DMBC: Web Planning & Layouts

Above the Fold

- Website width
- Website Height
- Important content
- Browser Differences
- OS Differences

Site Maps

- Internal vs. External Content
- Page & File Types
- New vs. Current Window
Wireframes

- Layouts & Measurement Considerations

Color Palettes

Adobe Color CC
color.adobe.com

- Analogous
- Monochromatic
- Triad
- Complementary
- Compound
- Shades
- Custom
- From an Image
Web Layouts

Photoshop
- Canvas Size
- Guide Lines
- Shapes
- Text (Lorem Ipsum - *lipsum.com*)
- Media Placeholders
- Layering & Organization

File Types
- .jpg
  - Millions of colors
  - High quality
  - No transparency
  - Medium File Size
- .gif
  - 256 colors
  - Low quality
  - 100% or 0% transparency
  - Small
  - Supports animation
- .png
  - Millions of colors
  - High quality
  - 100% through 0% transparency
  - Large file size

HTML / CSS
- Layout
- Placeholder Content
- Content Swapping

Assignment: Website Mock-Up

Deliverables:
- Finish working on your Photoshop mock-up for your website
- Consider aspects such as navigation, layout, color, style, content, etc.
- Once finished, save your mock-up as a .psd to keep for reference during the development of your website
- Also once finished, go to File > Save As and save the file as a .jpg file as well and link to it from your website