What is Design?

“Bad Design… is decoration”
“Good design is problem solving”

What Needs Solving?

Integrating good traditional design with the possibilities and limitations of the web

Traditional Paper-Based Design

Involves controlling many variables
- Paper stock & size
- Typefaces & Size
- Ink colors and density
- Viewing mechanism
- Image display is immediate & accurate
Web-Based Design

Involves dealing with largely unknown variables

- Screen size and resolution
- Number of colors & how rendered
- Typefaces on system & platform used
- Type size individually configurable
- Download speed for images
- Plug-ins available
- Platform, browser brand, and browser version

What is the Solution?

- Ignoring the user or
- Ignoring the web’s possibilities and limitations

Liquid, Elastic, & Fixed Layouts

Creating Liquid Layout

- Layout uses percentages, not absolute widths, which are relative to the viewport (browser) width

Liquid Page Layout
Creating an Elastic Layout

- Layout uses relative measurements (ems), and resizes content based on the font size.

Creating a Jello Layout

- Layout depends on the viewport size but uses min-width and max-width CSS properties to constrain both the minimum and maximum size of the content.
Creating a Solid Layout

• Use absolute measurements (e.g., pixels)

Fixed / Solid Page Layout

Solid Design

Solid Design

HYBRID = LIQUID + SOLID
Creating a Hybrid Layout

- Use percentages, or other relative measures, for some elements
- Use absolute measure for other elements