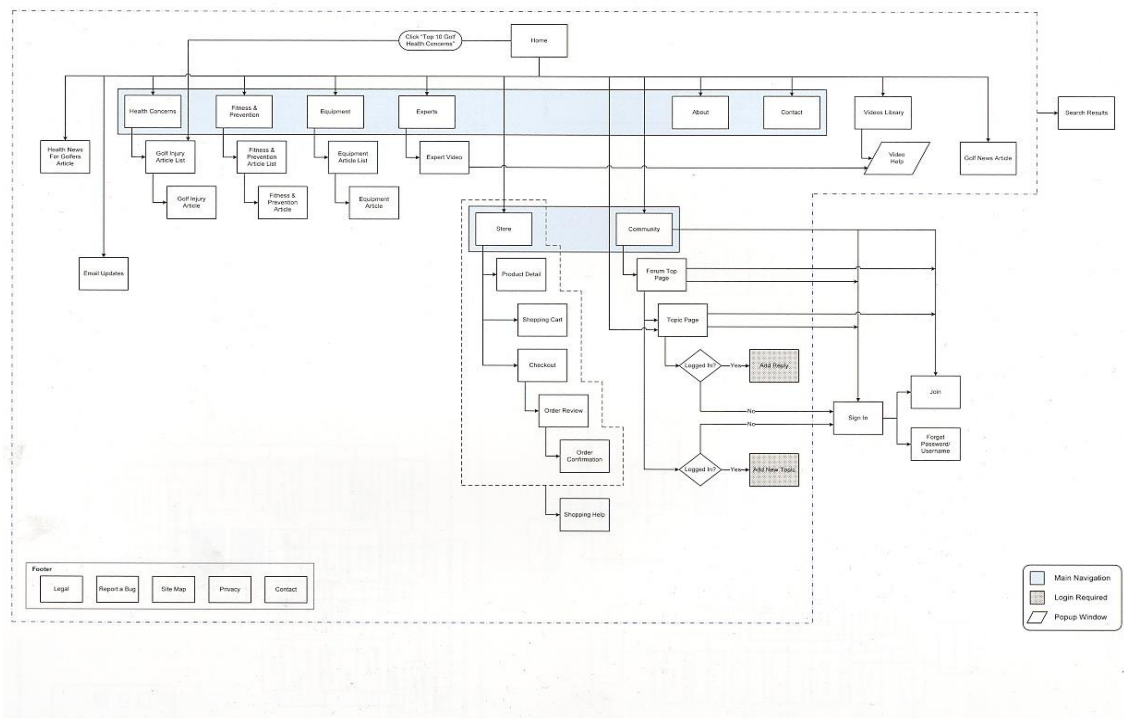


# DMBC: Web Planning & Layouts

## Above the Fold

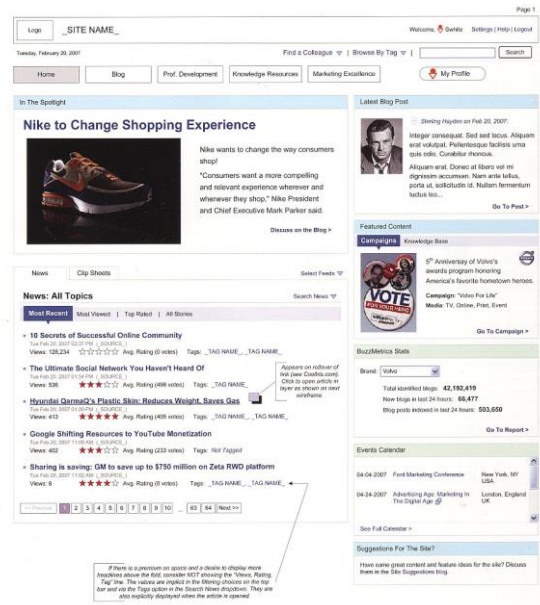
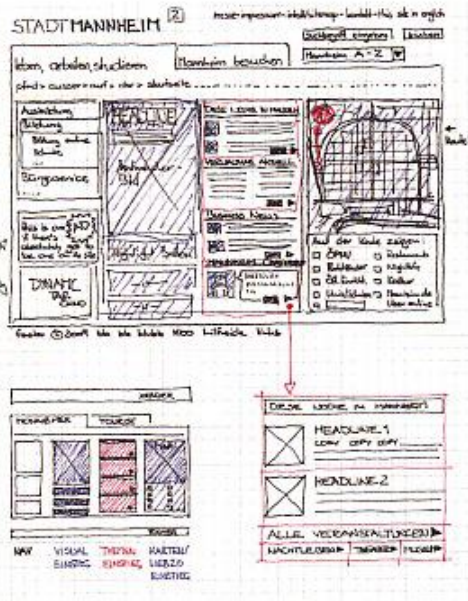
- Website width
- Website Height
- Important content
- Browser Differences
- OS Differences

## 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](http://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