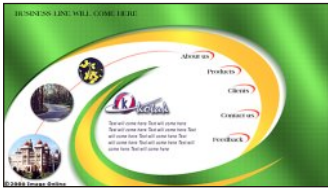


AN INTRODUCTION TO LAYOUT DESIGNING.

Dear Friend,

Hello, & welcome back to Firewire, your friendly guide to the exciting world of web-design & web-solutions!

While developing a website or any design we have to take some precautions of aesthetic aspect. Behind every good design there is a good layout. In case, we are wondering about how to move ahead we must know the basics of the layout.



Let's Know What Is A Layout?

LAYOUT means arrangement of different objects in different media, which conveys your message easily to the viewer. Here are some basic points for designing a good layout.

To create a good layout you must have a good observation:



Learn to see layouts around you, observe all the objects such as trees, flowers, mountains, animals, pets, children's etc. minutely.

Refer to magazines, books, advertisement etc. and try to understand how graphics are generated.

Why and What color schemes have been used?

Why and which type of fonts have been used?

Why and how do they give treatment to the images?



"why" Is The Aspect, Which Has Been Given More Emphasis?

After lot of observation you come to know what is good and what is bad. To increase the power of observation you have to create an idea or mental picture of the object or the situation exactly as you want. This will help you in designing. Actually it is a never-ending process.

COLOR SENSE: Many times good layouts get spoiled because of the wrong selection of color schemes. In real sense, color scheme is a good weapon to enhance a layout. If you use colors carefully you can make wonders out of it.

Choosing a color depends on the viewability. In case, female related subjects the colors normally used are pink, lavender, light blue and peach.

For children related subjects the colors generally used is warm yellow, sky blue, orange, red, leaf green and violet.

For medical related subjects the colors is sea green, turquoise blue, dull and grey shades.

For nature related subjects, cool color schemes are preferred as against that social institutes you can use warm color schemes like red, black, bright yellow etc. Color schemes may vary according to the subject.

For ready availability of color schemes you can visit the site <http://www.webjumpy.com>.

Initially you can even start with color books, which are readily available in the market, as they contain various color schemes for various purposes.

Fonts

FONT SENSE: After color schemes, the one and only tool to express your emotions perfectly and properly is the "FONT".

females normally like pink, lavender, light blue & peach

Children like Orange, Warm Yellow & Sky blue, Violet, Leaf Green, Red

The one & only tool to express your emotions is the "FONT".

Serif fonts

Times New Roman
Caslon
Caxton
Souvenir etc.

Sans-Serif fonts

Arial
Futura
Zurich
verdana etc.



► Layout which is giving Importance to Images



► Layout which is giving Importance to Text

Fonts are divided into two categories: Serif fonts and Sans-Serif fonts. Serif fonts comprises of Times New Roman, Caslon, Caxton, Souvenir etc. Sans - Serif fonts comprises of Helvetica, Zurich, Verdana, Arial etc. Serif fonts are generally used for titles and headings and Sans-Serif fonts are used for body text and copy matter.

Using too many fonts in a layout creates mess and confusion. You must have maximum 3 fonts in a layout. One for the title, one for buttons and subtitle and one for the body text and copy matter.

Fonts convey a lot of messages for example if you want to say "HEAVYWEIGHT CHAMPIONSHIP" use '**FUTURA BLACK**' OR '**COMPACTA**' because the font itself is heavy. In case you want to say "FEATHER TOUCH" use '**CAXTON ITALIC**' its very thin and light to convey feather effect.

The main and the most important part of the layout is alignment and balance. You must know the weightage of the text, color, and images without that your completed layout looks unbalanced.

Sometimes a layout may consist of more photographs and less text. In this case you can mix the images and make a collage and for the remaining area you can fill with text. Firstly, we have to decide, what has to be given more prominence - TEXT OR IMAGES?

If you are emphasizing on images your major part should be covered with images while the lesser part with the text. If you are going to highlight the text then use a big font headline which suites your design and then insert appropriate supporting images to balance the text.

Learn more in detail concerning the above mentioned points in designing a layout through our later issues.

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