make it the most successful with the users. The

users are the ones who determine how successful your page is due to the experience they had while visiting your page. So, if you understand the basics to a good layout and plan accordingly, designing the web page shouldn't seem overly complicated. Just keep in mind how to place elements and maintain the interest of the user, while keeping a balanced visual

Sources:
https://wpamelia.com/layout-design/
https://www.smashingmagazine.com/2008/01/10-principles-of-effective-web-design/
https://blog.hubspot.com/blog/tabid/6307/bid/30557/6-guidelines-for-exceptional-website-design-and-usability.aspx
https://wpamelia.com/website-layouts/

My angle for the topic: Website Layout Design - Understanding why it is important as a designer to know the basics and what are the basic fundamental skills to remember/understand!

Here's how I plan to break up the information-

Key Points for Page:	
Why is it important and what is it?	
Most important aspects	
The 8 rules to follow/Keep in mind	
Conclusion (Maybe)	

Assets Needed: Images, Information/Content, Visual Examples

Content Summary

topic	Page Layout Fundamentals
Data Type	**Content Result**
User characteristics influence	1. (What is needed for professional use) - Timeline 2. (How it is meaningful to them) - Big, Clear <h1s> and <h2s> 3. (Can it be used effectively) – Visual Examples
Data Type	**Content Result**
User needs & goals influence	1. (The key fundamental basics) – Grid, Tool Tip, Examples 2. (How to incorporate above the standards) – Image Examples 3. (Will it make their designs better) – short <p>
Website Statements	
website goals	To help inform web designers what they should know while designing and why? And how it helps have successful designs in the future.
website message	Good Layout = Good Design.
Tone	Professional and Personal

Design 3
for the Web

From the User Characteristics Survey determine:	
User Characteristics (behaviors)	**Design Approach**
Big Picture. Adults require the big picture view of what they're learning. They need to know how the small parts fit into the larger landscape.	Have paragraph explaining the big view and how it will be broken down; (Broken Down – Headings)
Present information in different ways	Content: Text and Visuals
Like to curate information	Resources
Like to practice/ Hands On	Examples
User Characteristics (motivation)	**Design Approach**
Frustrated if cannot find information	Good Headings, Introduction, Index
Adult Learner: What's in it for me?	Benefits Content Block
What Makes You Stay	Clean Simple Layout, Lots of visuals, Good Headings

From your Topic Survey determine:	
Outcomes the User Wants	**Design Approach**
Understanding page layout basics	Visuals, Cards, Text, and Clear Headings
How this topic can help with what they struggle with as a web designer	Examples, Explanation, Benefits Content Block
How can the basics make for better web design overall	Examples, Connecting, Timeline, Resources

Design 3
for the Web

To see examples of the fundamentals being used in current web pages	Gallery, Photo Cards/Grids, Tool Tips, Captions

1

Rules of Website Layout Design Every Web Designer Should Follow

AUTHOR
WP Amelia Staff

AUGUST 2, 2019 • 9 MIN READ

Creating the layout design for web pages is the first skill that web designers must learn to master and, although website design is always changing, there are a few fundamentals that every designer should adhere to.

This article, created by our team at Amelia, will cover eight basic rules of website layout design for both beginners and those who already have experience in this field.

2

Design & development   Physical & digital books   Conferences & workshops   Find work & employees   Webinars & early birds

JANUARY 31, 2008 • 299 comments

10 Principles Of Good Website Design

QUICK SUMMARY ↳ *Usability* and the utility, not the visual design, determine the success or failure of a web-site. Since the visitor of the page is the only person who clicks the mouse and therefore decides everything, user-centric design has established as a standard approach for successful and profit-oriented web design. After all, if users can't use a feature, it might as well not exist.

ABOUT THE AUTHOR

Vitaly Friedman loves beautiful content and doesn't like to give in easily. When he is not writing or speaking at a conference, he's most probably running ... More about Vitaly Friedman ...

14 min read

UX Design, Web Design, Guidelines, Psychology, Usability, UI

Share on Twitter or LinkedIn

USABILITY AND THE UTILITY, NOT THE VISUAL DESIGN, determine the success or failure of a website. Since the visitor of the page is the only person who clicks the mouse and therefore decides everything, user centric design has become a standard approach for successful and profit-oriented web design. After all, if users can't use a feature, it might as well not exist.

We aren't going to discuss the design implementation details (e.g. where the search box should be placed) as it has already been
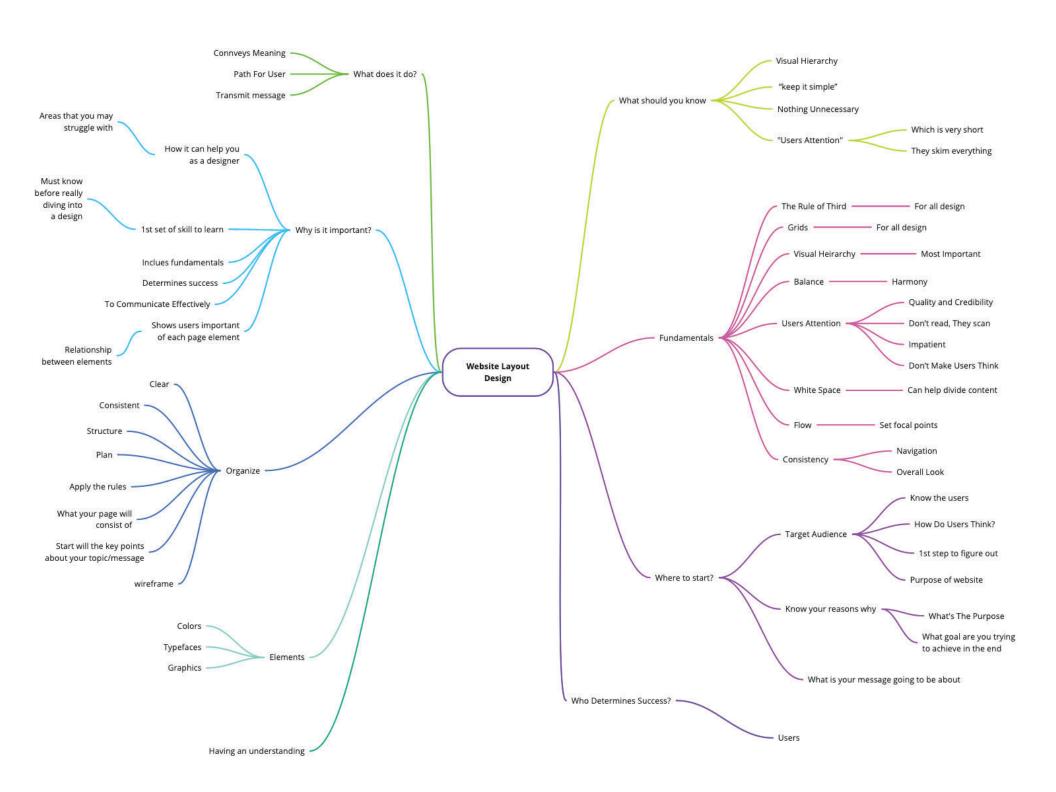
Work at the intersection of data, design, and technology.

3

MARKETING | 10 MIN READ

8 Guidelines for Exceptional Web Design, Usability, and User Experience

Written by Erik Devaney
@bardofboston

Website Layout Design

What does it do?
- Connveys Meaning
- Path For User
- Transmit message

Why is it important?
- How it can help you as a designer
  - Areas that you may struggle with
- 1st set of skill to learn
  - Must know before really diving into a design
- Inclues fundamentals
- Determines success
- To Communicate Effectively
- Shows users important of each page element
  - Relationship between elements

Organize
- Clear
- Consistent
- Structure
- Plan
- Apply the rules
- What your page will consist of
- Start will the key points about your topic/message
- wireframe

Elements
- Colors
- Typefaces
- Graphics

- Having an understanding

What should you know
- Visual Hierarchy
- "keep it simple"
- Nothing Unnecessary
- "Users Attention"
  - Which is very short
  - They skim everything

Fundamentals
- The Rule of Third — For all design
- Grids — For all design
- Visual Heirarchy — Most Important
- Balance — Harmony
- Users Attention
  - Quality and Credibility
  - Don't read, They scan
  - Impatient
  - Don't Make Users Think
- White Space — Can help divide content
- Flow — Set focal points
- Consistency
  - Navigation
  - Overall Look

Where to start?
- Target Audience
  - Know the users
  - How Do Users Think?
  - 1st step to figure out
  - Purpose of website
- Know your reasons why
  - What's The Purpose
  - What goal are you trying to achieve in the end
- What is your message going to be about

Who Determines Success?
- Users

Ideas and Supporting Details

Who	What To Know	Why	Beginning	Fundamentals	
All Designers	Layout Design	Helps Creates Successful Website	Target Audience	The 8 Skills/ Basics to know	Examples
Web Designers	Page Layout Basics	Fundamental Skills	Reasons Why	What They Do	
Graphic Designers	Elements	Effective Communication			
	Content(Text) Visuals/Graphics Color				

Organizing Principle: Around User

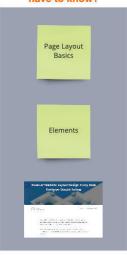These are the sections on the webpage

main idea   (h2) to the details (h3 and h4)

■ = user based   ■ = general website items

What are the fundamentals and who are they for?	I Understand they are important, but what do I have to know?	Where do I start? What Should I keep in mind?	How can this help with what I struggle with as a web designer?	What are the fundamental basics?
All Designers	Page Layout Basics	Target Audience	Helps Creates Successful Website	The 8 Skills/ Basics to know
Web Designers	Elements	Reasons Why	Effective Communication	What They Do
Graphic Designers	Rules of Website Layout Design Every Web Designer Should Follow			Examples

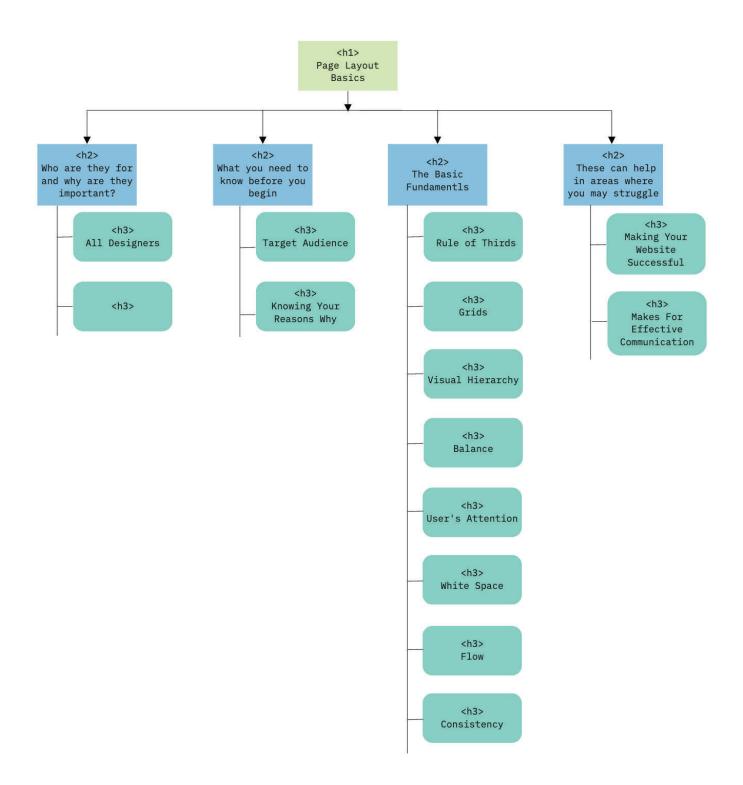|				
Notes: They are really for anyone as a layout designer	Notes: The designers understand why they are important, just want a better knowledge of what they should know	Notes: Explain that in order to use the basics in their designers, they need to know where to begin and why	Notes: Each person wants to know how the basics will help the areas they struggle with for their overall design outcome	Notes: What are considered to be the fundamental basics, what role do they play, and examples of each

assets

```
                    ┌─────────────────┐
                    │      <h1>       │
                    │   Page Layout   │
                    │     Basics      │
                    └─────────────────┘
```

<h2> Who are they for and why are they important?

- **<h3>** All Designers
- **<h3>**

<h2> What you need to know before you begin

- **<h3>** Target Audience
- **<h3>** Knowing Your Reasons Why

<h2> The Basic Fundamentls

- **<h3>** Rule of Thirds
- **<h3>** Grids
- **<h3>** Visual Hierarchy
- **<h3>** Balance
- **<h3>** User's Attention
- **<h3>** White Space
- **<h3>** Flow
- **<h3>** Consistency

<h2> These can help in areas where you may struggle

- **<h3>** Making Your Website Successful
- **<h3>** Makes For Effective Communication

topic page templates:

https://www.free-css.com/free-css-templates/page244/debut

https://www.free-css.com/free-css-templates/page240/newline

https://www.free-css.com/free-css-templates/page228/standout

https://www.free-css.com/free-css-templates/page239/surf-camp

https://www.free-css.com/free-css-templates/page224/magnum