



Grids Are Good

(Right?)

March 10, 2007
SXSW Interactive
Austin, TX



Khoi Vinh
Subtraction.com

Mark Boulton
MarkBoulton.co.uk

About Khoi



I'm the **Design Director** for **The New York Times Online**.

nytimes.com

I'm the author of **Subtraction.com**, a personal weblog where I write about design, technology and other subjects.

subtraction.com

Subtraction
Version 7.0
Khoi Vinh's Web Site

Home
Archives
Elsewhere
About



Wed 28 Feb 2007

Pint-Sized Pictures

07:28 PM
REMARKS (9)



Remembering back to the last set of on-the-street sketches I did in Paris, I made sure to bring my little Moleskine pocket book and a pen with me just about everywhere I went last week. I managed to knock out several pages of drawings, the highlights of which I'm posting here. There aren't as many as I'd like, but I came up with some stuff I was happy with.

I had a good time with these doodles; I always do have a good time doodling. I don't know exactly why it takes traveling all the way to Europe for me to actually do something I enjoy so much. Well, I guess the obvious reason that, I'm usually not working when I'm in Paris, and when I'm in New York, I usually *am* working. Funny what a little bit of free time can do for one's more artistic pursuits.

Quick Access
1106 posts since July 2000.

Date:

Categories:

About Me
I'm a co-founder and, as of 31 Dec 2005, a former employee of Behavior, a leading interaction design studio in New York City. I now work as the Design Director of NYTimes.com.
[Read more.](#)

See Me Speak
9-13 Mar in Austin at South by Southwest Interactive.



Help Wanted
Recent openings posted at [Authentic Jobs](#).

UCLA External Affairs, University Communications: PHP/MySQL Developer

Sony Pictures: Web Developer

PINT, Inc.: CSS Coder

LDS Church: IT Solution Interaction Designer

Tue 27 Feb 2007

Cities as Applications

08:38 PM
REMARKS (18)

On my brief hop through London and Paris, I started thinking about the idea of *touristic usability*. Isn't that an awesome term? It's got eight syllables and I just made it up.


Aside from being a mildly absurd extension of our professional design vernacular, there's actually a real idea behind this phrase: given any new city, there are certain things that *should be easy* for tourists to comprehend without assistance.

These things might include: how and when to use the subway or bus, how and where to buy fares for public transportation, how to make a call at a public telephone, how and where to flag a taxi, what to expect upon entering and leaving the airport, how and where to find postal services, how and where to find a police station, et cetera.

Of course, these are things you can find in any decent tourist's guide, and any sensible traveler will pack such a book. But it struck me, while muddling through my first trip to London in seven years (and even, to an extent, on my third visit to Paris in less than twenty-four months), that these are things that should be *inherently usable*, as well.

Subtraction
Version 7.0
Khoi Vinh's Web Site


Home
Archives
Elsewhere
About
Previous
Next



Tue 31 Oct 2006

Illustrate Me for Halloween!

05:39 PM
REMARKS (1)



It's no trick. I have a Halloween treat for all you **Illustrate Me** fans out there: for once, I'm publishing a new entry in this ongoing series *early*. That's right, no weeks-long delay this time. Before the last day of October even closes out, the month's archives have been beautifully illustrated by **Ray Frenden**, an illustrator from rural Illinois. You can see it right now in all its gruesome glory on the [October archive page](#).

October 2006
12 posts

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

October's illustration was created by **Ray Frenden**, an illustrator living in rural Illinois with a wife, five cats, four dogs, fifteen chickens, and a horse. His sketch blog can be found at [Penguinx.org](#). More information at [Frenden.com](#).

Quick Access
1106 posts since July 2000.

Date:

Categories:

Recent Posts

28 Feb 2007
Pint-Sized Pictures
Doodles I done drawn in Paris.

27 Feb 2007

About Mark



I'm the **Founder** of a tiny design consultancy
Mark Boulton Design.

markboultondesign.com

I also write about design and whatever else
takes my fancy at **markboulton.co.uk**

markboulton.co.uk

Journal

What is up with Flow?

February 19, 2007

I've had a few people over the past months contact me and ask what has been happening with **Flow Well**, we're still working on it, but as one of the developers, **Keeran**, states on his blog:

While it is achievable to ship new products in a short amount of time, as we have seen with companies like 37Signals and Carson Systems, there are always going to be times, certainly in the early stages, where Real Paid Work must take priority.

Damn right, especially for a business which is only six months old.

Since returning from snowboarding a month ago, I've been consumed with Real Work and everything else, including the book, has been put to one side. Such is life and, as I'm learning, business.

That said, Flow is coming along and as I'm writing this, I'm working on the templates whilst a couple of guys at **Beanlogic** are working on the backend. It's coming along. Slowly but surely.

Posted in: **Design**, **Business**

Comments [11]

And the winner is...

February 15, 2007

Me. As I registered the name 'Mark Boulton Design' over six months ago, technically, I am the winner. Hurray!

However, to show I'm not a tight Northern bugger, I've decided to award the prize to the runner up (he says, stuffing his face with humble-pie)

Congratulations Chris Gibbons, whose suggestion—point12—was top of the list for most of the week. There's one iPod shuffle in the colour of your choosing on its way to you.

Once again, thanks for all the suggestions. If anything, it made me realise my original choice wasn't so bad after all.

Posted in: **markboulton.co.uk**

Comments closed

A naming competition

February 09, 2007

Anyone who has ever been in a band will know how difficult naming the band can be. It is no different for a new business.

I find naming incredibly difficult. It really isn't one of my strong points.

Unfortunately though, next Thursday, I have to register myself as a new company name and I'm completely devoid of inspiration. So, I thought I'd hold a competition to find me a good name. Lazy? yes, I suppose. Thing is, I'm totally stacked with finishing off the book and a mountain of client work. Sitting here with a blank piece of paper (after thinking of names) for about an hour now has not been a productive use of my time.

Most recent entries

What is up with Flow?

And the winner is...

A naming competition

A couple of books

Whymper's Mountain

Five Simple Steps to designing

with colour part 3: Colour

combinations

All is good on the DV

Off the Grid

PDFs: A quick poll

Yes, we know the web is not

print

Categories

Apple

Design

Articles

Business

Information Architecture

News

Expression Engine

Flow

CSS

markboulton.co.uk

BBC

Personal

Simple Steps

Site launch

Typography

Archives

Complete Archives

Category Archives

Search

Subscribe

RSS 1.0

RSS 2.0

Atom

Speaking events

The Art Institute of Atlanta

~ Five Simple Steps

February 28, 2007 Atlanta, Georgia

SXSW Interactive

~ Grids Are Good, and How to

Design with Them

~ Web Typography Sucks

March 9-13, 2007 Austin, TX

@media 2007 (Europe)

~ Five Simple Steps to Better

Typography

June 7-8, 2007 London, UK

Of interest...

These links are now pulled from my **del.icio.us** account. You can **subscribe** to the feed if you like.

flickr



Five Simple Steps Designing for the Web



Stuff I like



Portfolio

Digital / International Baccalaureate Organization



Print / Kit Designer branding



Digital: web sites and applications

Art Directing large corporate websites such as Compaq and One 2 One to producing effective, user centred application design such as BBC Vocab. Creative design that works.

Print: branding and corporate publications

From Branding and Identity design through to large scale rebranding. Logo design and marketing support material in addition to typesetting and publication design.

BBC VOCAB



BBC Vocab is a new language help application for Welsh language learners.

CUBE GALLERY



Identity, Marketing material and Signage for the CUBE gallery, Manchester, UK

COMPAQ



Reposition compaq as a market leader in both the business, b2b and consumer markets.

THE GRAND



Logo and marketing material for Manchester's newest hotel conversion.

COMMONWEALTH BANK



Flash designed minisite to promote Commonwealth Bank's youth account.

ISTD



Annual membership awarded by the International Society of Designers.

BRITISH AIRWAYS



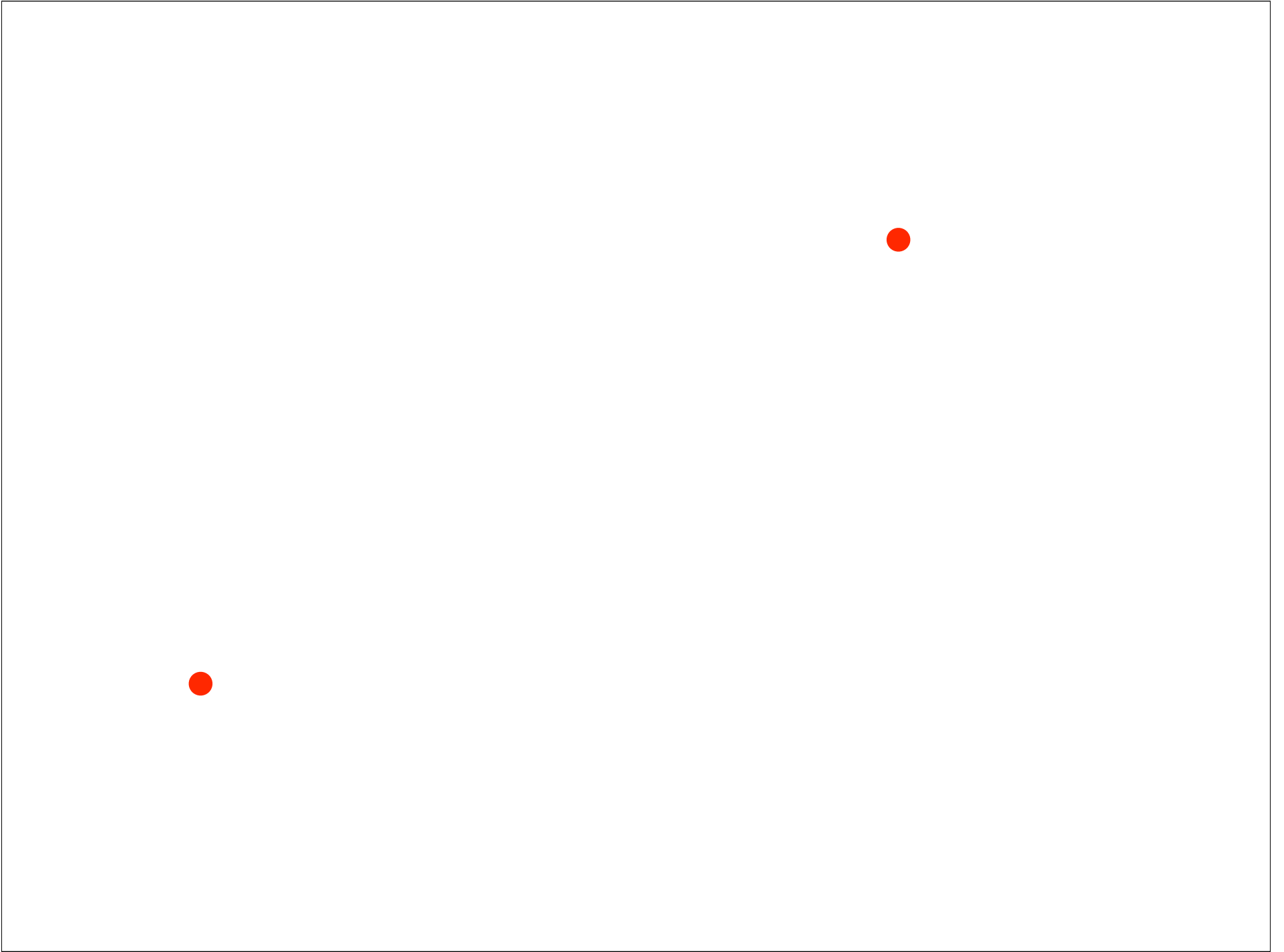
The UK gateway is the regional United Kingdom and Ireland homepage.

PULMAN ASSOCIATES ARCHITECTS



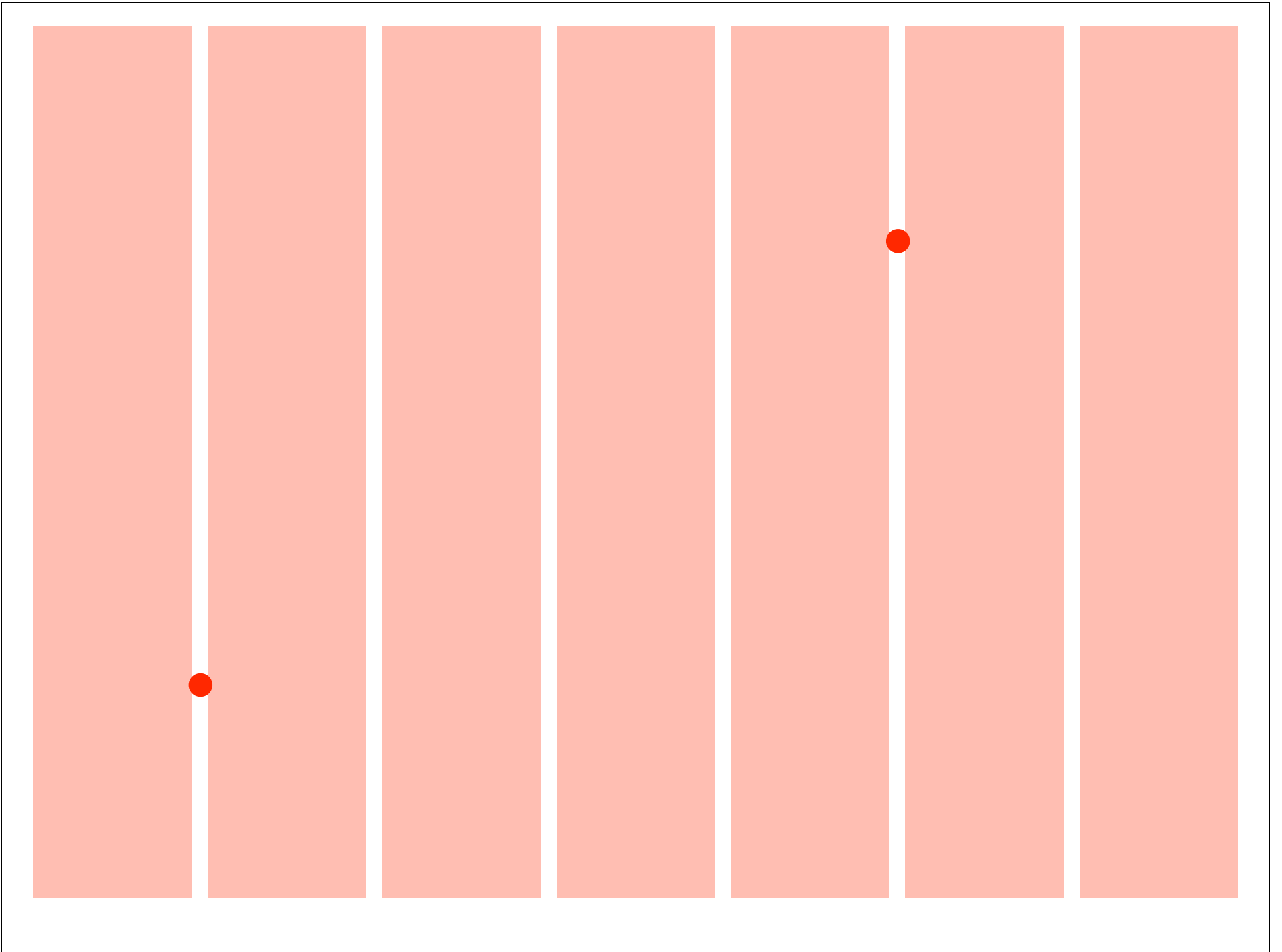
Website and Corporate Identity for Pulmann Associates Architects

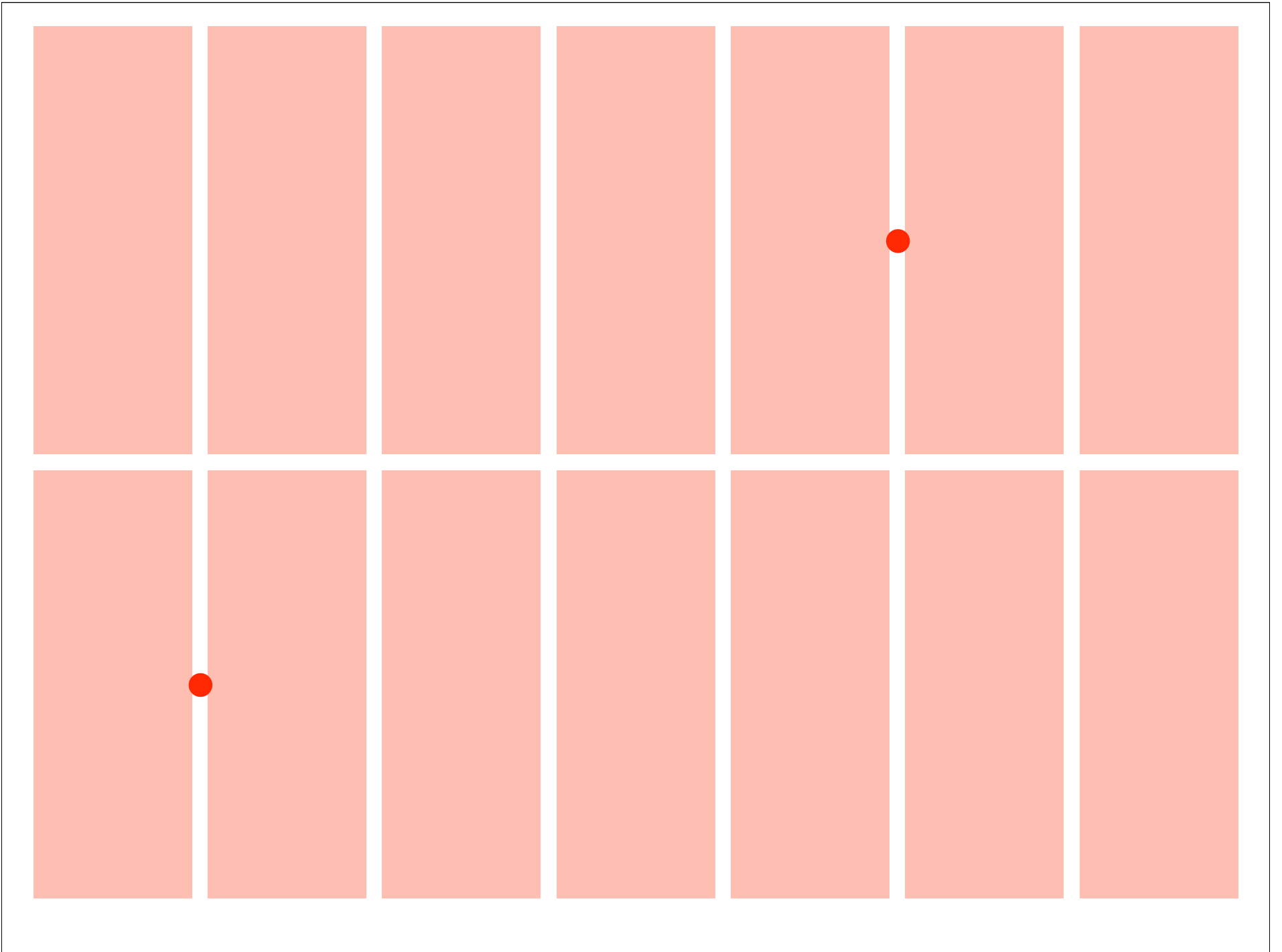
Dots to Design

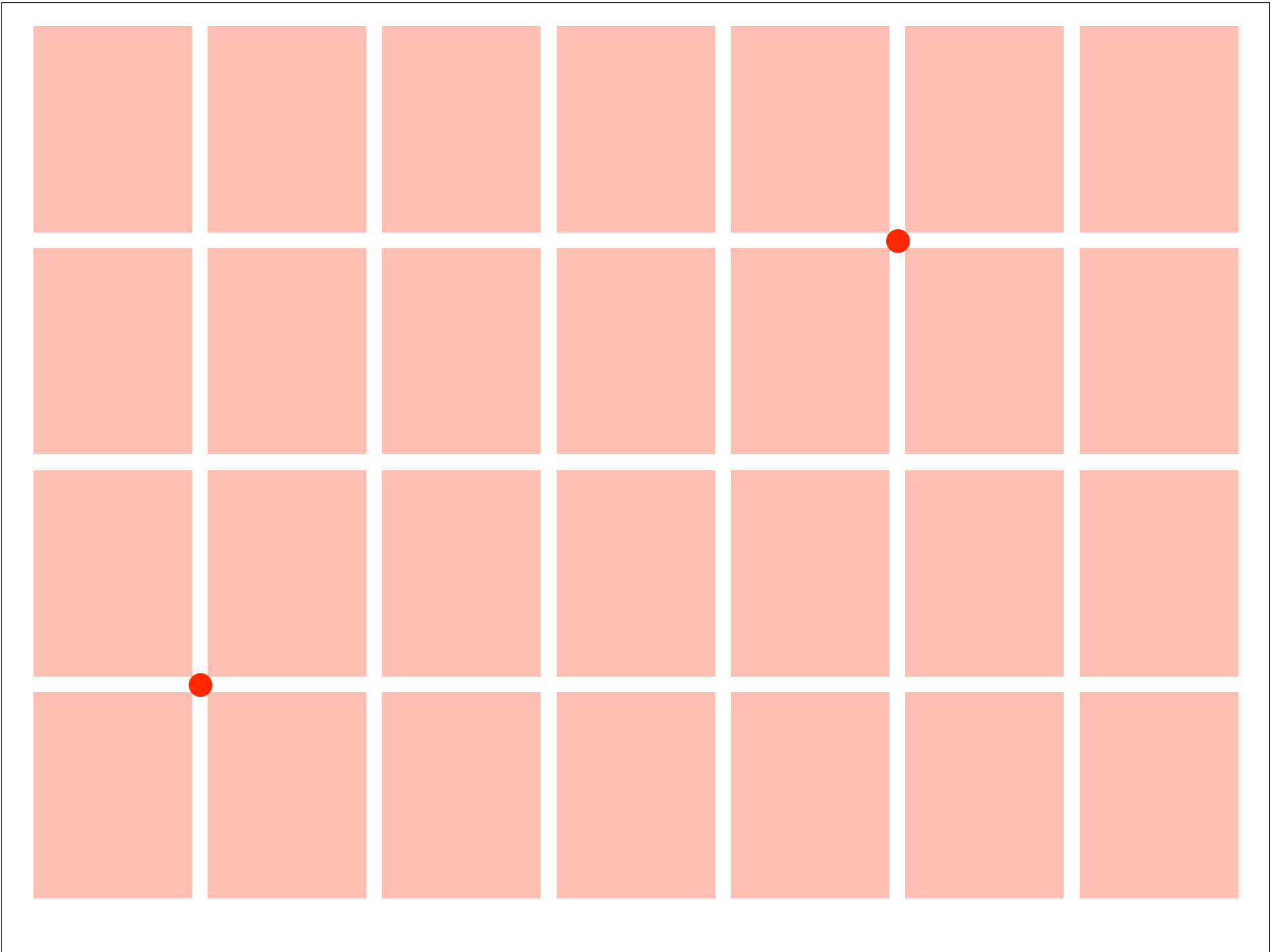


- Any two or more marks on a single plane is a design.









Some History



The grid is the most vivid manifestation of the **will to order** in graphic design.

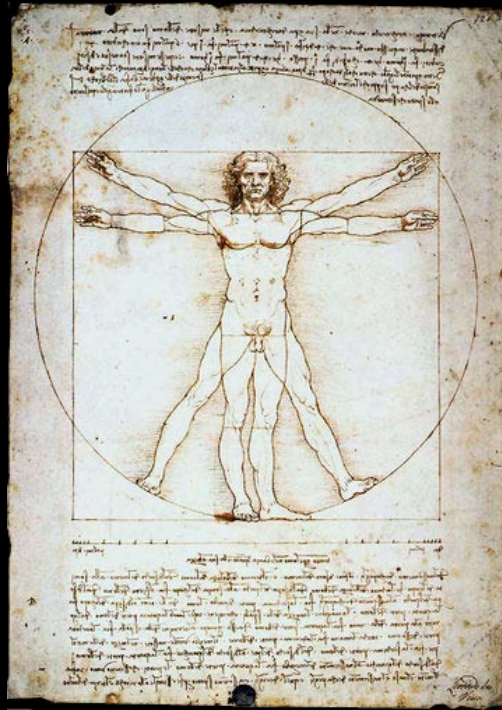


A Brief History of the Grid

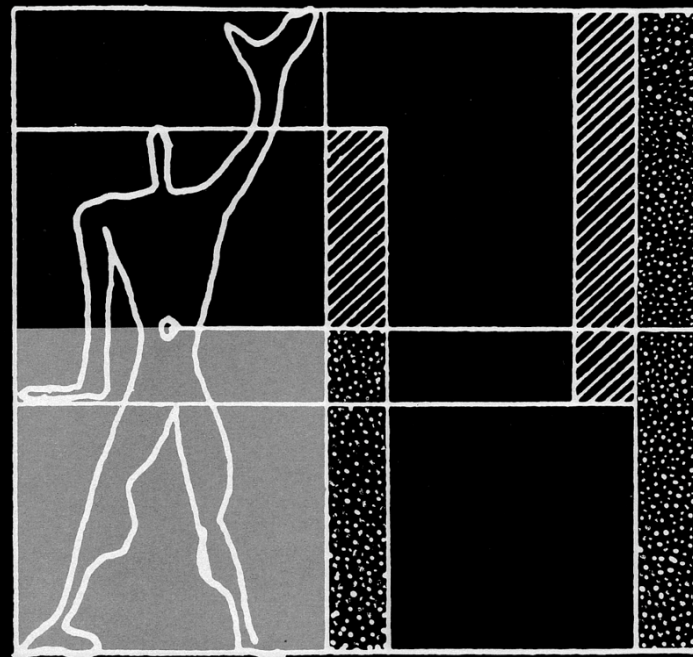
Looking for Reason



Divining architectural proportion from nature.



Leonardo DaVinci, "The Vitruvian Man" 1492.



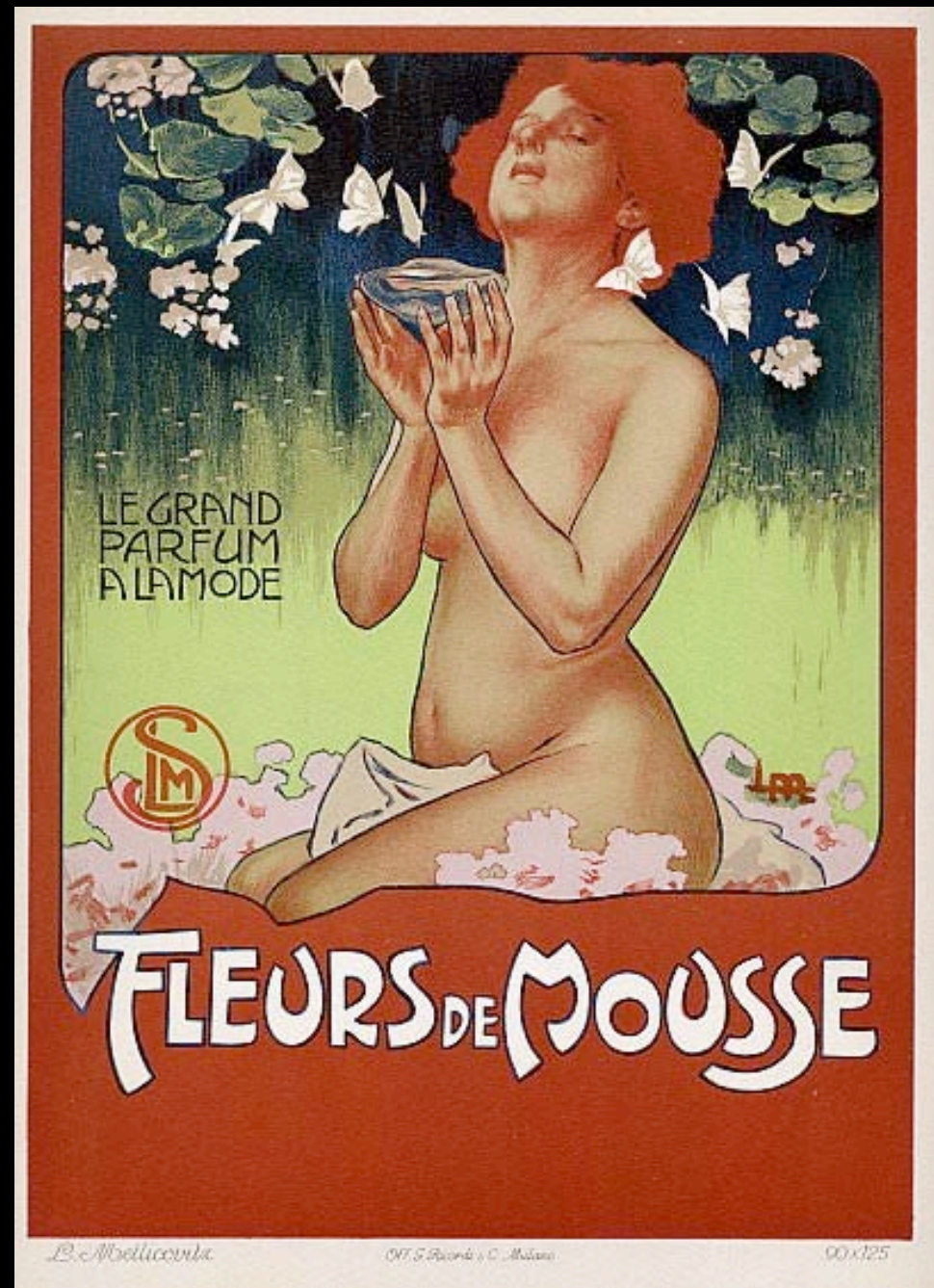
Le Corbusier, "Modulor" 1948.

Right Up to the Modern Day



Ornamentation

From this...

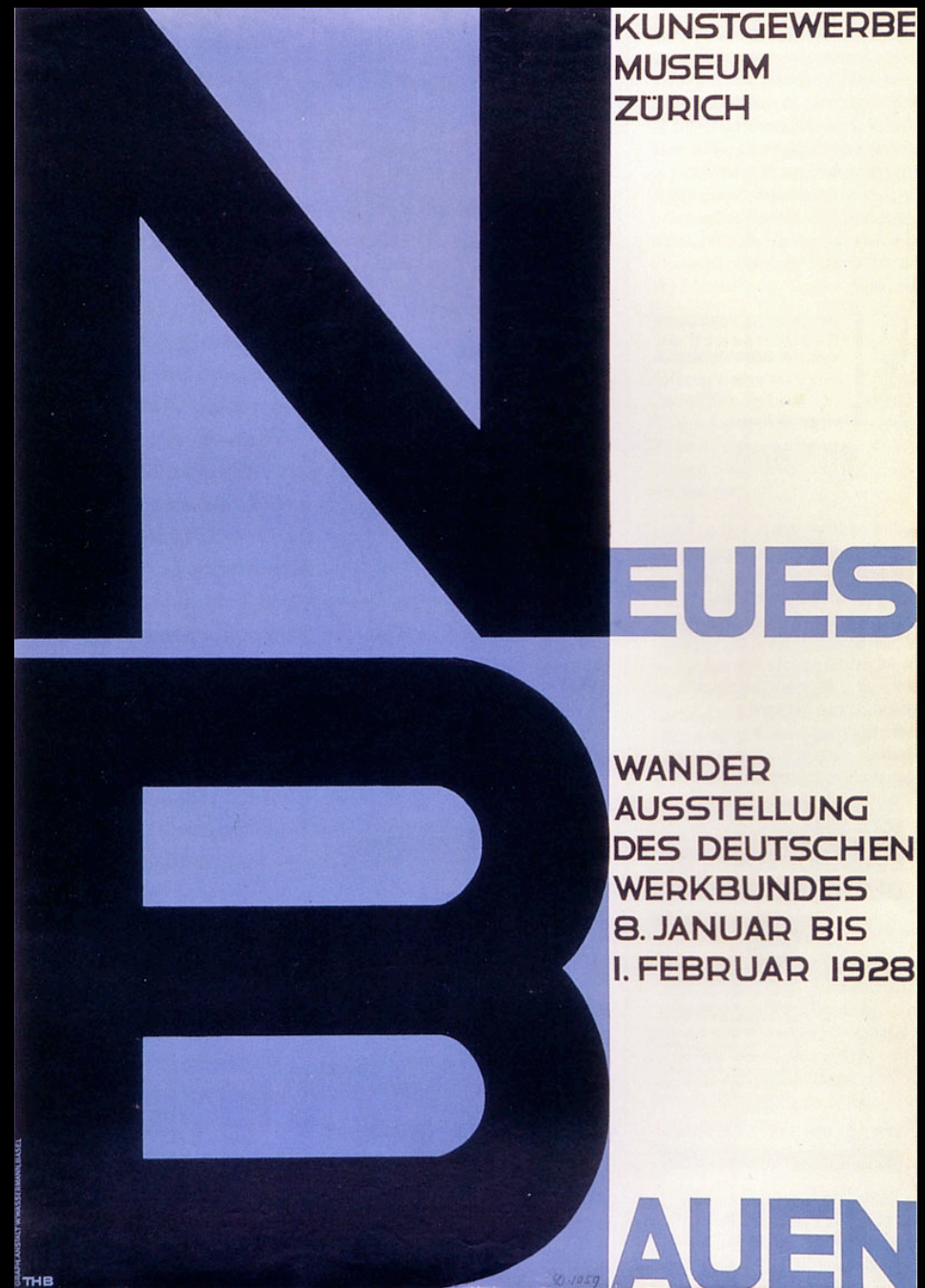


Leopoldo Metlicovitz, "Fleurs de Mousse," 1914.
Advertising poster for French perfume.

Rational Design

...to this.

Theo Ballmer, "Neues Bauen" 1928.
Poster for German Werkbund exhibition.



New Ideas

Rationalism became the new imperative for design.

Out with decoration and formalism, in with **logic and standardization**.

Jan Tschichold, "Die neue Typographie" 1928.
Instructions for the standardized layout of A4 letterhead.

Geschäftsbrief
Format A 4 (210×297)

DIN
676

Faltmarke 1
Ablegewort¹⁾

Firma
Erzeugnisse Abbildungen usw.

das Absenders Postanschrift Drahtwort Fernruf Geschäftszeit Banken

Anschrift des Empfängers Eingang- u. Bearbeitungsvermerke

Ihre Zeichen Ihre Nachricht vom Unsere Zeichen Tag

Betreff

Leitsätze für den Briefvordruck

1 Die Linien deuten lediglich die Abgrenzung der einzelnen Felder an; auf dem Geschäftsbrief selbst sollen nur der Heftrand (möglichst auch auf der Rückseite, dort rechts), Schluß-, Fall- und Lochmarken sowie das Anschriftfeld durch feine Linien, Eckzeichen, Punkte usw. kenntlich gemacht werden.

2 Unbedingt einzuhalten sind
ein Heftrand von mindestens 20 mm
Lage und Abmessungen der Felder für Anschrift des Empfängers, für Eingangvermerke und für des Absenders Postanschrift
die Reihenfolge der Post- und Geschäftangaben (Fernruf, Banken)
die Reihenfolge der Zeichen- und Tagangaben.

3 Nur die unterstrichenen Inschriften sollen wörtlich oder sinngemäß abgedruckt werden. Die anderen Inschriften haben lediglich erläuternden Zweck.

4 In der Zeile für Post- und Geschäftangaben (Fernruf, Banken) können einzelne Angaben weggelassen oder neu zugefügt werden.

5 Es ist empfehlenswert, die Leitworte für Zeichen- und Tagangaben so zu setzen, daß die zugehörigen Eintragungen nicht daneben, sondern darunter erfolgen, um wiederholtes genaues Einstellen der Schreibmaschine zu vermeiden. Aus demselben Grunde sollte die Jahreszahl bei der Tagangabe nicht vorgedruckt werden. Unter „Ihre Zeichen“ und „Unsere Zeichen“ sind Akten- und Ansage- (Diktier) Zeichen zusammenzufassen.

6 (siehe Fortsetzungsblatt)

Dinformat A 4 (210×297)
Geschäftsbriefvordruck nach DIN 676

¹⁾ Zweckmäßig wird der Schriftwechsel nach den Einheits-ABC-Regeln abgelegt.
Lochabstand 80 mm (nach Beschluß der Briefordnerkonvention).
Geschäftsbriefe, Halbbriefe Format A 5 siehe DIN 677.
Briefhüllen siehe DIN 678. Fensterbriefhüllen siehe DIN 680

Ausschuß für wirtschaftliche Verwaltung (AWV)
Mai 1924 Fachausschuß für Bürowesen Fortsetzung Seite 2

The More Things Change...



Modernists looked to build a new aesthetic by

- Deriving beauty from the innate qualities of the **machine**
- Championing **standardization**

Sound familiar?

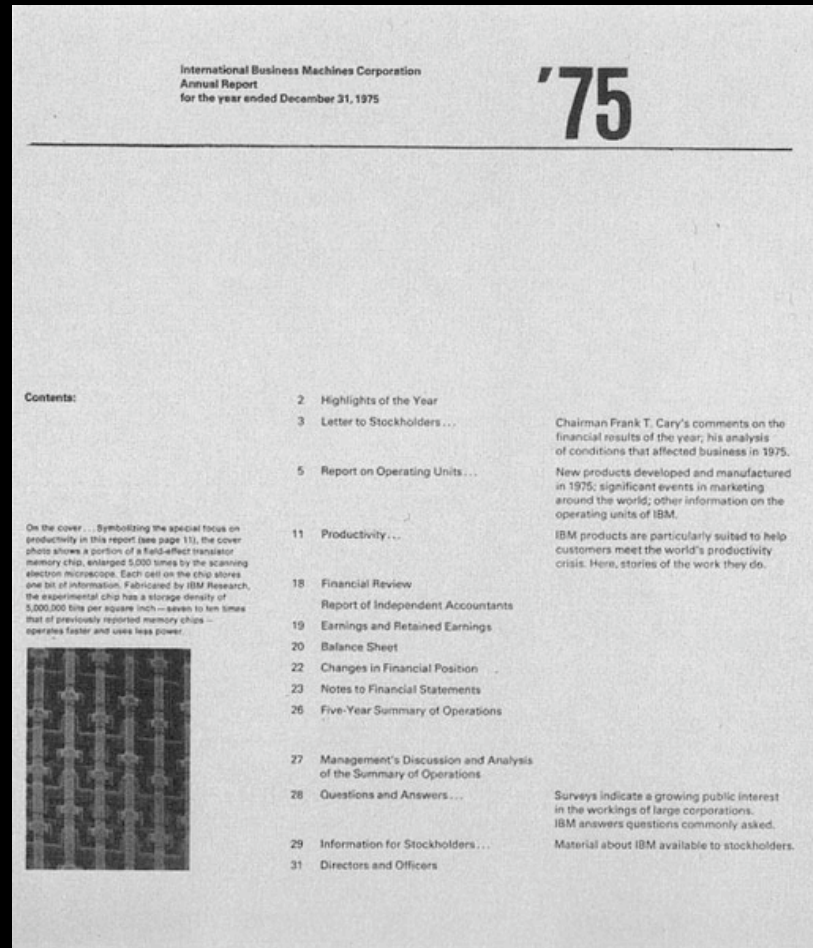
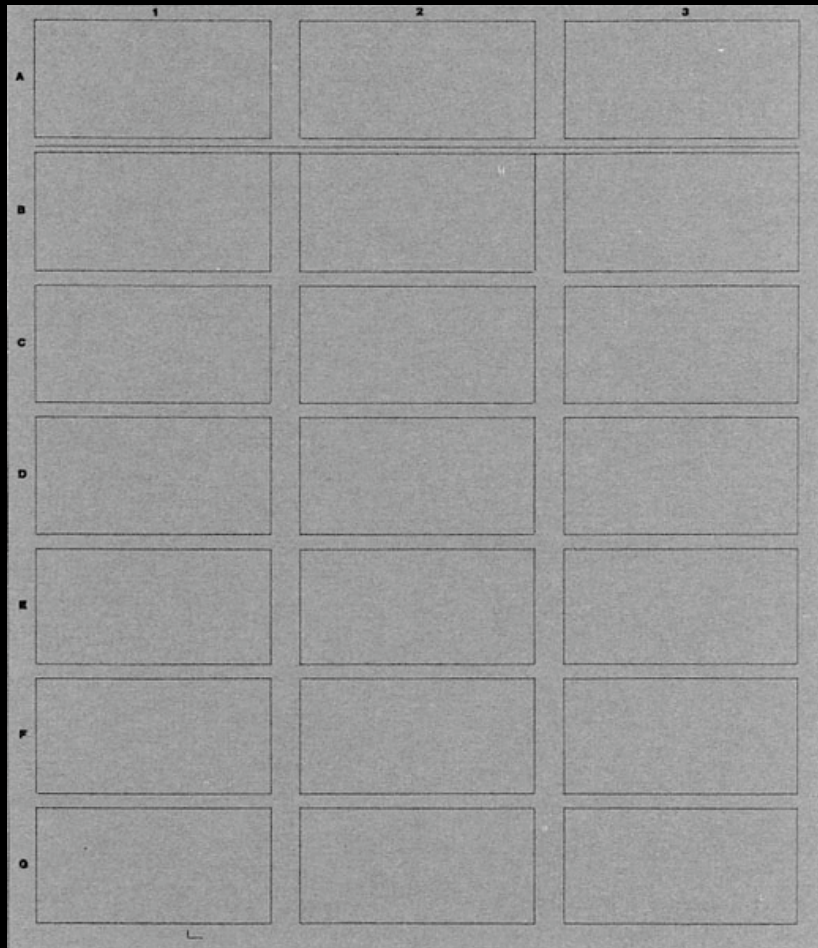
...The More They Stay the Same



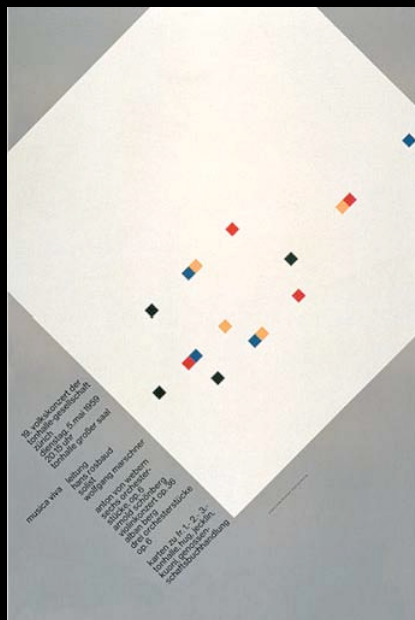
There is a **strong overlap** between what motivated grid usage nearly a century ago and what motivates grid usage today.

- Deriving beauty from the innate qualities of the **browser**
- Championing **standardization**

Paul Rand for IBM



Paul Rand, IBM Annual Report, 1975



Tonhalle-Quartett, 1955.



Juni-Festwochen Zürich, 1959



Juni-Festwochen Zürich, 1962



Musica Viva, 1968

Massimo Vignelli for National Park Service



Unigrid as a solution to large-scale design and production of many different publications.



Grids on the Web



Crate & Barrel

crateandbarrel.com

Product Display

Crate&Barrel ORDER TRACKING | MY ACCOUNT | ASSISTANCE | 800-967-6696 | Search Keyword, SKU, Item #

SHOP | GIFT REGISTRY | GIFT IDEAS | TRENDS | CATALOGUE | STORES AND EVENTS | GIFT CARDS | [0 Items](#)

trends trends trends trends trends
strends trends trends trends trends

New directions in color, style, living.

<p>Lite Bites</p>	<p>Wine and Dine</p>	<p>The New Brew</p>	<p>Dressed for Spring</p>
<p>File Under "Natural"</p>	<p>Media Savvy</p>	<p>Cupcake Craze</p>	<p>Hot New Restaurant</p>
<p>White Space</p>	<p>Dreaming of Marimekko</p>	<p>On Exhibit</p>	<p>Kitchen Drawer</p>

Sign up for email news, sales notices, and ideas:

Stay in touch: Give us [feedback on the site](#), or for Customer Service [contact us](#), or call 800-967-6696.

Shop View All Departments Stores and Events Catalogue What's New Our Ads	Gift Central Gift Registry Gift Ideas Gift Cards Gift Services Corporate Gifts	About Us About Crate and Barrel Customer Service FAQs Careers Site Index
--	--	--

Visit our other Web sites: a new destination from Crate and Barrel
cb2.com

Everything for your kid's room from A to ZZZ.
landofnod.com











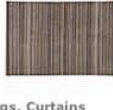









Privacy Policy | Terms of Use | © Crate and Barrel 2007

'Inventory' Display

Crate&Barrel ORDER TRACKING MY ACCOUNT ASSISTANCE 800-967-6696 Search Keyword, SKU, Item # Search

SHOP | GIFT REGISTRY | GIFT IDEAS | TRENDS | CATALOGUE | STORES AND EVENTS | GIFT CARDS | CART 0 Items Checkout

All Departments [Home](#) / [View All Departments](#)

 <p>Valentine's Day</p>	 <p>What's New New for the Table New for the Kitchen New in Furniture New in Home Accessories New in Bedding and Bath New in Outdoor Furniture</p>	 <p>Dinnerware Bone China Porcelain Stoneware Earthenware Glass Dinnerware Outdoor Dinnerware Plates, Bowls, Mugs Best Sellers Discontinued Dinnerware</p>	 <p>Flatware Place Settings Flatware Sets Serving Pieces Steak Knives Best Sellers Discontinued Flatware</p>	 <p>Drinkware Wine Glasses Champagne Flutes Bar Glasses Beer Glasses Martini Glasses Margarita Glasses Cordial Glasses Acrylic Glasses Bar Accessories Pitchers Decanters</p>
 <p>Serving Dishes Serving Platters Serving Bowls Plates Pitchers Decanters Specialty Serving Dishes</p>	 <p>Table Linens Placemats, Napkins Tablecloths, Napkins Napkin Sets Table Runners Napkin Rings Placecard Holders</p>	 <p>Kitchen Accessories Cookware Bakeware Cutlery Small Appliances Coffee and Tea Grills and Accessories Bowls Cutting Boards Dishtowels Aprons, Potholders Cleaning Products Kitchen Gadgets Cookbooks Kitchen Storage Salt and Pepper</p>	 <p>Gourmet Foods Breakfast Sweets Seasonings, Sauces Oil, Vinegar, Dressings Spreads, Mustards Savories, Snacks Cocktails, Beverages</p>	 <p>Furniture Dining Room, Kitchen Furniture Living Room Furniture Bedroom Furniture Home Office Furniture Storage Outdoor Furniture Ready to Assemble Furniture Kids Furniture</p>
 <p>Rugs, Curtains Rugs Curtains</p>	 <p>Lighting Table Lamps Desk Lamps Floor Lamps Chandeliers Sconces</p>	 <p>Home Accessories Pillows Candlelight Vases Botanical Accents Garden, Patio Prints Mirrors Wall Décor Home Accents Throws Baskets Picture Frames Photo Albums Clocks Office Accessories Bags, Umbrellas Utility</p>	 <p>Bedding and Bath Bed Linens Bath Linens Bath Accessories</p>	 <p>Sale Sale Accessories Sale Kitchen Food Sale Tabletop Sale Furniture Sale Lighting Sale Pillows Sale Curtains Sale Bedding Sale Bath Accessories Christmas Sale</p>
 <p>Live large. Spend small. Crate&Barrel</p>				


Text Forms


Crate&Barrel ORDER TRACKING MY ACCOUNT ASSISTANCE 800-967-6696 Search Keyword, SKU, Item #

SHOP -> GIFT REGISTRY -> GIFT IDEAS TRENDS CATALOGUE -> STORES AND EVENTS GIFT CARDS ->

Assistance [Home](#) / [Assistance](#) / [FAQs](#)

Assistance
Contact Us
Gift Services
FAQs
About Our Furnishings
Shipping/Delivery
Order Tracking
Returns/Exchanges
Assembly Instructions
Privacy Policy
Corporate Gifts
International

Check out our favorite gift ideas. 

Purchase a gift card. Free shipping 

Frequently Asked Questions

Can I still use my Crate and Barrel paper Gift Certificates or Store Merchandise Credits as a form of payment?

Yes. You can use a Crate and Barrel paper gift certificate or merchandise credit at any Crate and Barrel [store](#) or with mail orders; however, they cannot be used for payment online. We apologize for any inconvenience this may cause you. You may also call us at 800-967-6696 to place a phone order. If you place a mail or phone order you must send in your paper Gift Certificate or Merchandise Credit to the address listed below. Please reference the order number if a phone order is placed. Your order will be processed upon receipt of the Gift Certificate/Merchandise Credit.

Crate and Barrel
PO Box 3210
Naperville, IL 60566

If you would prefer to convert your paper gift certificate into a plastic Gift Card or your Merchandise Credit into a Shop Card, please mail your certificate to the address indicated above. Please also include your name and mailing address. Gift and Shop Cards may be used as payment online, over the phone, at a store or by catalogue mail order.

How well did this answer your question?

Related Questions

[How do I pay for my purchase?](#)
[What is the difference between a Gift Card and a Shop Card?](#)
[Can I use a CB2 Gift/Shop Card at Crate and Barrel?](#)
[Can I use my Crate and Barrel Gift/Shop Card at CB2?](#)
[Can I use my Land of Nod Gift/Shop Card at Crate and Barrel?](#)

Ask a question, or enter keywords:

[Looking for more information about a specific product?](#)

Contact Us

Still have questions or comments? Please [contact us via email](#). You may also call us 24 hours a day at 800-967-6696 or fax us at 630-527-1404. We look forward to serving you.



Sign up for email news, sales notices, and ideas:

Stay in touch: Give us [feedback on the site](#), or for Customer Service [contact us](#), or call 800-967-6696.

Shop
View All Departments
Stores and Events
Catalogue
What's New
Our Ads

Gift Central
Gift Registry
Gift Ideas
Gift Cards
Gift Services
Corporate Gifts

About Us
About Crate and Barrel
Customer Service
FAQs
Careers
Site Index

Visit our other Web sites:  a new destination from Crate and Barrel  Everything for your kid's room from A to ZZZ.



Comment Is Free
commentisfree.guardian.co.uk

Main Page

Guardian Unlimited Sign in - Register - Read today's paper - Jobs Go to: Guardian Unlimited home - Go

JOHN CHRISTIAN Valentine's Heart Diamond Your Names & Dates FROM \$790 ORDER NOW VALENTINE'S DELIVERY! CLICK HERE!

comment is free...

Search: Comment is free Go

Home This week Contributors Subjects A-Z Editors' blog Dan Chung Steve Bell About us Audio Webfeeds Other blogs

Blog

What I found at the forum

Hilary Wainwright Feb 04 07, 12:00pm: Now that the dust has settled after the two world forums - at Davos and Nairobi - it's time to take stock of the balance of power.
Comments (3)

Hey, kids, leave those teachers alone

Sarah Teather Feb 04 07, 09:00pm: There are laws against assault, so why are school staff just expected to put up with violence as if it was all in a day's work?
Comments (6)

Shuttered windows to the soul

Andrew Brown Feb 04 07, 10:00am: We can know what people are prepared to say as a result of their religious beliefs, but what they understand by their words is another question.
Comments (41)

Enlightenment from Somalia

Andrew Anthony Feb 04 07, 08:00am: Ayaan Hirsi Ali has a view of freedom that makes many western liberals uneasy.
Comments (76)

A Nobel warrior

Martin Peretz Feb 03 07, 11:40pm: Compared with the shameful litany of previous winners, Al Gore richly deserves to win the Nobel peace prize for his work on climate change.
Comments (29)

Social studies

Libby Brooks Feb 03 07, 10:49am: At an admittedly middle-class discussion on class, the consensus was that it's about power, autonomy and self-determination.
Comments (55)


Of plagiarism and primaries

Ian Williams Feb 02 07, 07:58pm: Joe Biden, former Neil Kinnock plagiarist, shows the full madness of American presidential primaries.
Comments (46)

A strategy in tatters

Robert Fox Feb 02 07, 07:30pm: The loss of Musa Qala to the

Editors' picks



An inspector calls by Steve Bell

A Nobel warrior

Martin Peretz: Compared with the shameful litany of previous winners, Al Gore richly deserves to win the Nobel peace prize for his work on climate change.
Comments (29)

Love letters from France deserve an amorous reply

Mary Riddell: When the French choose a new president, whether the name on the ballot paper is Sarkozy or Royal, electors will be casting their vote for Britain.
Comments (52)

Tolerating intolerance is still this country's besetting sin

Henry Porter: If the majority of Muslims truly want to integrate, they could start by kicking out the preachers of hatred from their mosques.
Comments (161)

Finally, another attempt at the end of the peer show

Andrew Rawnsley: Tony Blair's incomplete changes left us with a bizarre upper house. Good luck to Jack Straw as he has a fresh go at reform.
Comments (51)

Is justice served by these tales of beheading?

Nick Cohen: In an age of terror, we need to look again at our legal system and restraints on the press.
Comments (36)

We cannot afford the Kyoto debacle to happen again

Today's Guardian comment

Obsessed by personalities, they've forgotten what democracy is for	Don't destroy the Lords
Assessing the risk	For the sake of the party, Tony Blair must stay
Sights and suspicions	I hate Macs
The British are going	The need to keep talking

More comment from Monday's paper

The latest from Guardian Unlimited

Mystery over bird flu outbreak Government studies Hungary link - Delay in identifying H5N1...	Gangs use bogus Tesco jobs to lure young Poles to Britain Newcomers abandoned in towns after paying gangs....
Labour plan for swift Blair exit Prepare for cash for honours charges, say senior Labour figures....	Youth, 16, shot dead at crowded ice rink Gunman pursued victim in front of 300 at disco....
Steve Boggan on the government's cold war nuclear bunker Steve Boggan journeys deep beneath Wiltshire to the government's cold war nuclear refuge....	Tories risk row with backers over plans to close pay gap Party wants to abolish gag on disclosing salaries....

Podcasts - Our other blogs

Most active

1. The challenge remains (230) comments	2. Tolerating intolerance is still this country's besetting sin (161) comments	3. Globalisation is good for you (161) comments	4. An unforgivable truth (154) comments	5. Let Tony Blair get on with his job (111) comments	6. A modern-day witch-hunt (106) comments	7. Why Yates of the Yard will have to put up or shut up (105) comments	8. And now, the end is near (98) comments
---	--	---	---	--	---	--	---

Best of the web

1. David Corn: Libby trial - Was Scooter set up? Did Cheney conspire?	2. Guido: Smith Institute - H11 Downing Street, the rent-free home of Gordon Brown's Smith Institute....	3. NYT: Ulster's last holdout - If the Rev Ian Paisley continues to live in the past, the promise of self-rule in Northern Ireland will be postponed indefinitely....	4. Economist: You've never had it so good - Globalisation has done wonders for Britain, though not for all Britons....	5. Abolish Boukili: Citizenship - Muslim soldiers should
---	--	---	--	--

Article Comments

With horizontal hierarchy.

Comments

[Post your comment](#)

Greek4GodsGift
February 4, 2007
01:29 AM

Really?
[Offensive?](#) [Unsuitable?](#) [Email us](#)

AndyV
February 4, 2007
02:48 AM

"Britain is a high-growth country whose unemployment vastly undercuts France's 8.6 per cent. With only a third of over-50s in full-time work and 23 per cent of young people jobless,..."
I can't help but feel that being unemployed in France is a much more dignified experience than being in some minimum wage, no prospect, split shift, burger flipping job in the UK.
[Offensive?](#) [Unsuitable?](#) [Email us](#)

Bobby
February 4, 2007
03:17 AM

The article is typical leftie drivel. France has unemployment, high taxes and is moribund. Obviously in need of a bit of Thatcherism, like UK was in the 79. Roll on Margaret Sarkozy!
[Offensive?](#) [Unsuitable?](#) [Email us](#)

Justthefactsman
February 4, 2007
03:24 AM

What planet does Mary Riddell come from ?
In France:

1. The trains work.
2. The health service works.
3. Education works.
4. The truly independent "deterent" works.
5. The overall standard of living is higher, oh I know that the GDP is higher in the U.K, but what is most important is the way it is distributed.
6. The minimum wage is higher than it is in the U.K
7. France has an indigenous auto industry, the industry in the U.K is foreign owned.
8. Frenchman on unemployment are certainly better of the English on the lower economic scale.
9. The unemployment in France is structural, owing much to the fact that French productivity per hour worked has increased at a higher rate than in the U.K, and unfortunately no central planning provided for the unemployment that it would cause, hence the 4 weeks standard vacation and the 35 hour week.

higher rate than in the U.K as a partial remedy. In the U.K and also the U.S.A the fruits of productivity increases since the 1970's have gone to the top managers and the shareholders, that those countries have such obscene salaries for thos at the top. In the U.S.A in some industries the C.E.O's get as much as 430 times the salary as their lowest paid workers, and the U.K is catching up. Just think the C.E.O will receive more for two hours work than the lowest paid worker will get for working a whole year.

France bashing will get you nowhere, I suggest that you Brits learn enough French to get around and then go and make a visit, you'd be surprised how many knowledgeable Brits don't return to the U.K. As for the French expatriates in London, well there will always be those who who think that there is room at the top for them, sort of like some minority concentrating on sports rather than education in the hope that they "will make it big".

As the Aussie's used to sing in W W 2,
Blighty is a failure,
Take me back to Australia
Aussie is the place for me.
[Offensive?](#) [Unsuitable?](#) [Email us](#)

Jochebed
February 4, 2007
05:08 AM

Vive la France.
[Offensive?](#) [Unsuitable?](#) [Email us](#)

fortyniner
February 4, 2007
07:29 AM

If the French follow the Thatcher/Blair agenda they must be totally "fou". You don't know what you've got till it's gone.
[Offensive?](#) [Unsuitable?](#) [Email us](#)

Jeremyjames
February 4, 2007
08:01 AM

@ AndyV
"I can't help but feel that being unemployed in France is a much more dignified experience than being in some minimum wage, no prospect, split shift, burger flipping job in the UK."



Let's Build a Grid



The Brand

What Should We Do?



Not

YAHOO!

A Good Problem

Rudimentary but unimaginative use of grid.

The image shows a screenshot of the Yahoo! homepage from February 5, 2007. The layout is a grid-based design with a clear hierarchy of information. At the top, there's a navigation bar with the Yahoo! logo, search bar, and utility links like 'Web', 'Images', 'Video', 'Local', 'Shopping', and 'more'. Below this is a 'Search:' field with a 'Web Search' button. The main content area is divided into several columns and sections. On the left, there's a vertical sidebar with icons for various services like Autos, Finance, Games, GeoCities, Groups, HotJobs, Maps, Movies, Music, Personals, Photos, Real Estate, Shopping, Sports, Tech, Travel, and TV. The main content area features a 'Featured' section with a 'Damage control' article, an 'In the News' section with a list of headlines, a 'Marketplace' section with a 'Double Bonus Roses' advertisement, and a 'Marketplace' section with a 'Double Bonus Roses' advertisement. On the right side, there are several promotional banners and sections, including a '2007 Subaru WRX!' sweepstakes, a 'Pepsi Free Ride' advertisement, and a 'Most Popular TV Superheroes' section. The bottom of the page contains a footer with links for 'Advertise With Us', 'Search Marketing', 'Suggest a Site', 'Page Tour', 'Feedback', 'Yahoo! Telemundo', 'Company Info', 'Jobs', 'Help', 'Privacy Policy', 'Terms of Service', and a copyright notice for 2007 Yahoo! Inc.

Rather...



Yeeeahh!

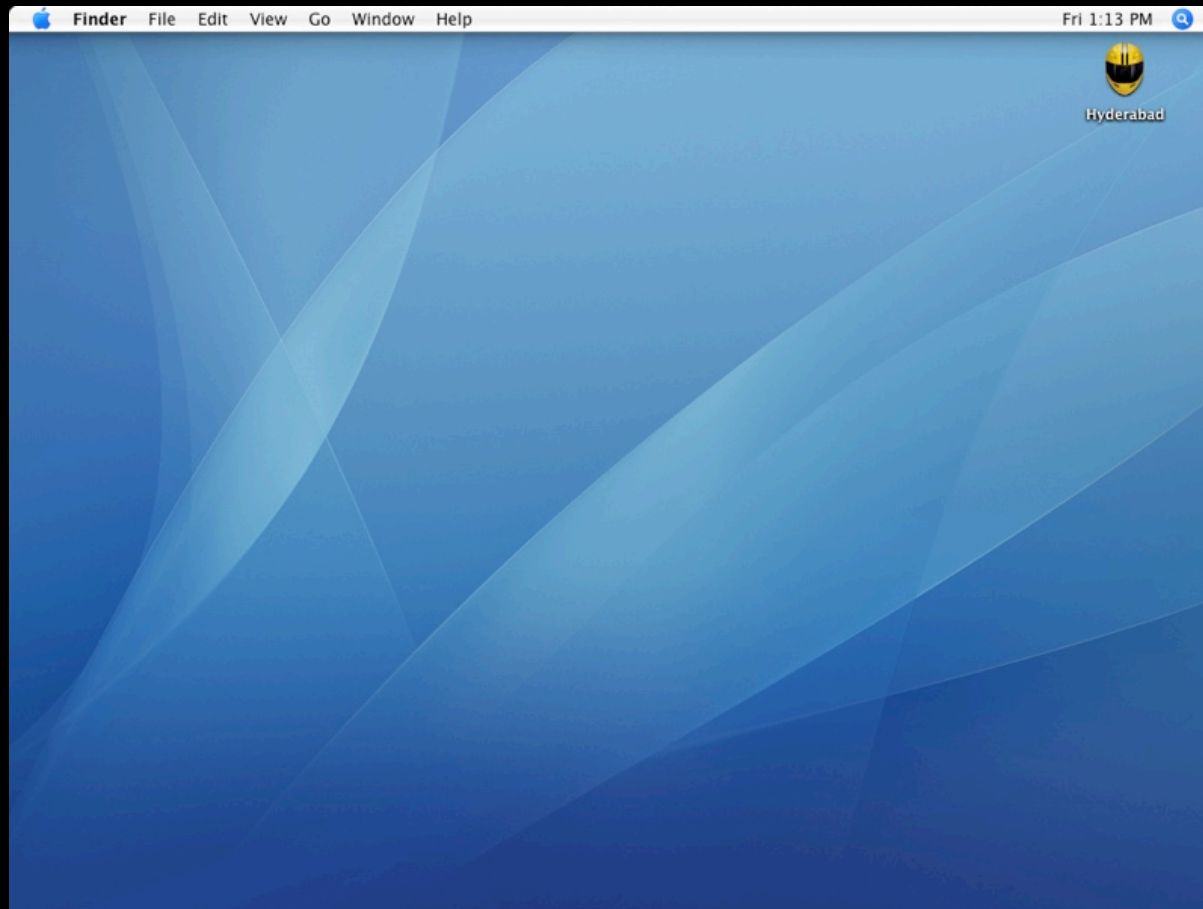
yeeeahh.subtraction.com

Requirements

Every design solution begins by **defining the problem** and establishing constraints.

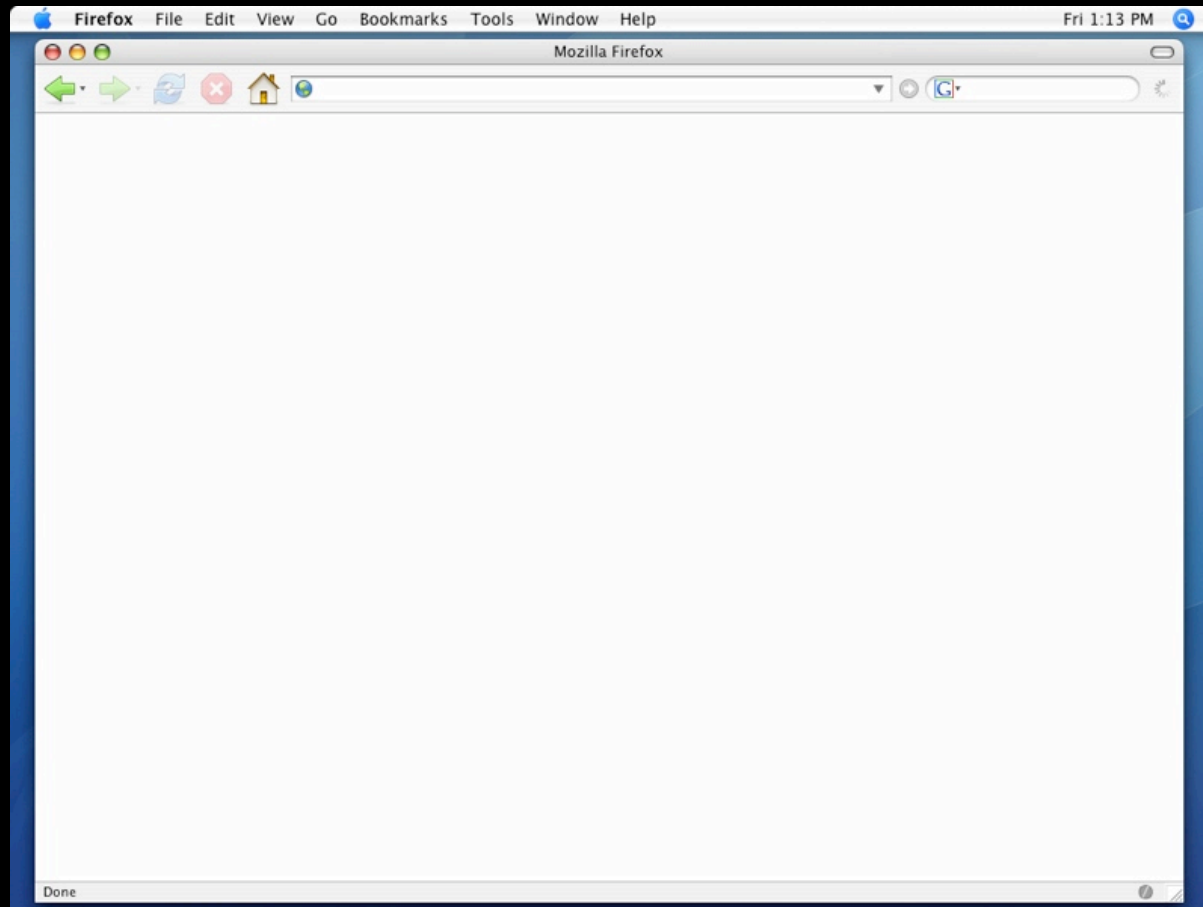
- 1024 x 768 screen
- Big Ad Unit

Screen Resolution



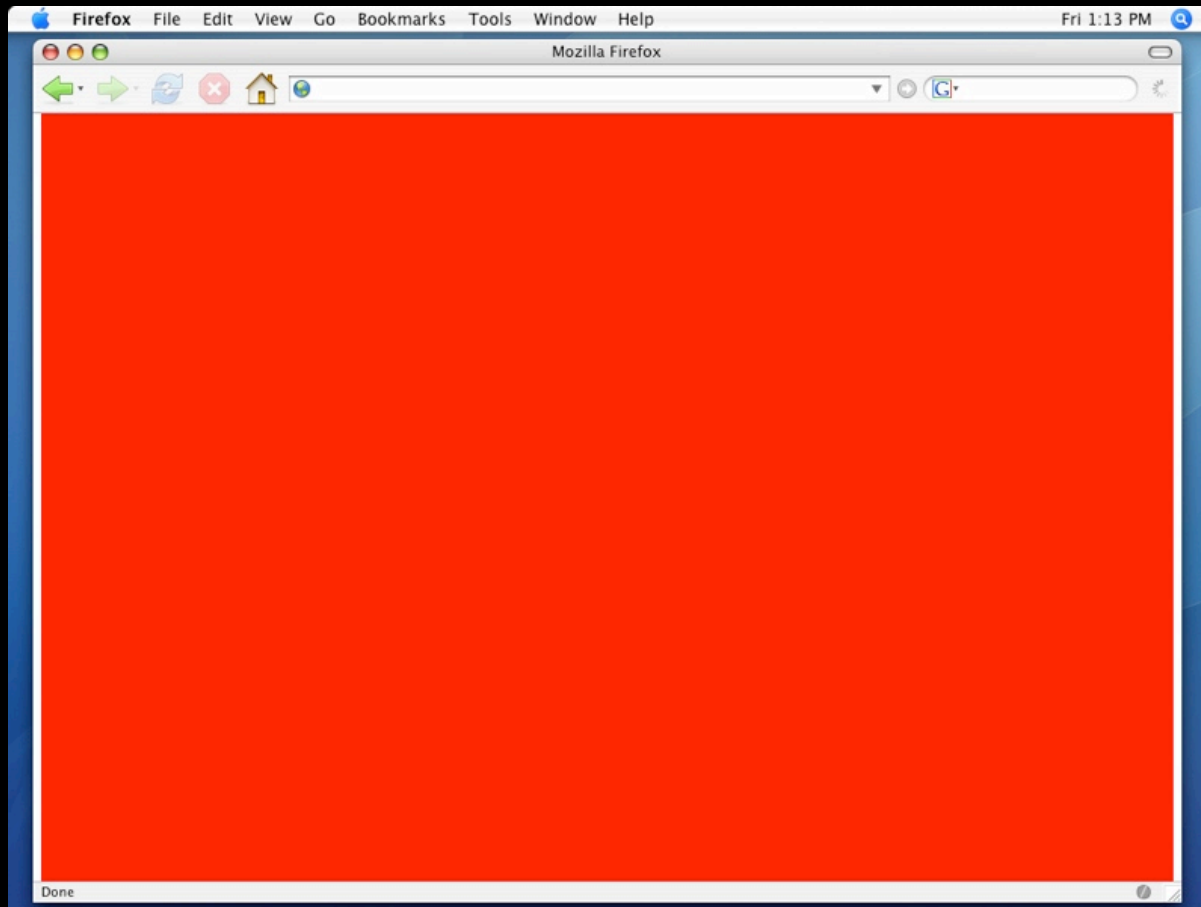
- 1024 px wide by 768 tall

'Natural' Browser Size



- Approximately 974 px wide by 650 px tall

Canvas Area



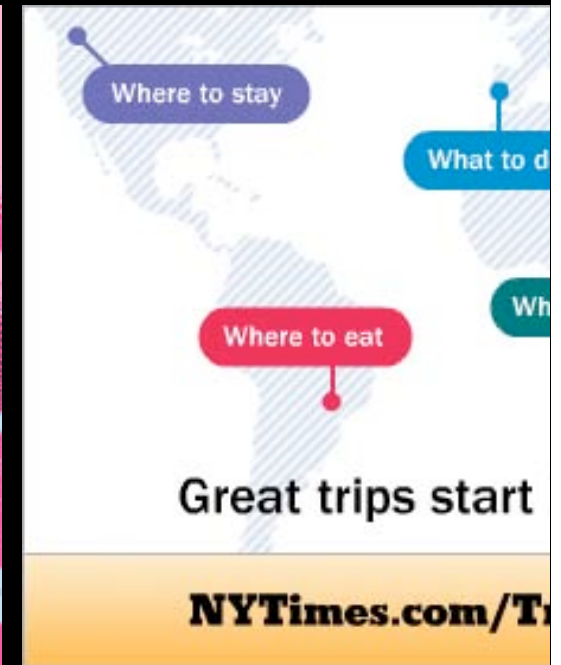
- Less left and right margins
- Approximately 960 px wide by 650 px tall

The Big Ad



The most useful ad unit to design for is the **Big Ad**.

336 px wide by 280 px tall as established by the **Internet Advertising Bureau**.



Other Ad Sizes

A design based on the Big Ad will also accommodate the width of the other popular ad unit sizes



Big Ad width:
336 px

Medium Rectangle

300 px wide by
250 px tall

Half-page

300 px wide by
600 px tall

The Utility of Constraints



Ad units complicate things, but they're actually very helpful because they serve as **fixed constraints**.

Constraints are the mother of design invention.

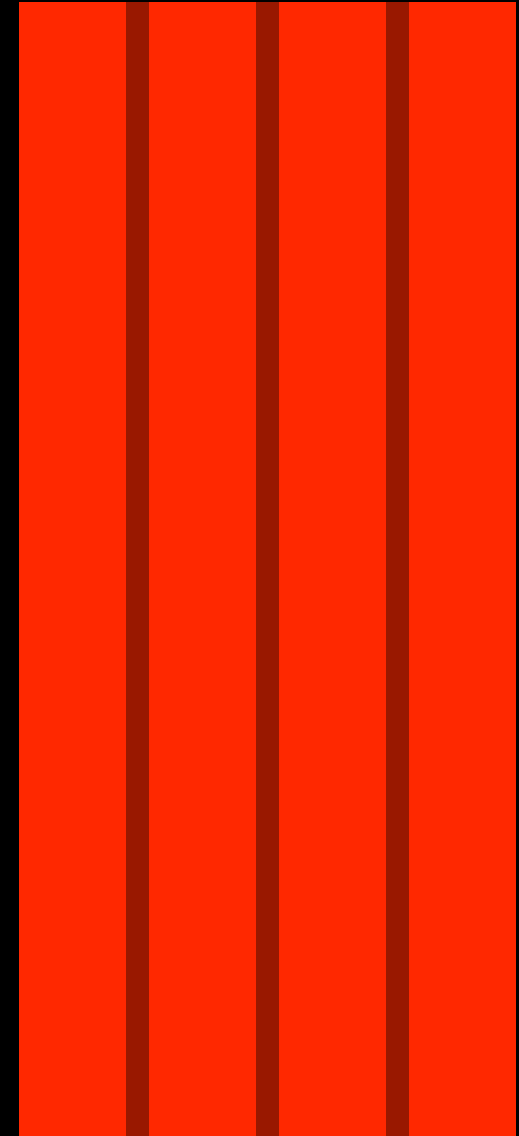
Units

Units & Columns



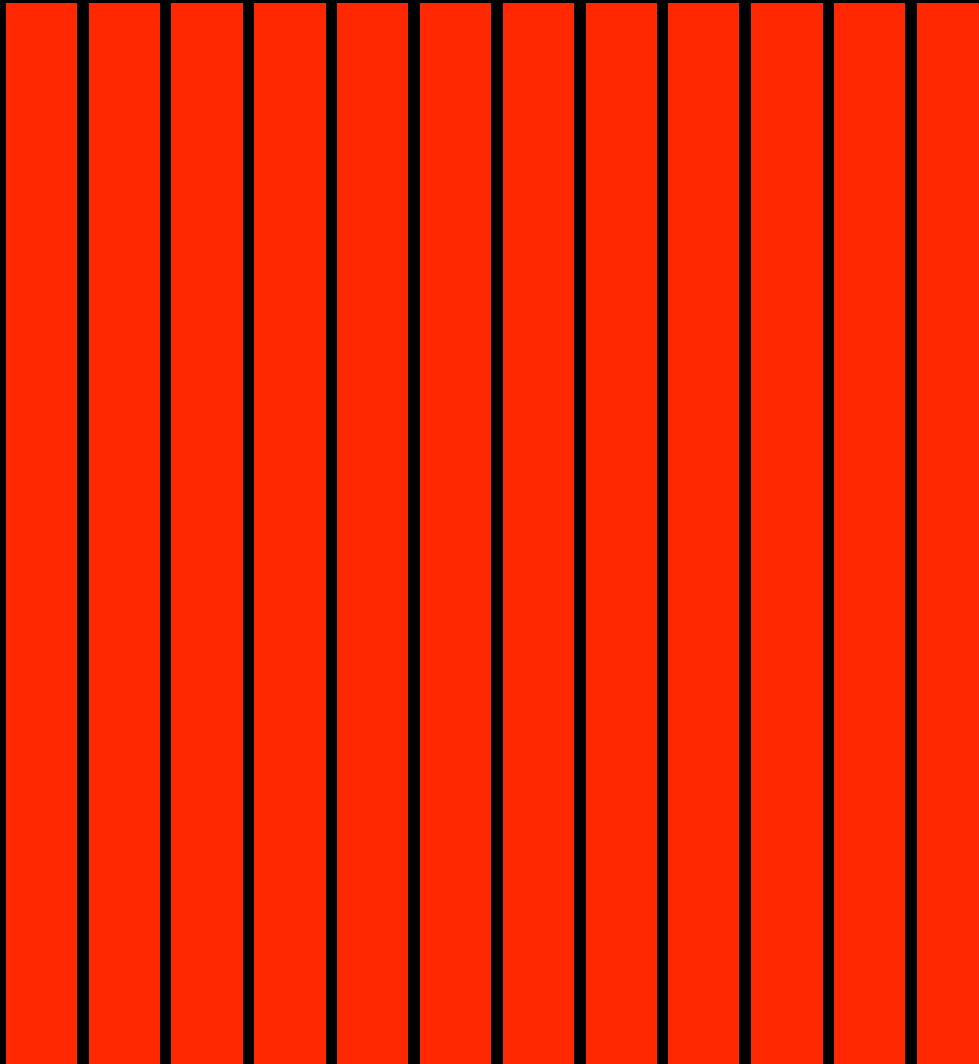
Units are the basic building blocks of a grid. They're all uniform.

Columns are the groupings of units that create the visual structure of the page. They are not necessarily uniform.



In this example, four units are combined to create a single column.

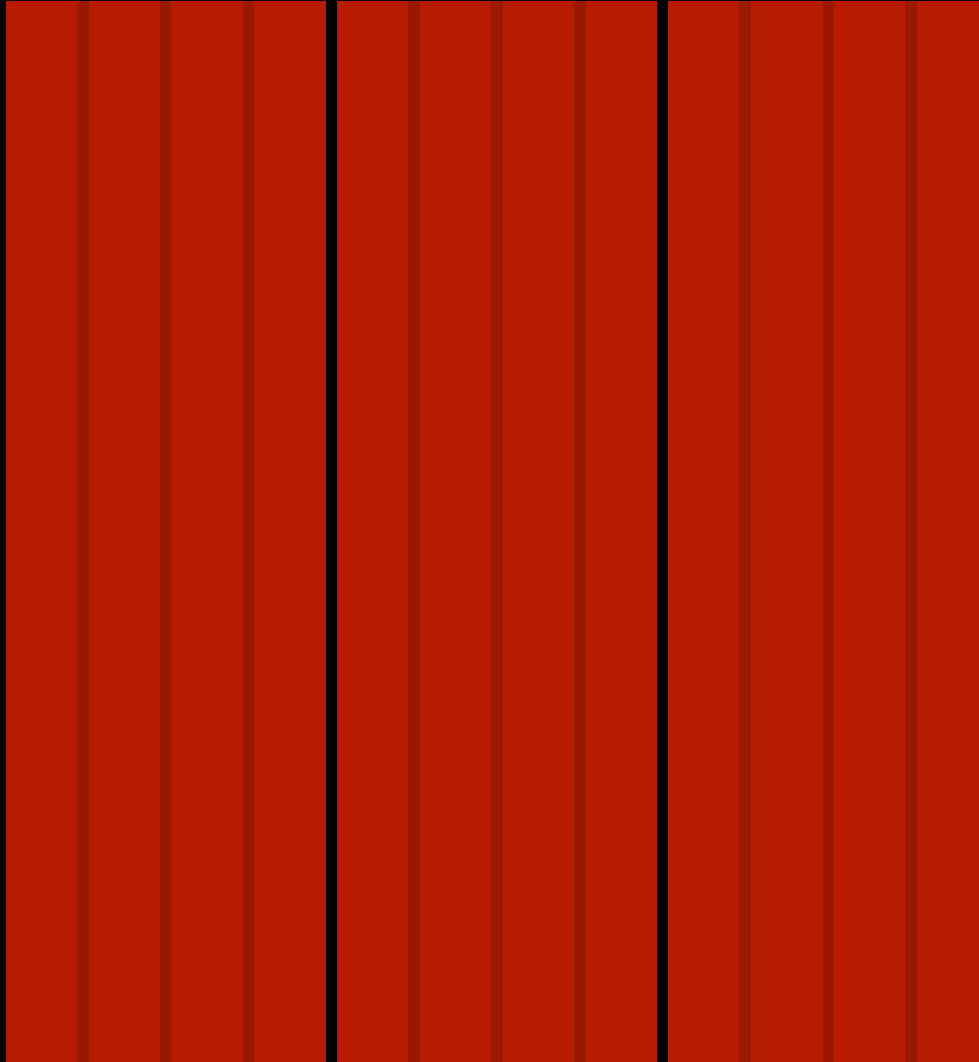
The Rule of Threes... or Fours



In general, we want to create units in multiples of three or four.

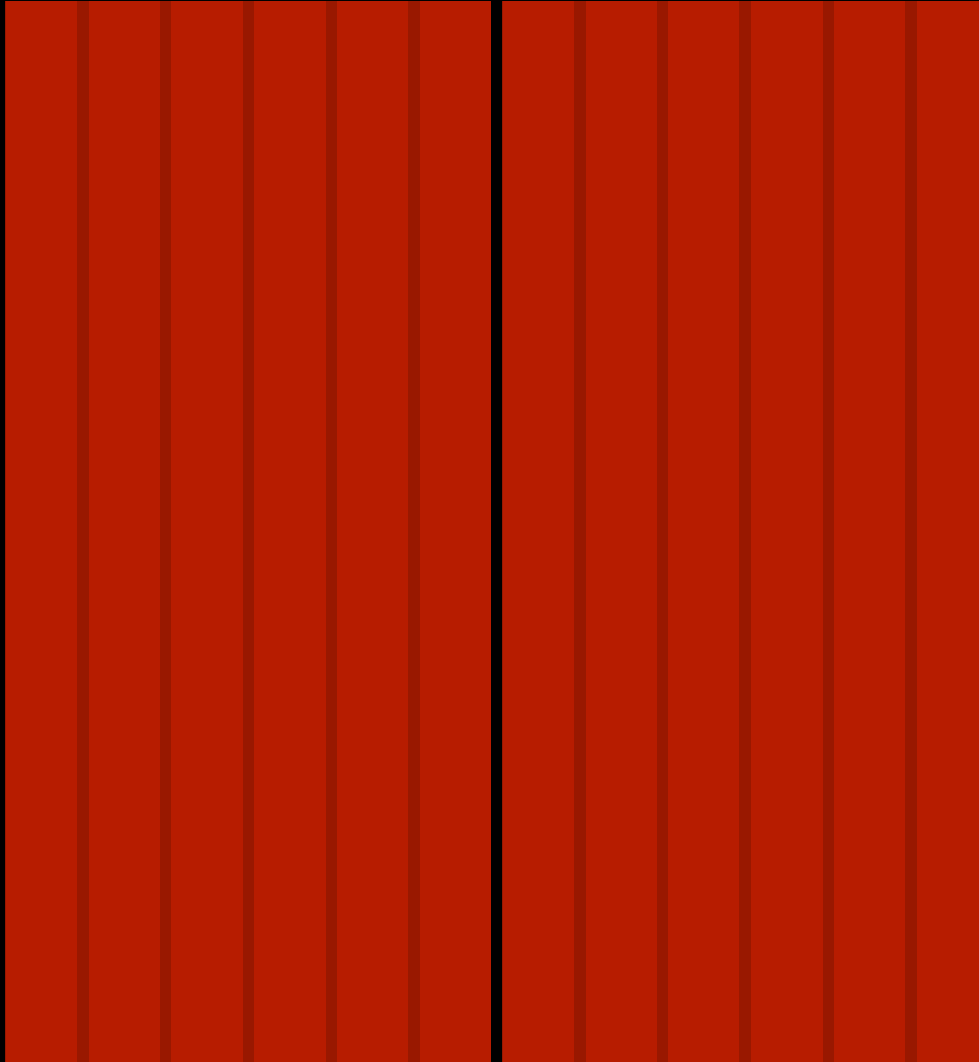
Twelve is ideal, because it's a multiple of three *and* four.

Twelve Units Can Combine into 3 Columns...



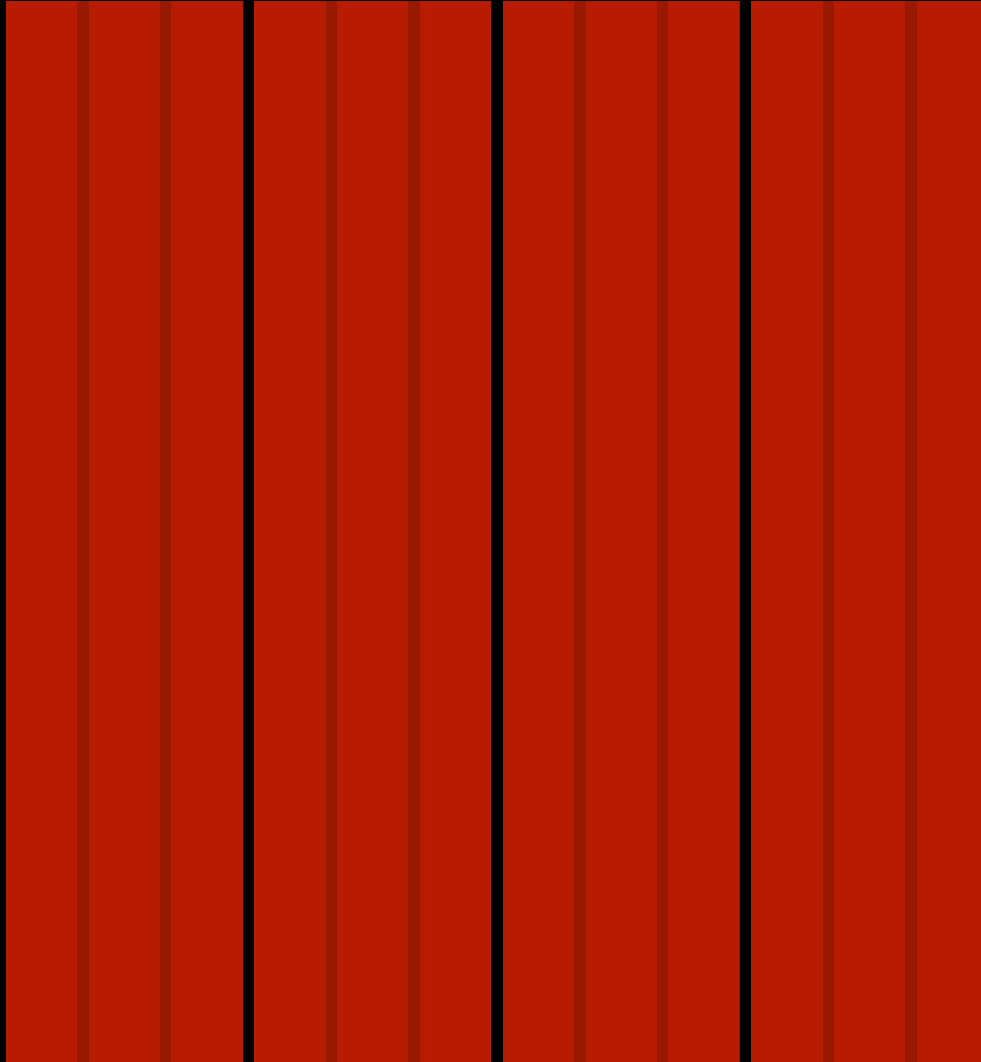
Three columns of four units each.

Into 2 Columns...



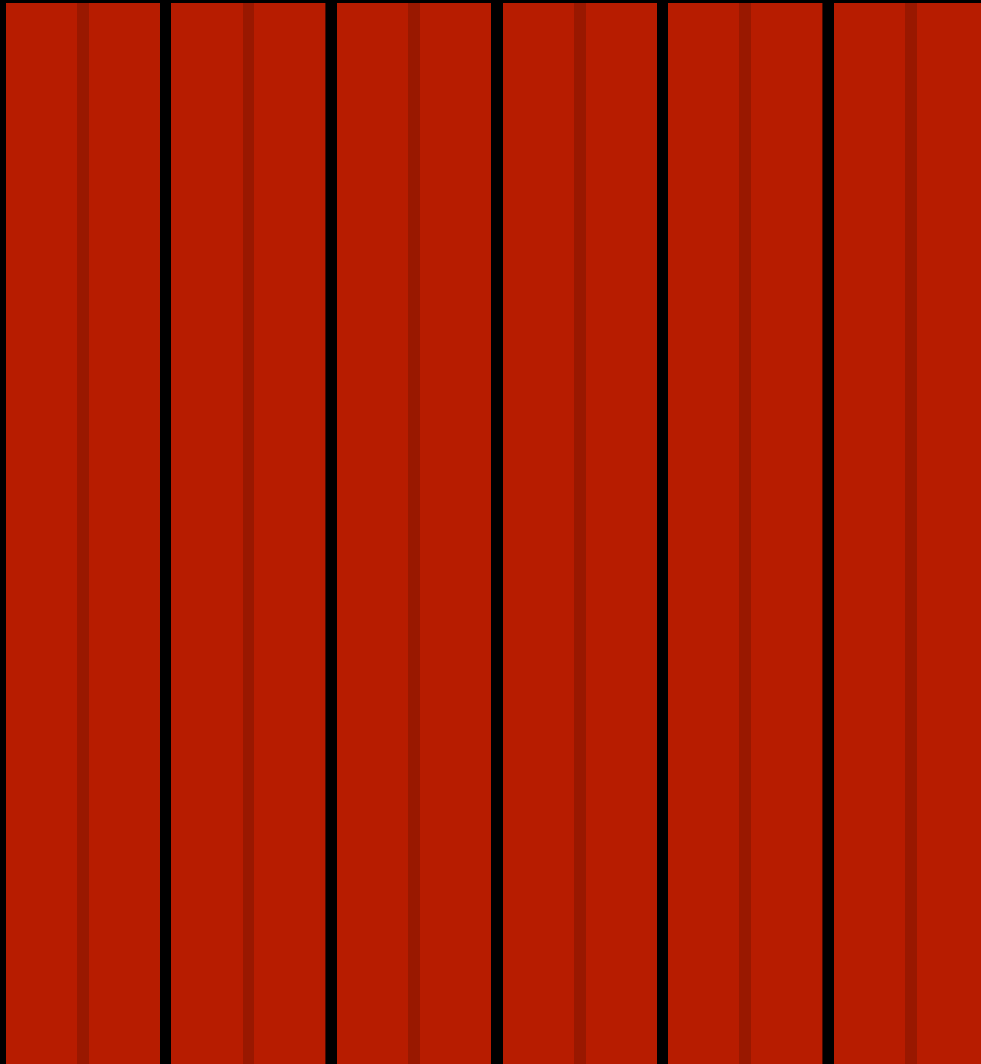
Two columns of six units each.

Into 4 Columns...



Four columns of three
units each.

Into 6 Columns...



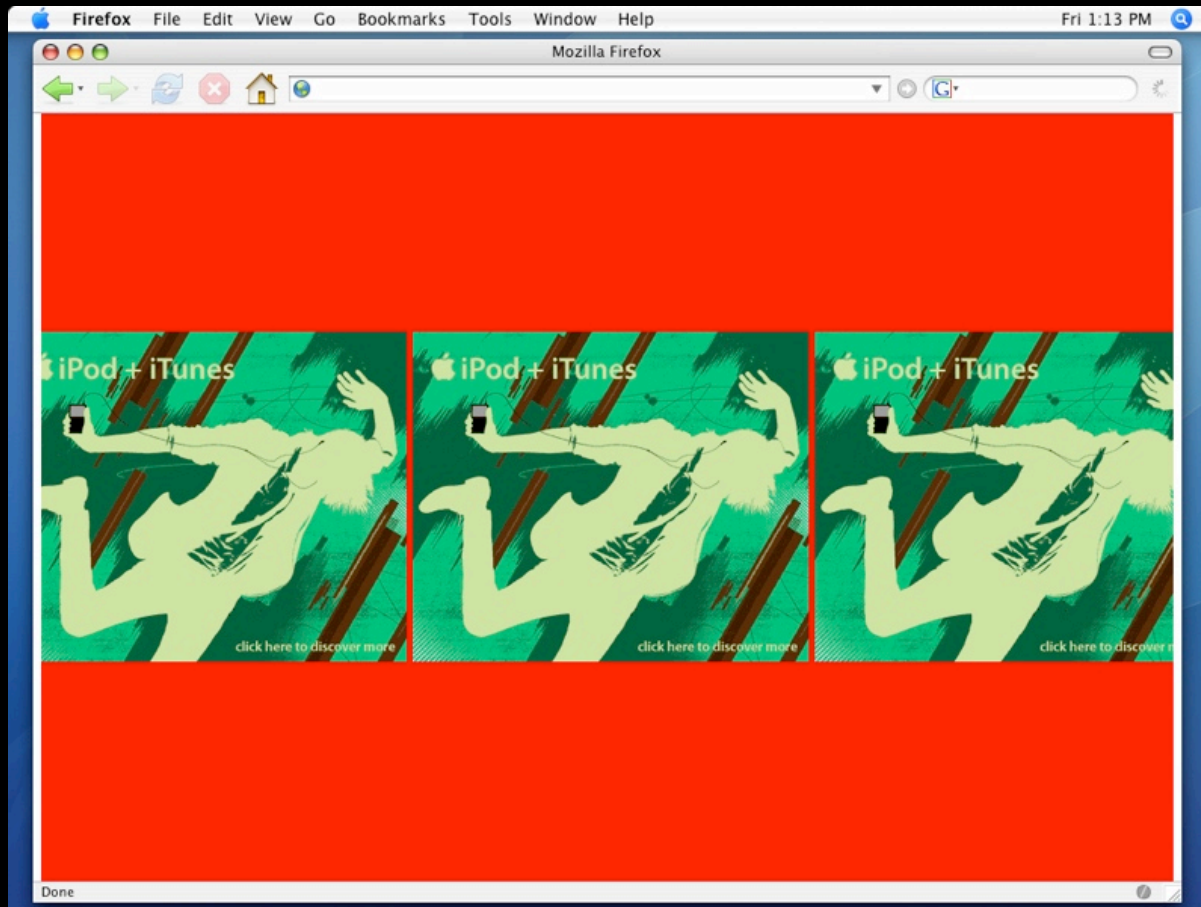
Six columns of two units each.



Unit and Column Math

First Try

Nonconductive Size



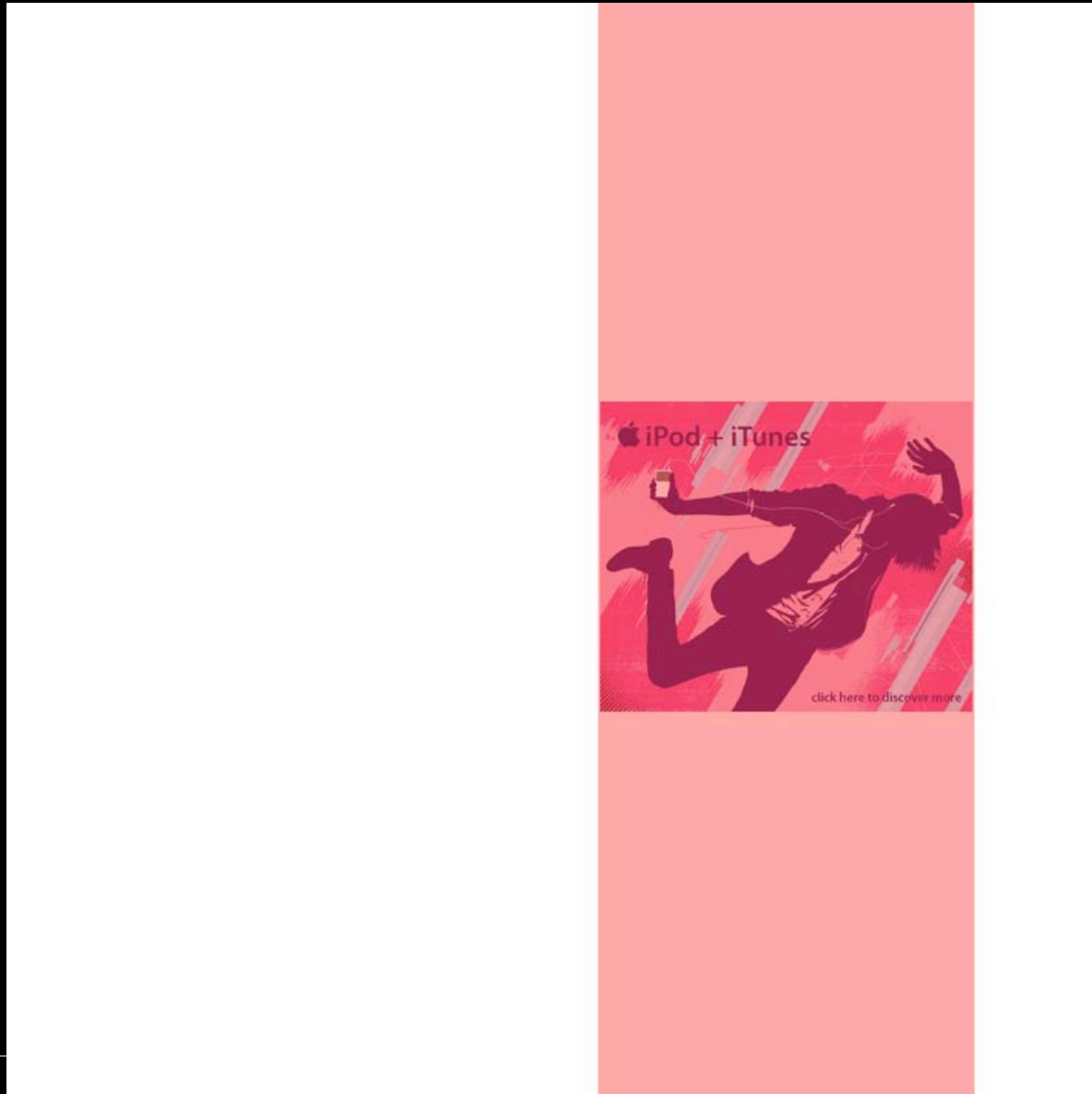
Unfortunately, three Big Ads will *not* fit within our 960 px width.

Canvas - ((Total Units -1) x Gutter) ÷ Total Units = Unit

950 - ((16 -1) x 10) ÷ 16 = Unit

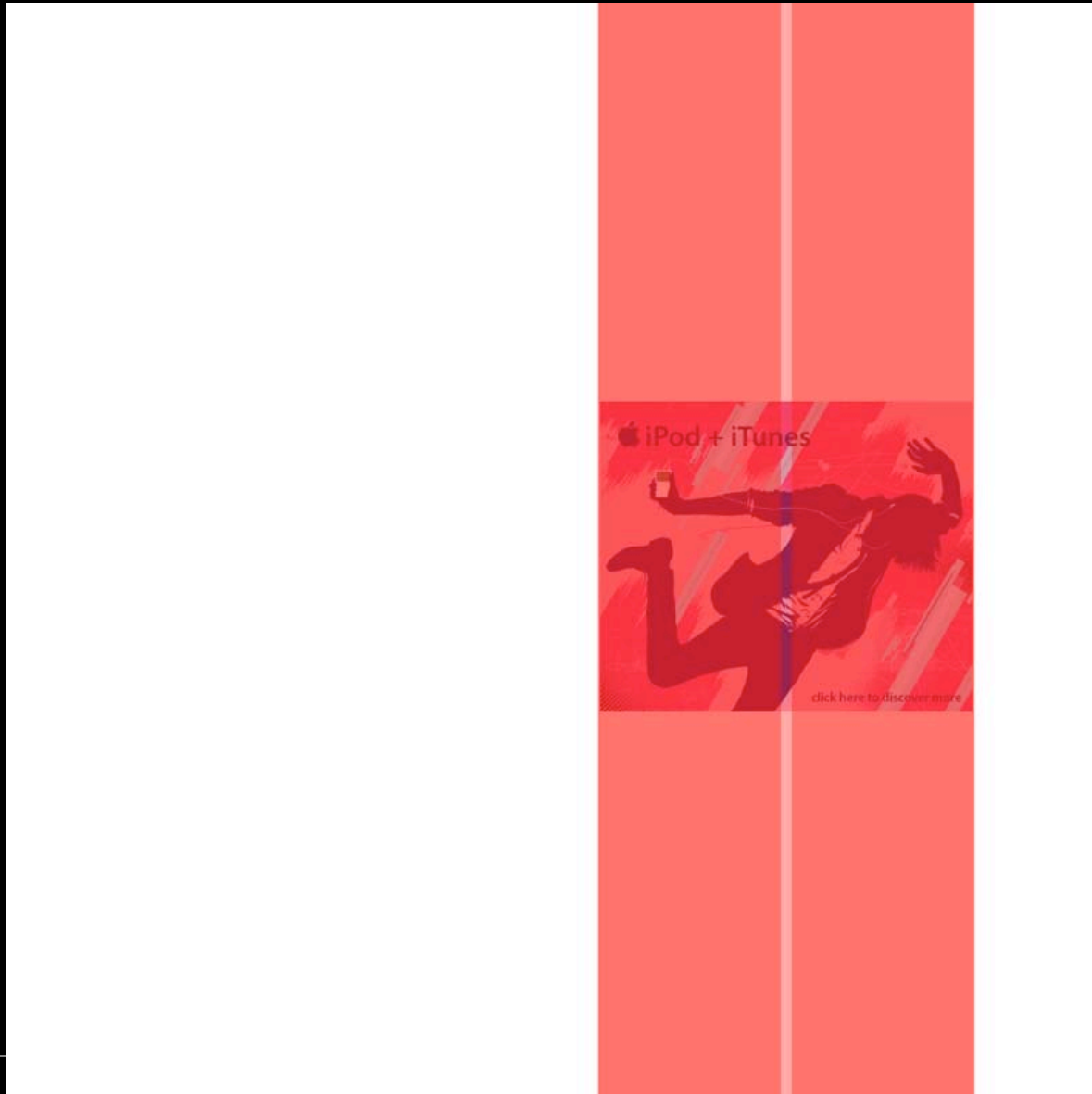
(Don't worry about doing it this way.)

Round-up the Ad Column



Round up the ad unit column to an even 340 px width.

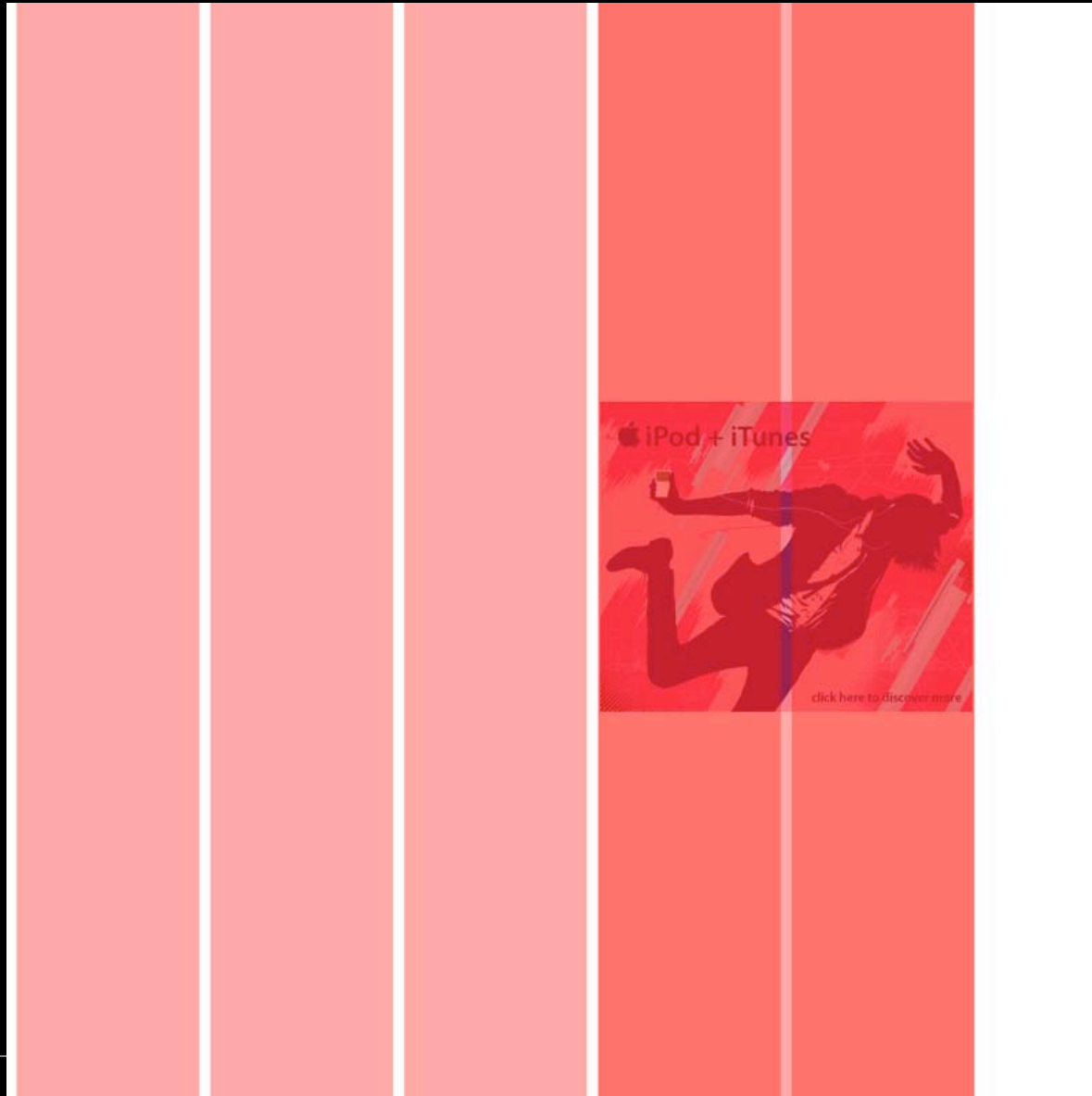
Divide the Ad Column



Divide the ad column into two units of 165 px each, with a 10 pixel gutter.

$$(340 - 10) \div 2 = 165$$

Extrapolate Units



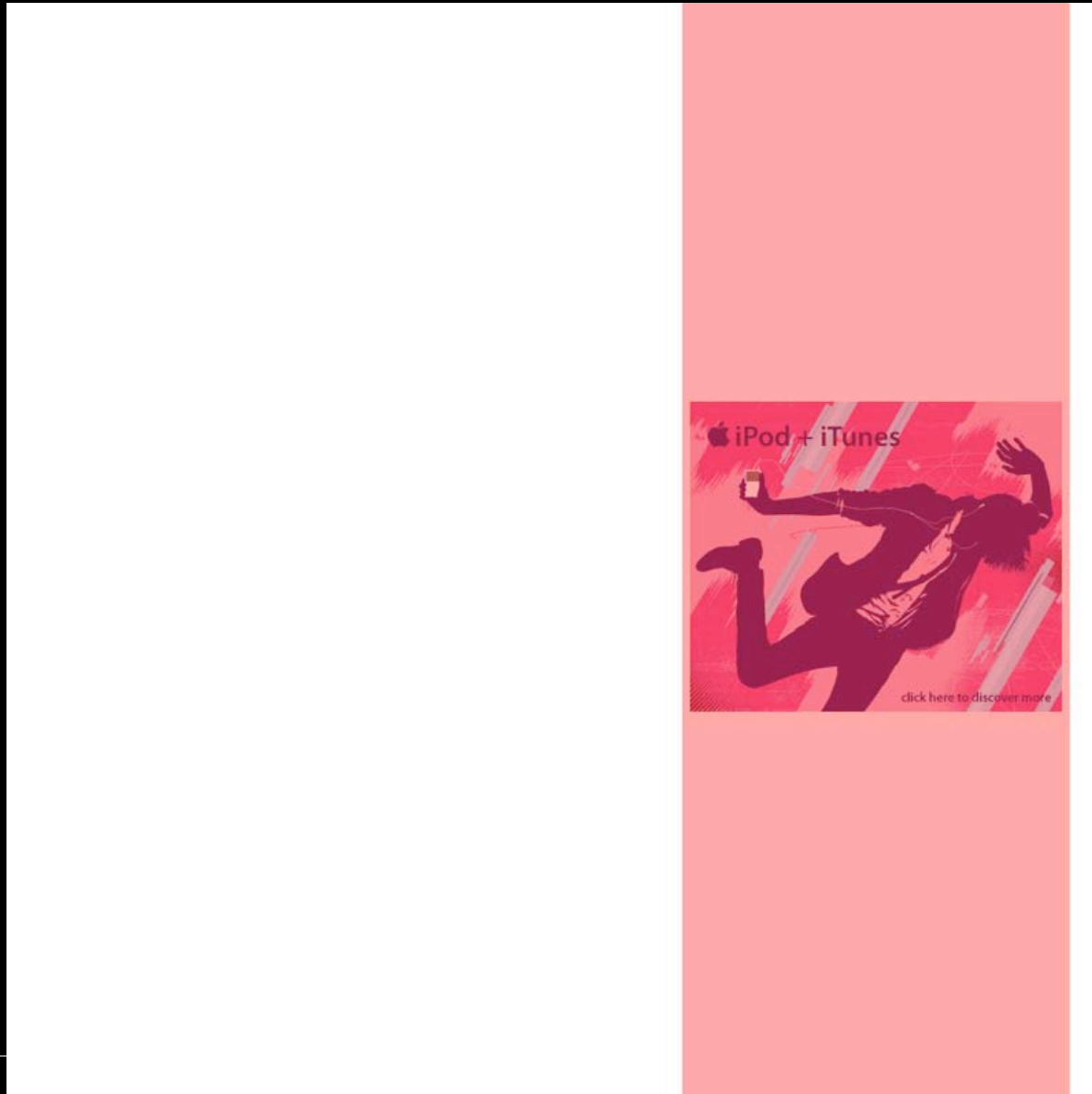
Yields 5 units of 165 px each for a total width of just 865 px.

These could be subdivided into 10 units but a 10 unit grid is difficult to work with.



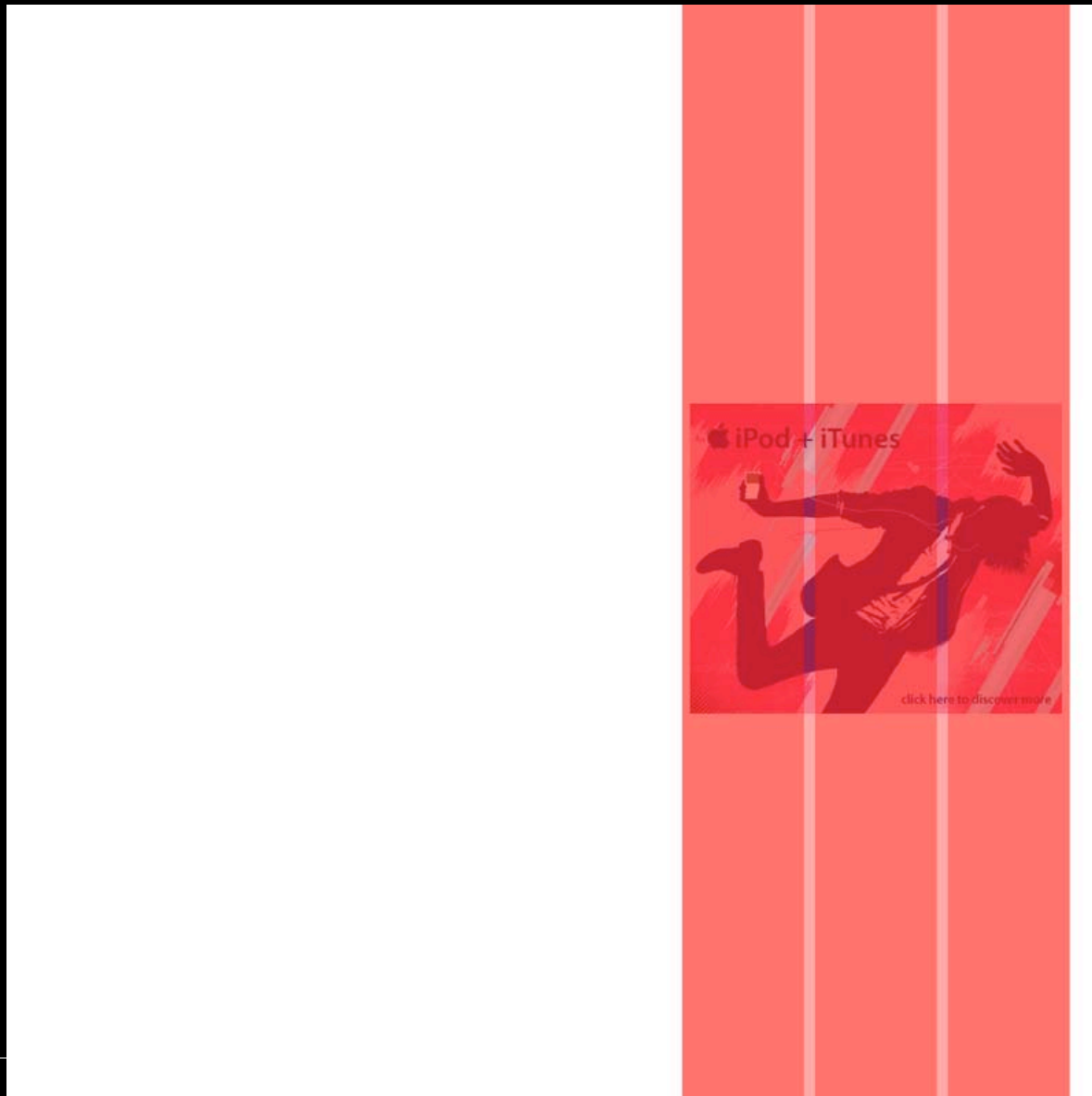
Second Try

Round-up the Ad Column



This time round up higher to 350 px width.

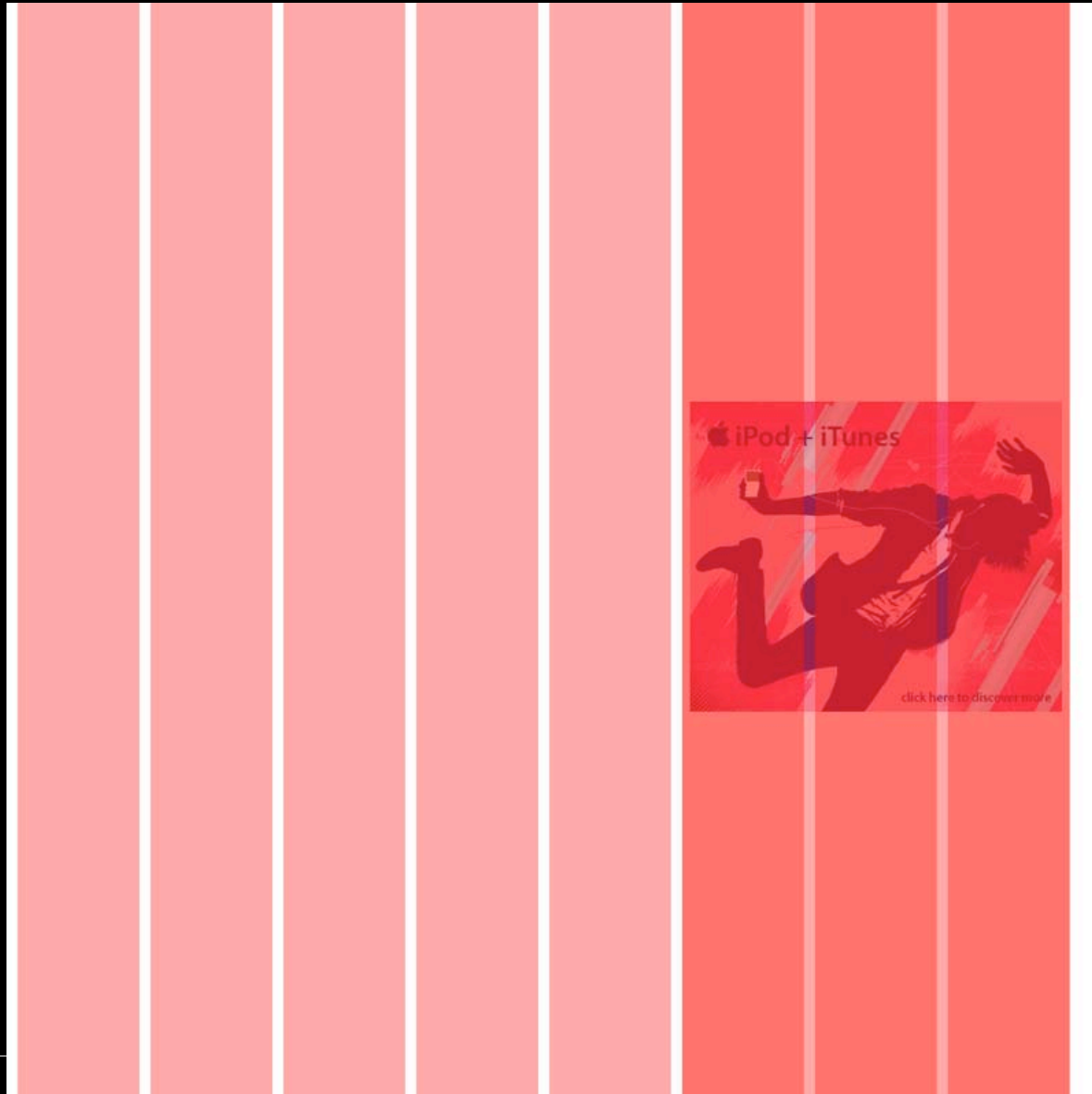
Divide the Ad Column



Divide by three this time, with two 10 px gutters, for 110 px units.

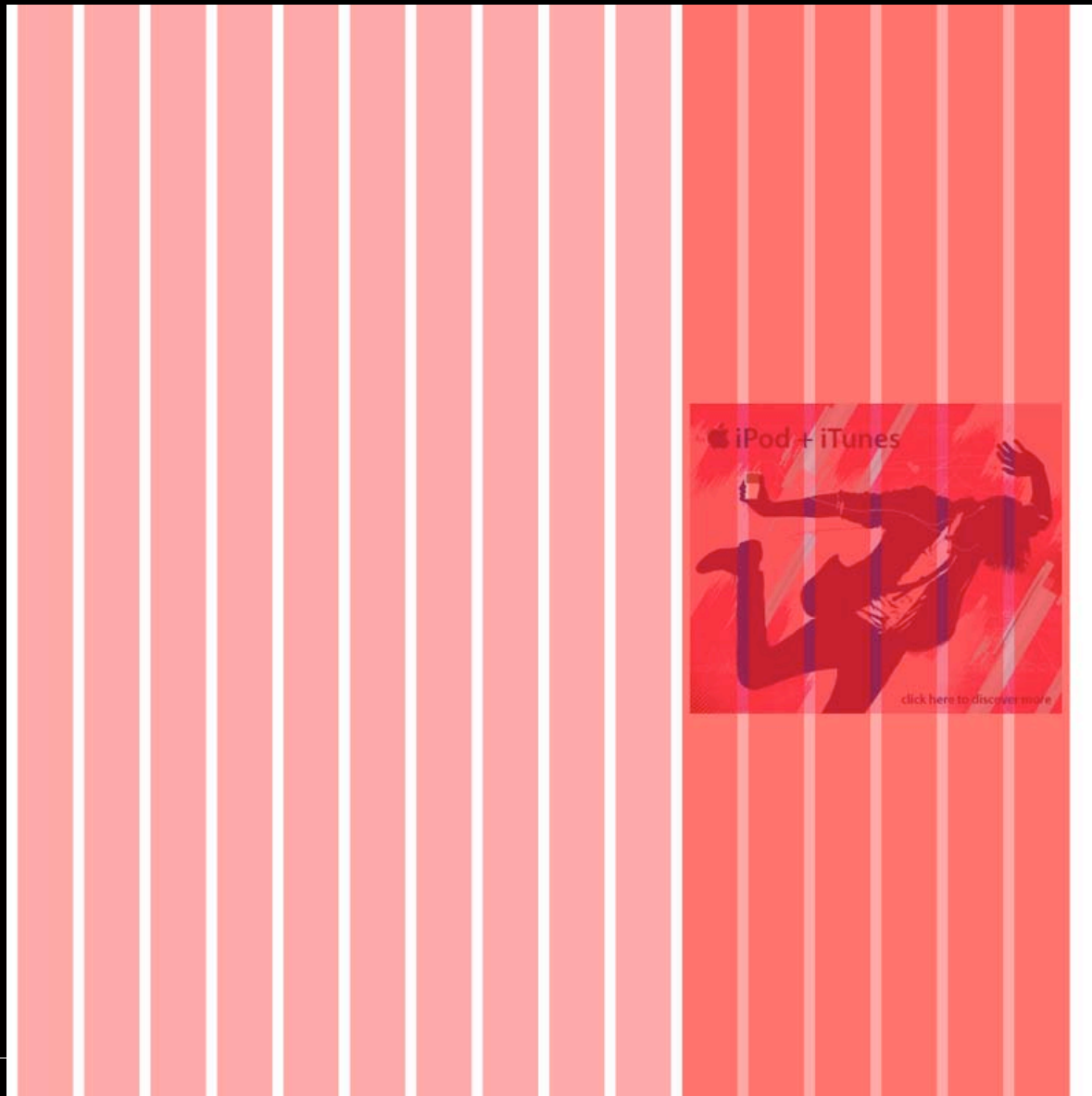
$$(350 - (2 \times 10)) \div 3 = 110$$

Extrapolate Units



Yields 8 units of 110 px each for a total width of 950 px.

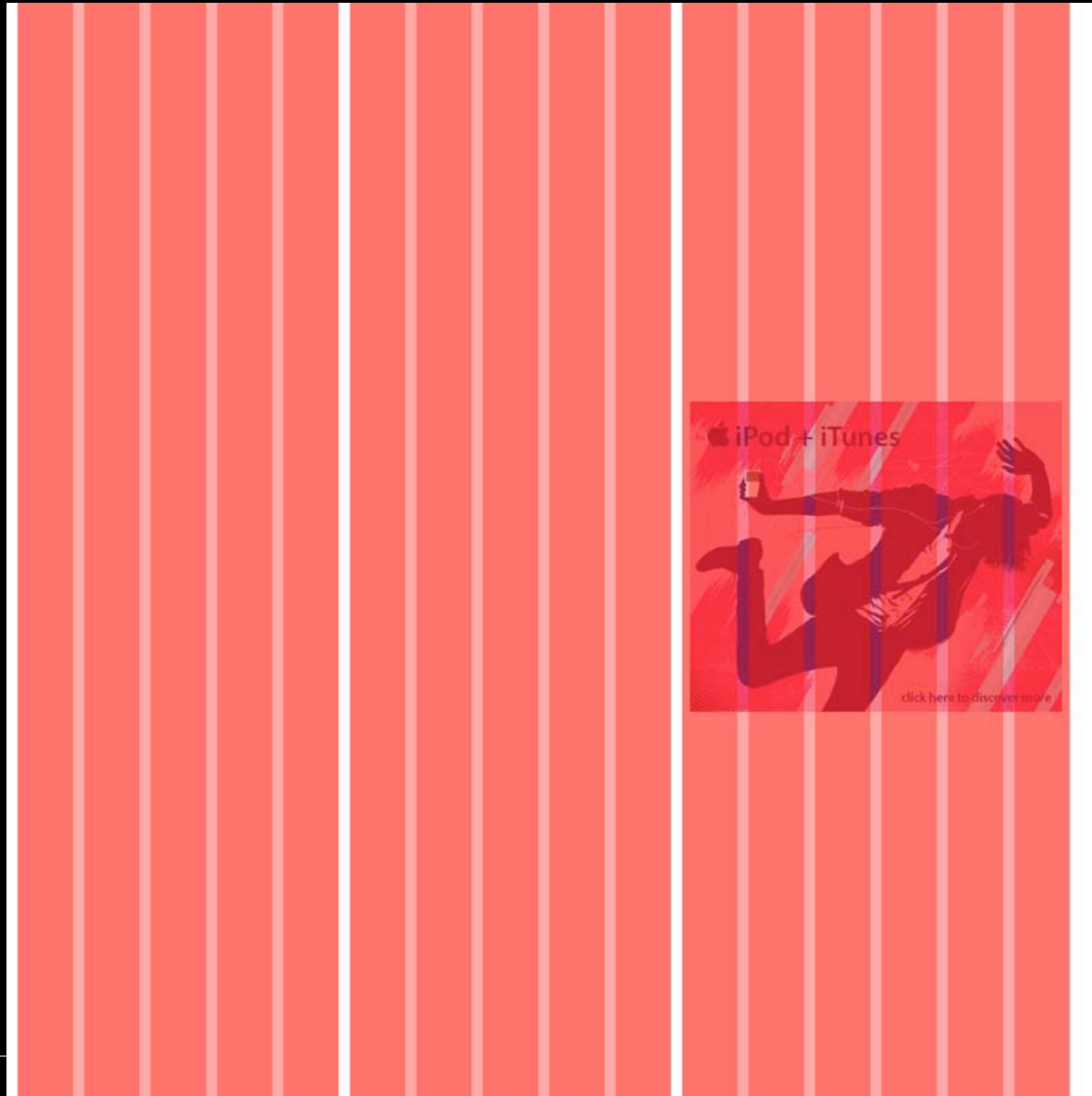
Subdivide the Units



Eight units is a good number, but we can subdivide it even further into a 16-unit grid for added flexibility.

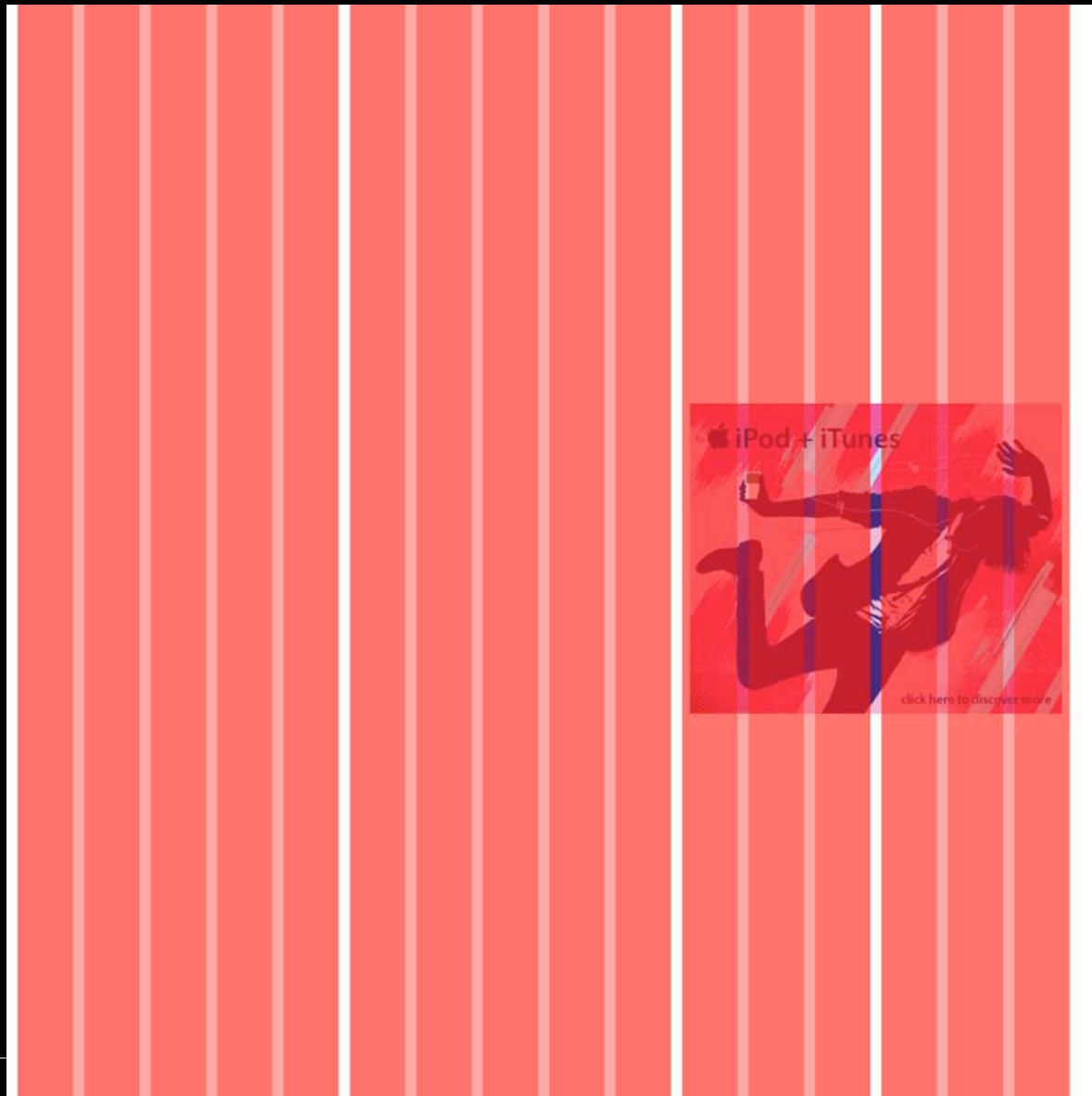
These units are 50 px wide

Consolidate Units into Columns



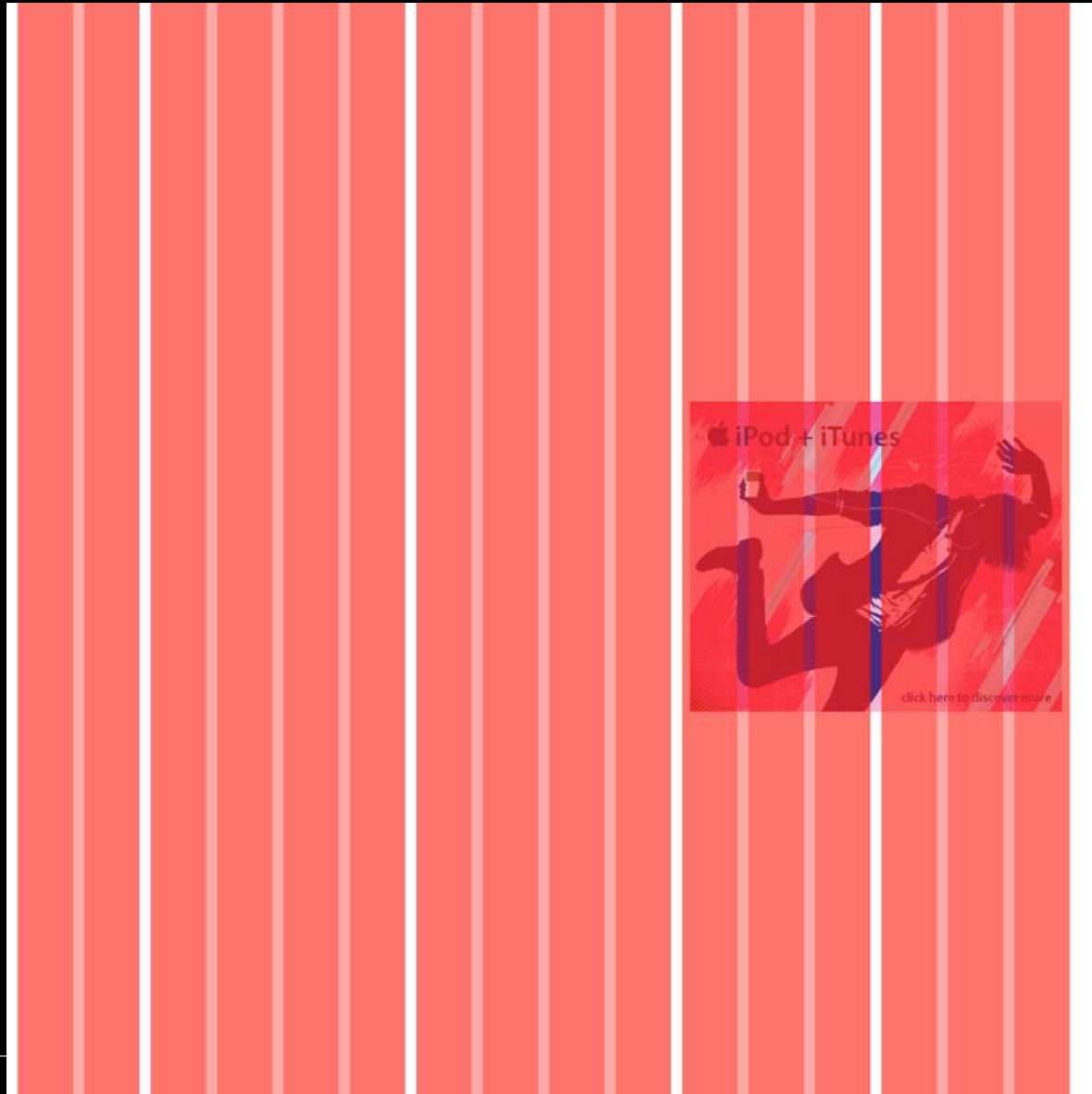
A 16-unit grid allows us to create two equal columns in the left region.

Creating Smaller Columns



And to subdivide the right region into 2 or 3 columns.

Left Navigation

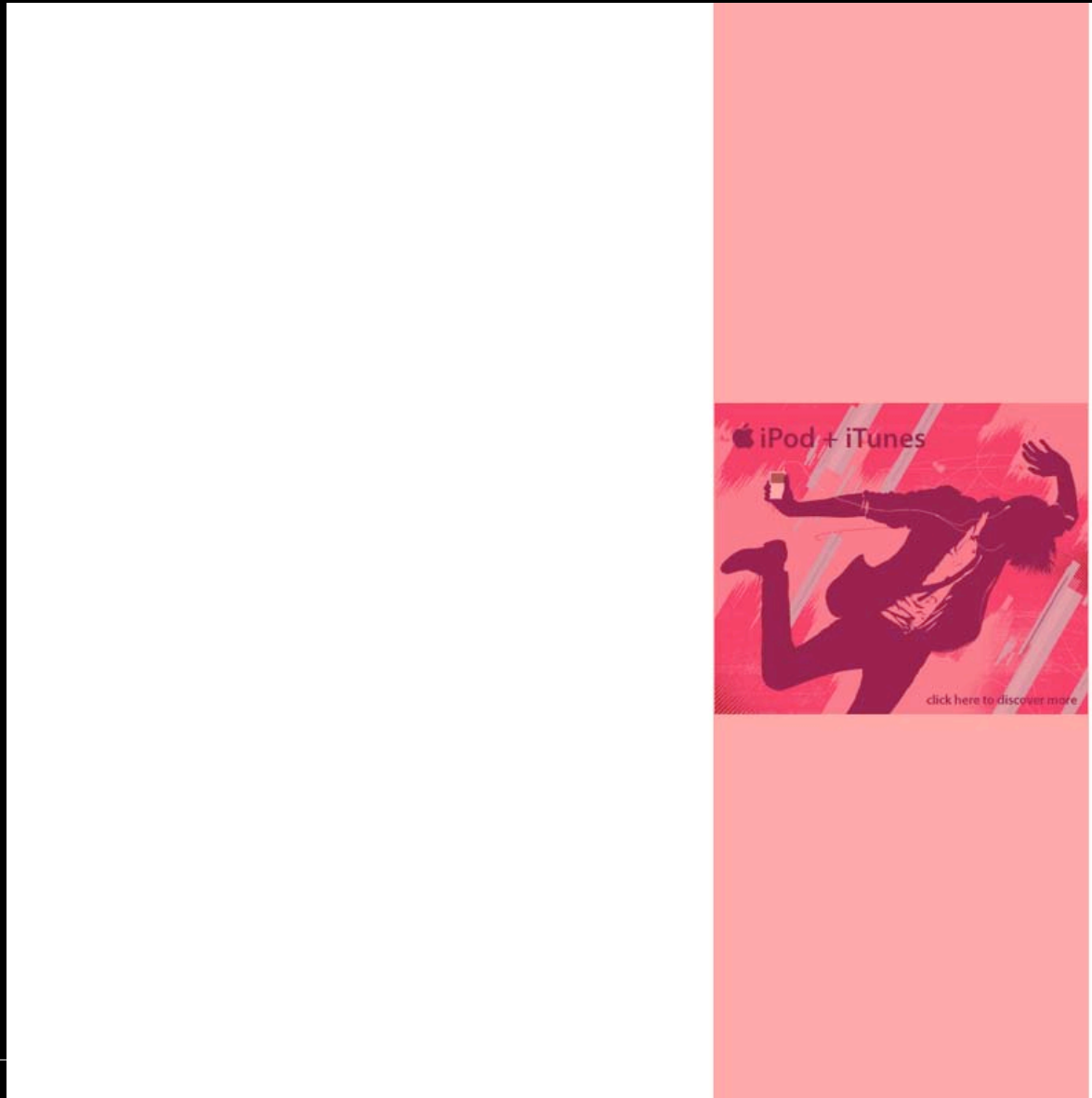


We can also carve out 2 units at the left to create a left-navigation.



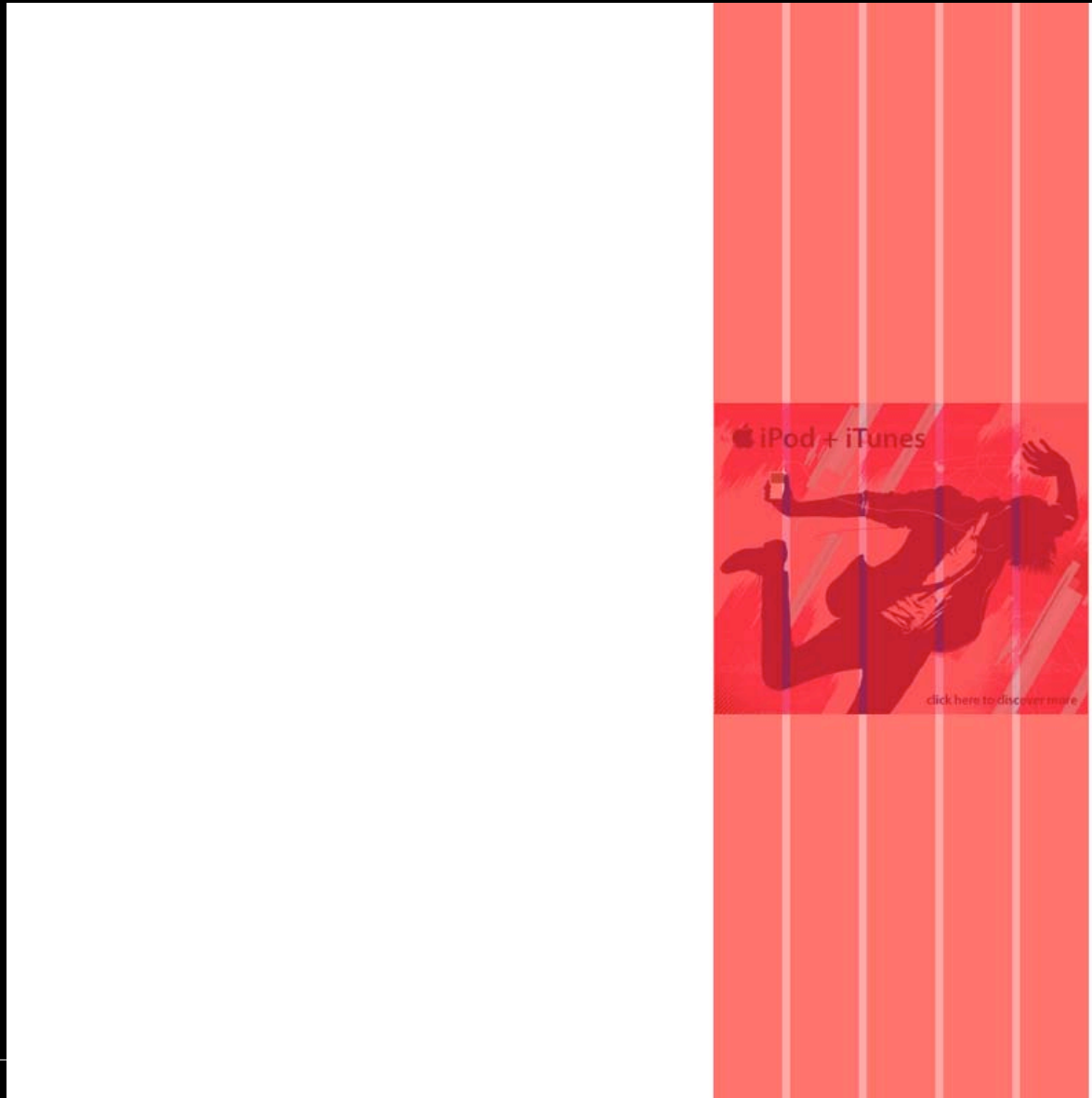
Third Time's the Charm

Round-up the Ad Column



For a tighter look, we can round up the ad unit to 338 px.

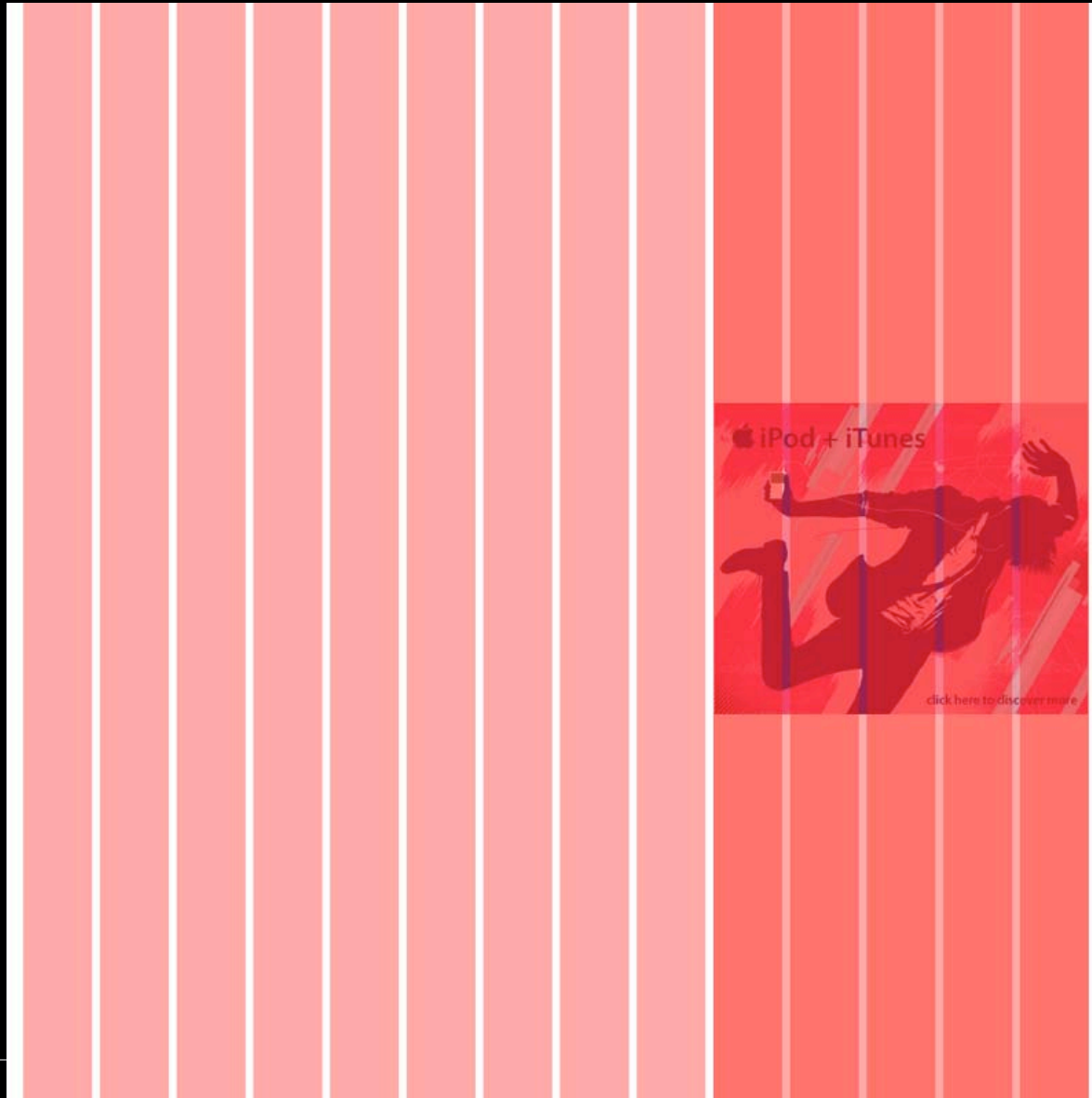
Divide the Ad Column



Divide by five this time, with four 7 px gutters, for 62 px units.

$$(338 - (4 \times 7)) \div 5 = 62$$

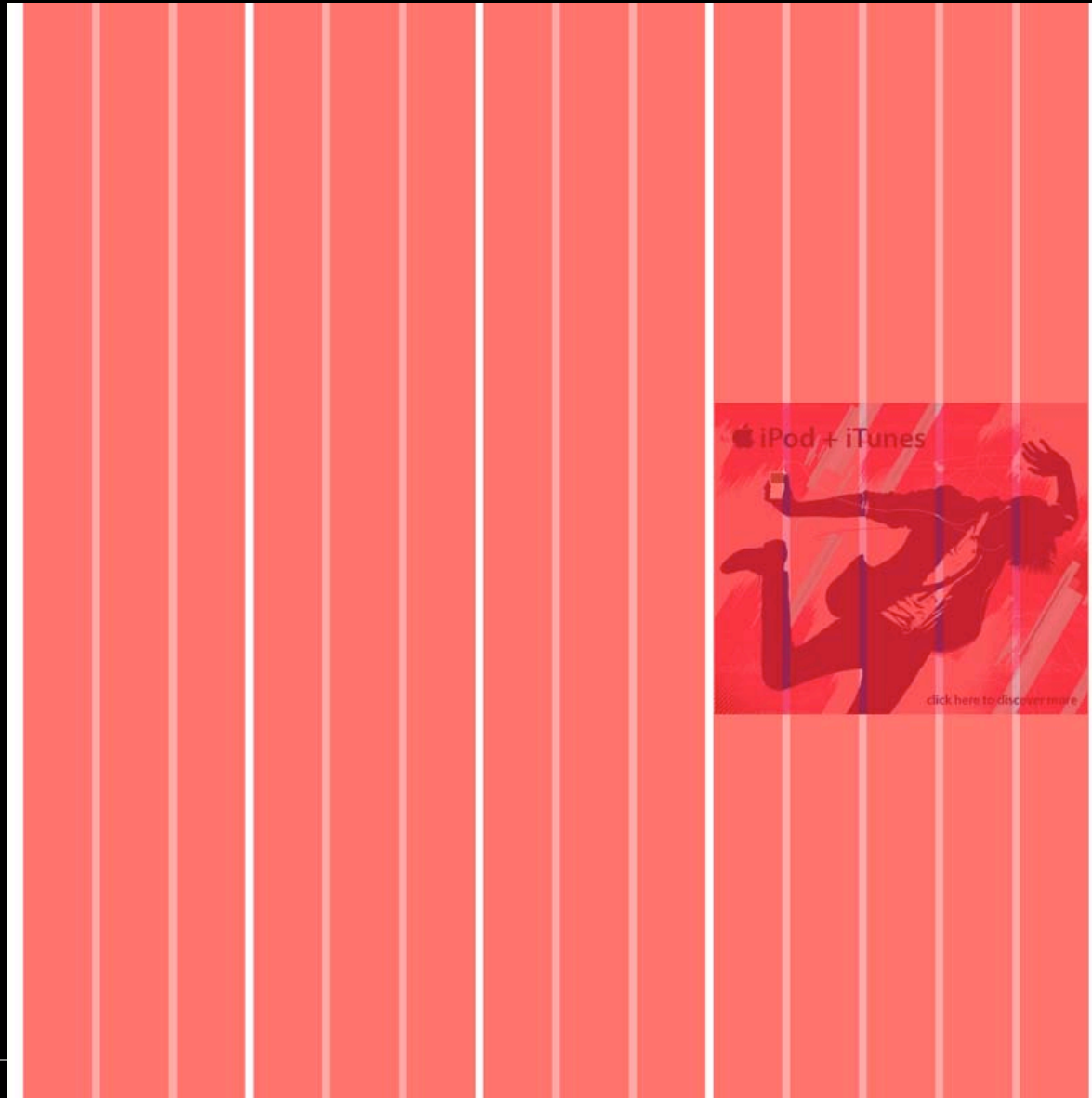
Extrapolate Units



Yields 14 units of 62 px each for a total width of 959 px.

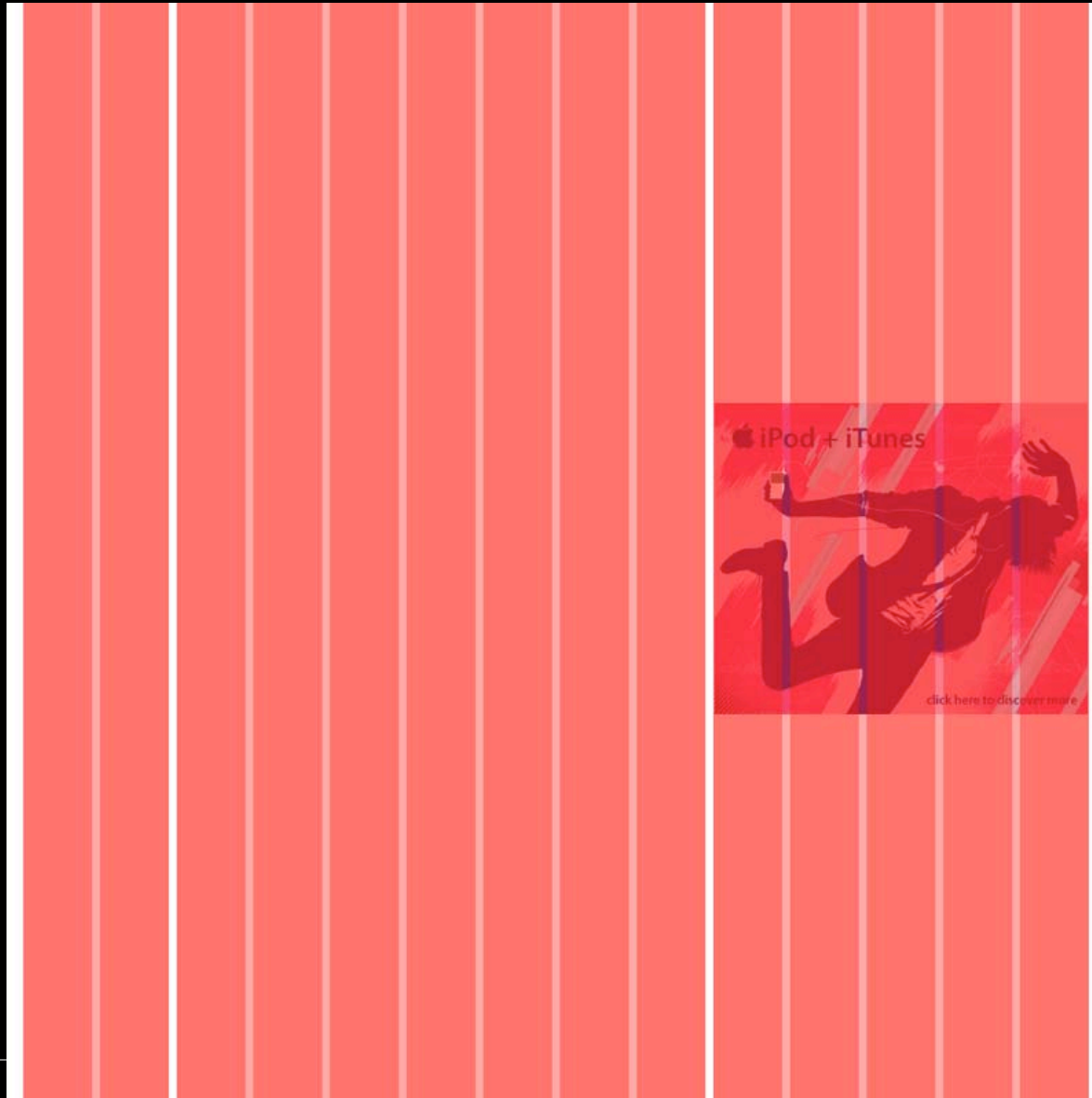
Fourteen is a strange number, but sometimes that makes things more interesting.

Consolidate Units into Columns



Allows the left region to be consolidated into 3 columns.

Left Navigation



Also allows for a slightly wider and more substantial left-hand navigation column.

The Grid Is Done



Time to design.

Layout



Header

Yeeaahh!



Search Region



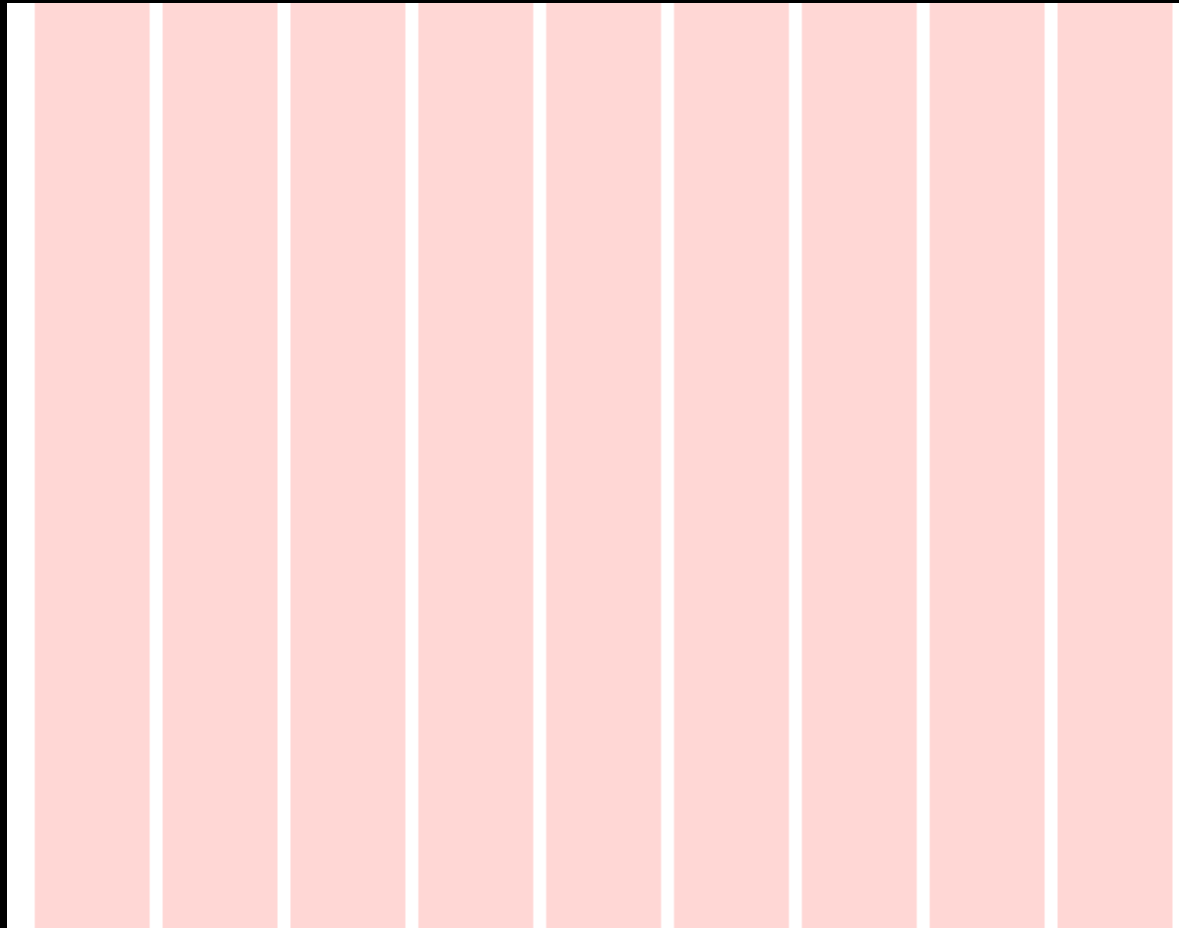
Yeeaahh!



Use the balance of the logo area for a search region.

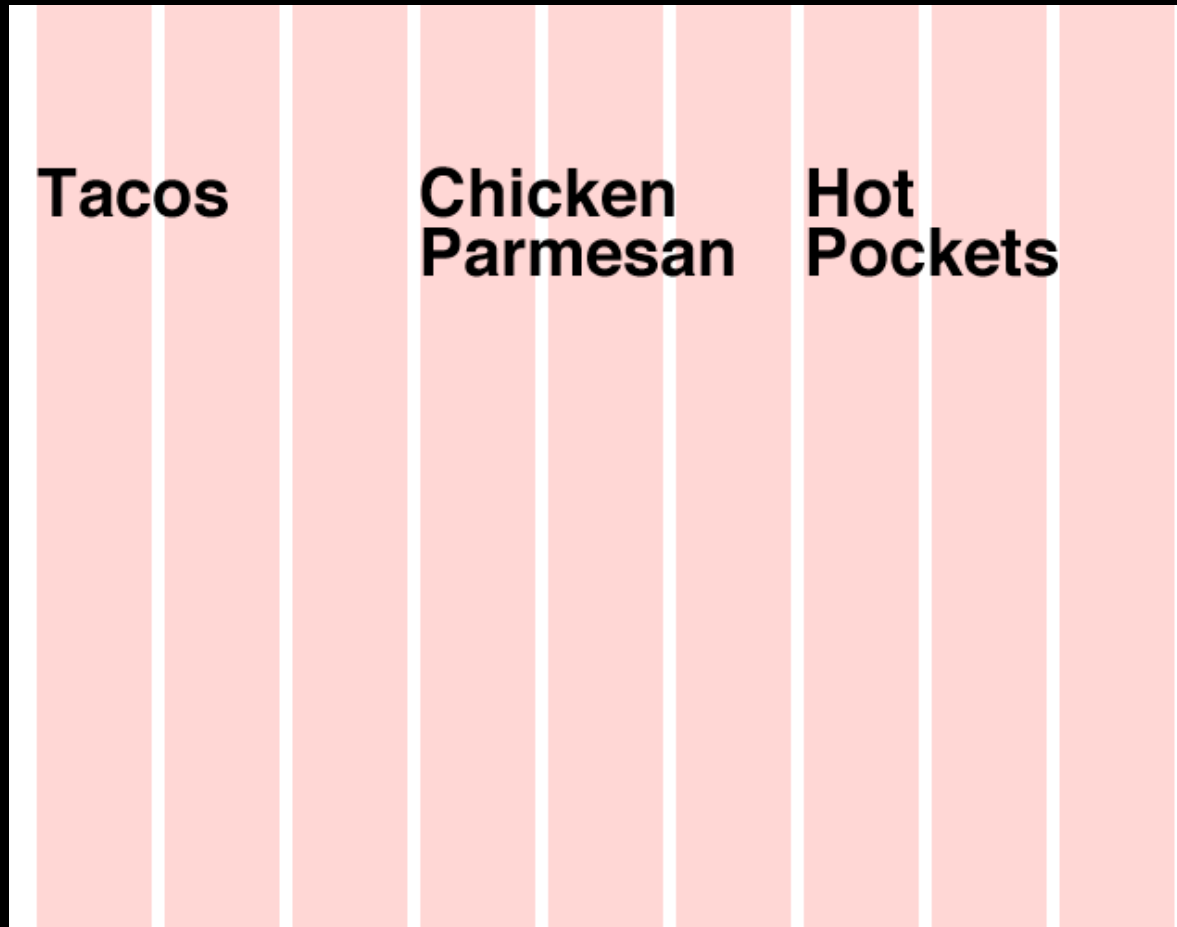
The Box Model

Grid Usage



Using a grid isn't quite as simple as just lining elements up along its edges.

Example



Let's typeset three elements on a 9-unit grid.

The instinct is to left-align each right on the edge of each column.

Add Grid Lines



Tacos			Chicken Parmesan			Hot Pockets		
--------------	--	--	-----------------------------	--	--	------------------------	--	--

Divide the columns with simple rules.

Visual Tightness



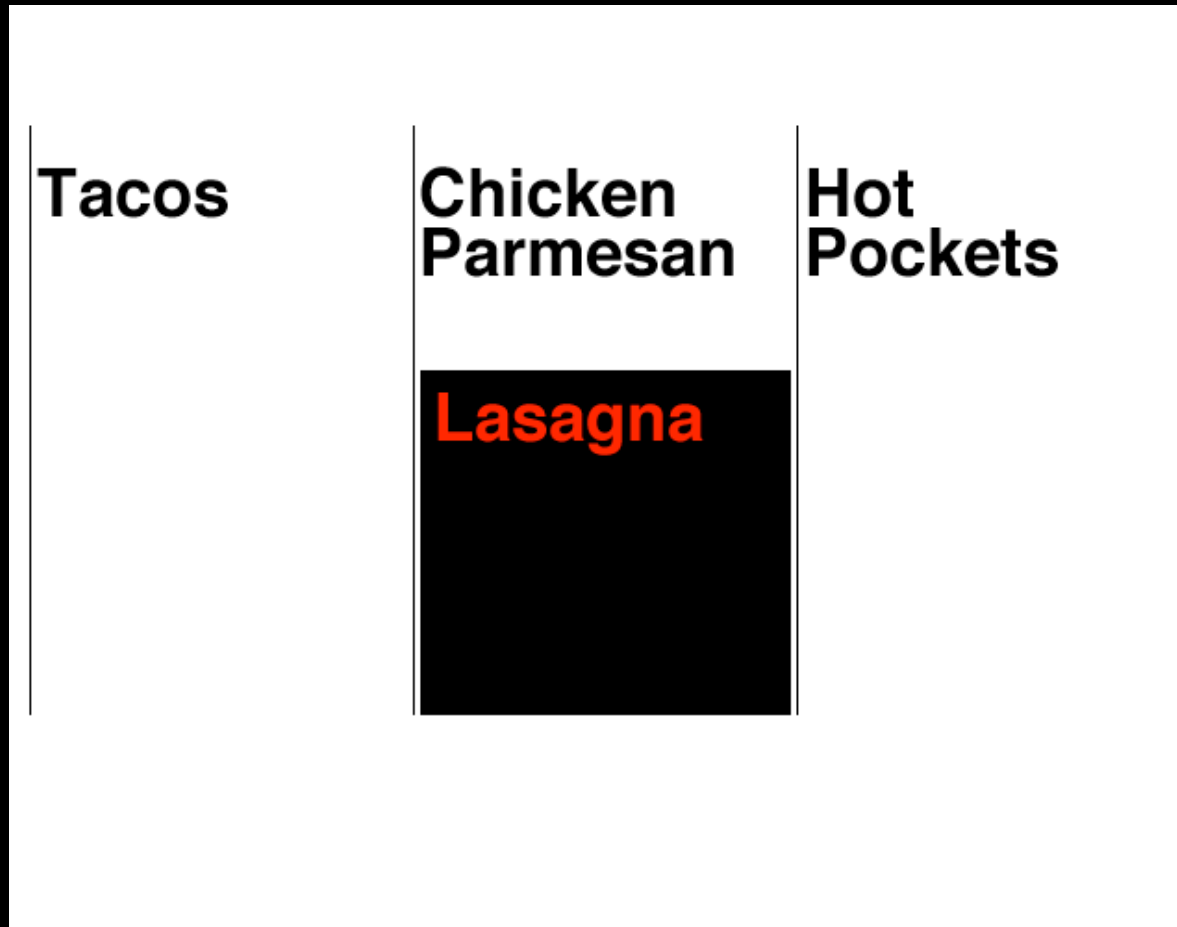
Such strict adherence to the grid causes visual tension.

Tacos

**Chicken
Parmesan**

**Hot
Pockets**

Another Problem



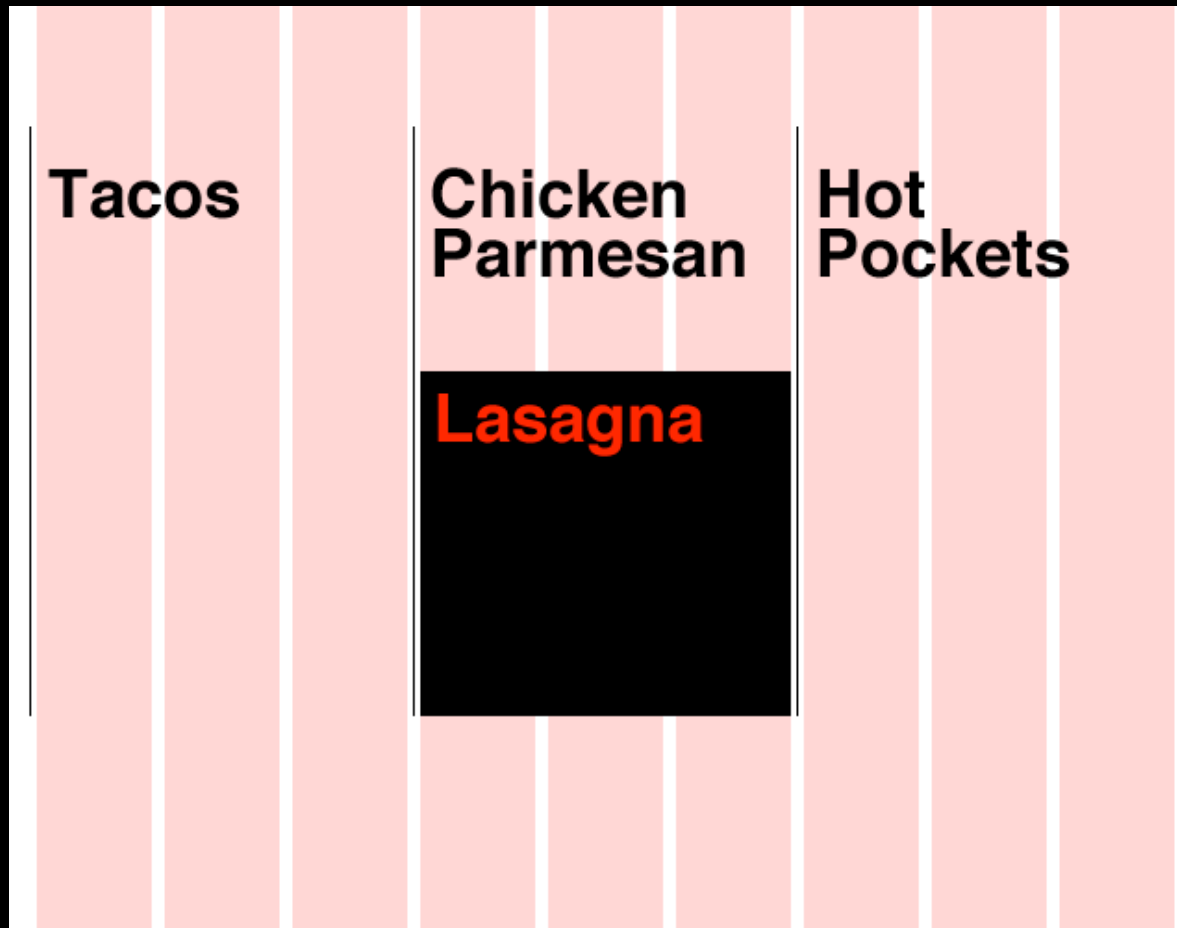
What happens when type needs to be inset inside a box?

Tacos	Chicken Parmesan	Hot Pockets
	Lasagna	

In digital media, those boxes are often behavior. That is, they may or may not appear persistently.

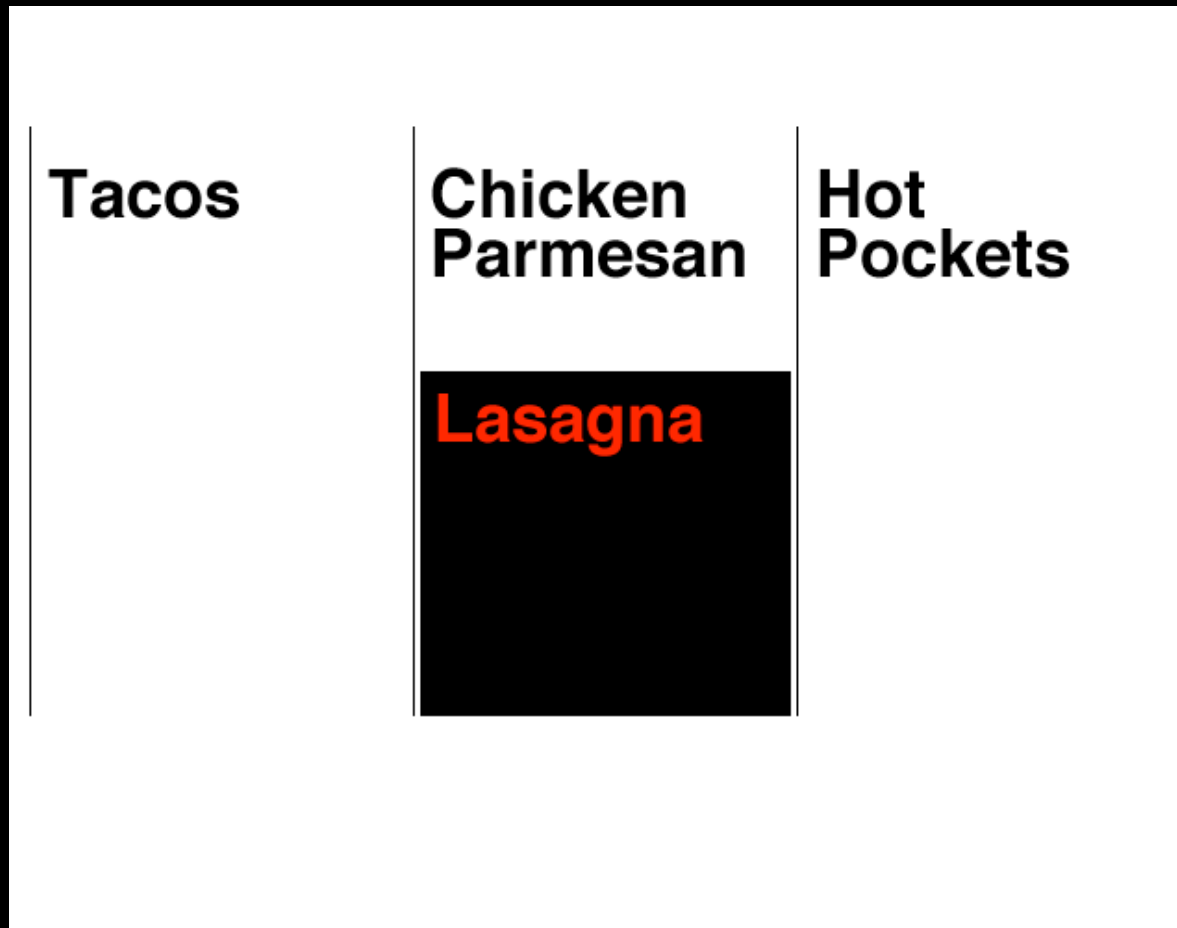
When they're not there, it can cause visual misalignment.

Correcting Alignment



The answer is to assume some sort of inset for all elements.

Visual Consistency



This achieves visual consistency up regardless of whether text is inset, and allows breathing room next to the grid lines.

Tacos

**Chicken
Parmesan**

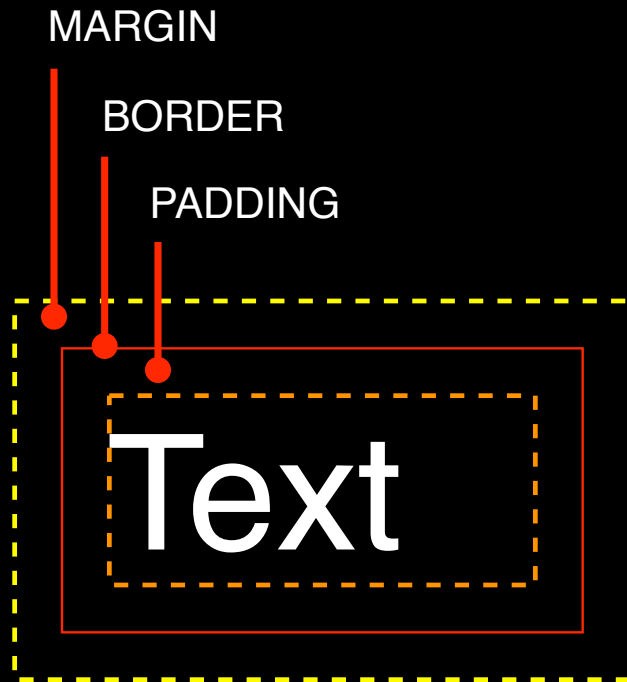
**Hot
Pockets**

Lasagna

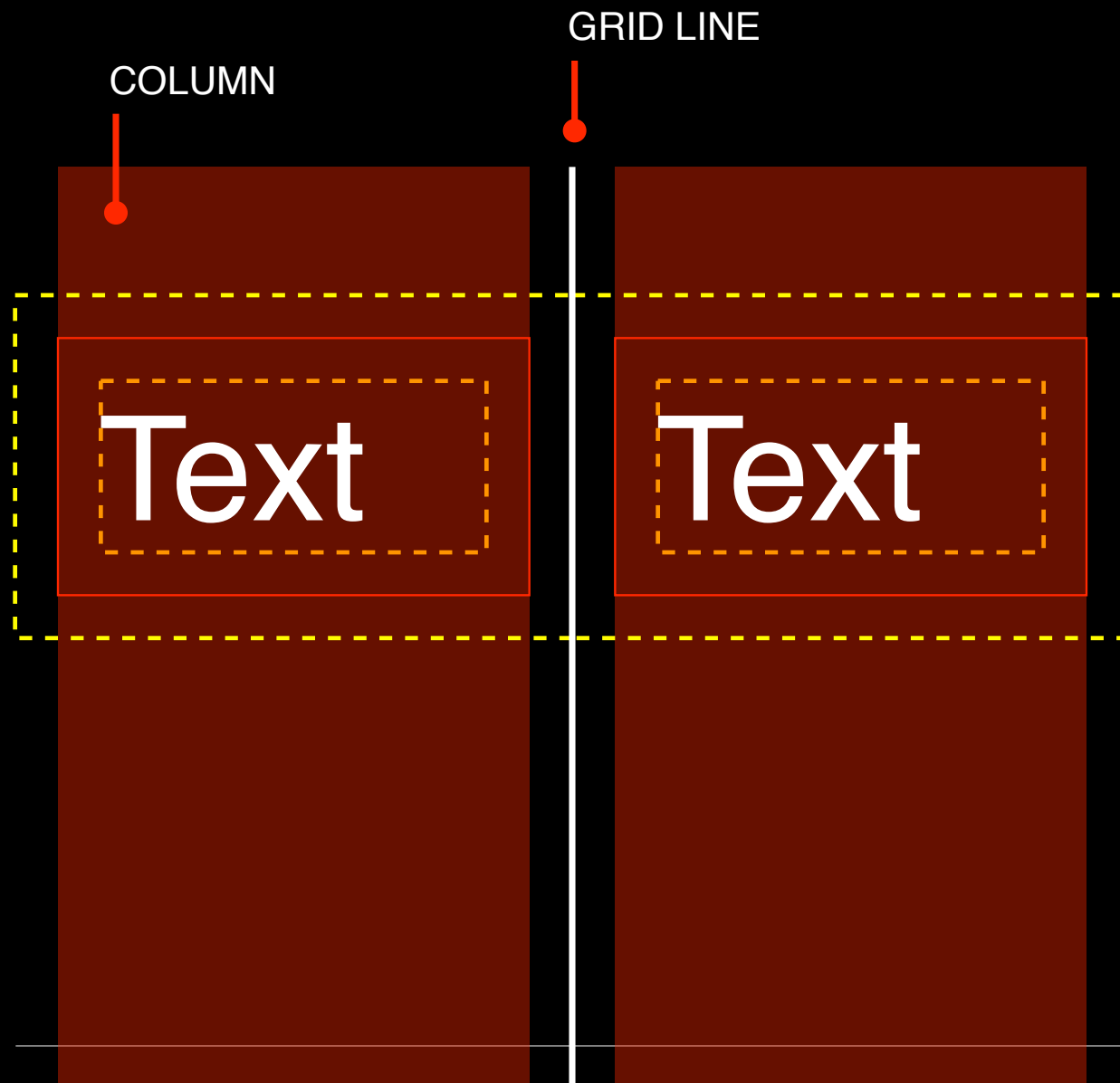
The Box Model



It's actually useful to use the **CSS box model** as a model for imagining the visual space around any element.



The Box Model in Practice





[Back to Search](#)

Yeeaahh!



Yeeaahh!

Search

Local Search



Search Options

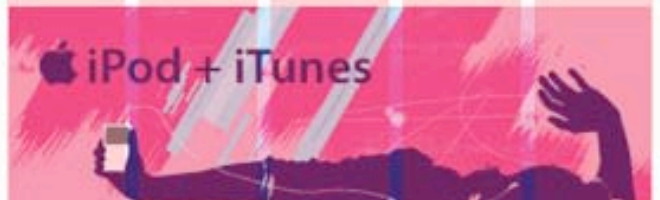


Also need to add search options: **Web, Images, Video, Local, Shopping** and **More**.

Yeeaahh!

Search

Local Search



Options Aligned on the Grid



Admittedly, probably not the most usable display, but it'll do for now.

Yeeaahh!

Search

[Web](#)

[Images](#)

[Local](#)


[Shopping](#)

[More](#)



Local events, listings and more...

Local Search

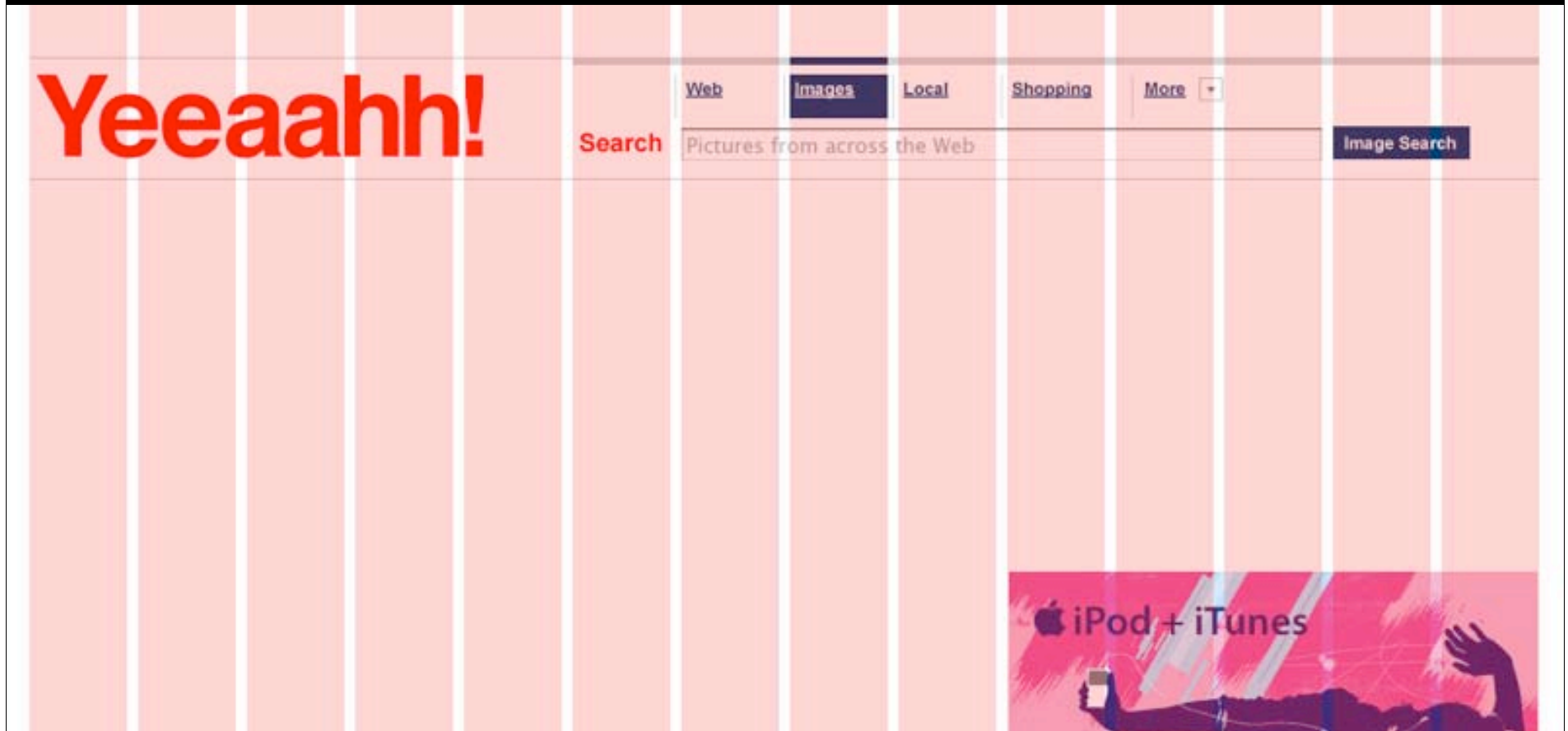
 iPod + iTunes



Roll-over Behavior

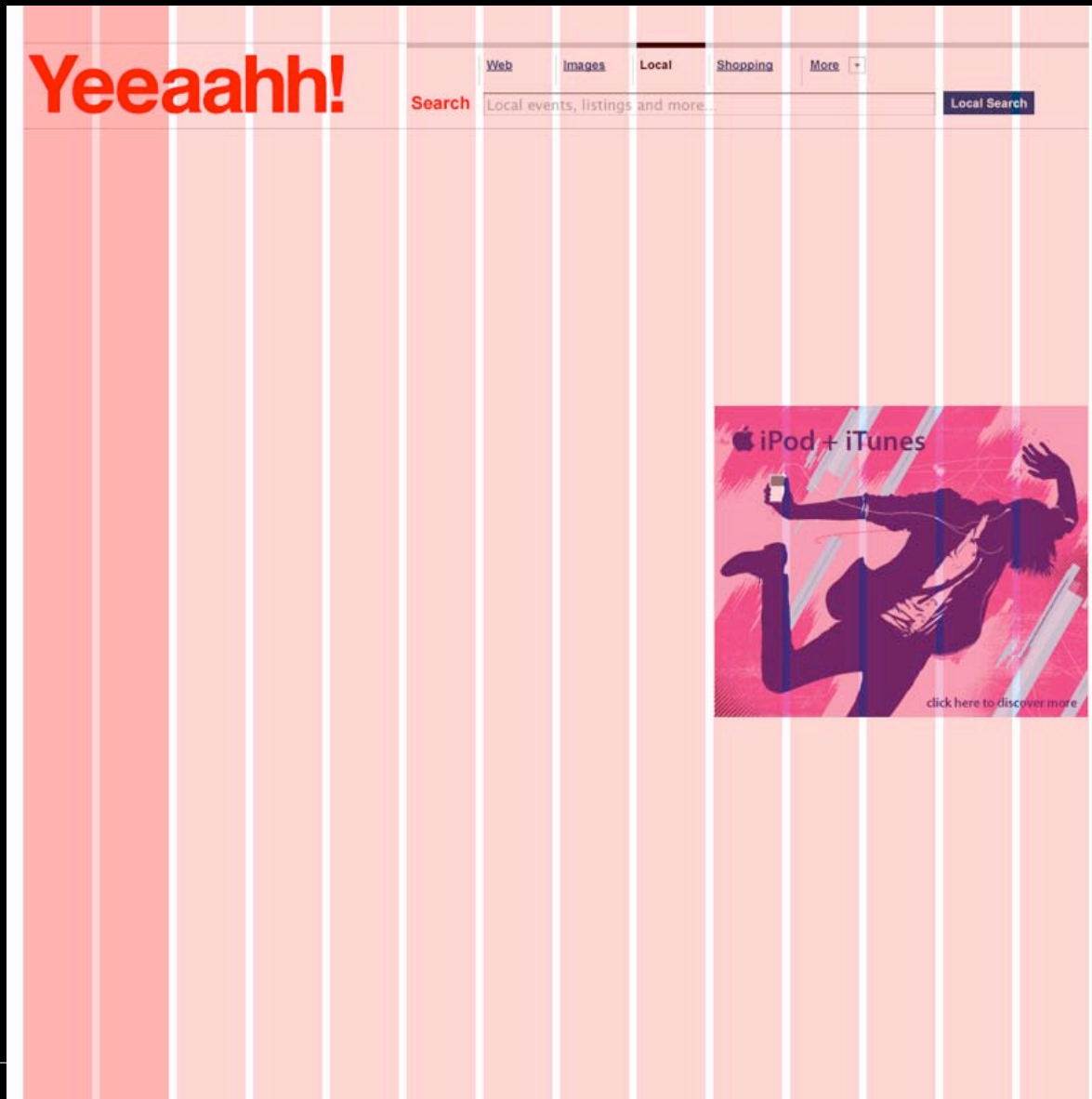


Note the roll-over state aligns with the grid.



Navigation (and Framing)

Left-Hand Navigation Column



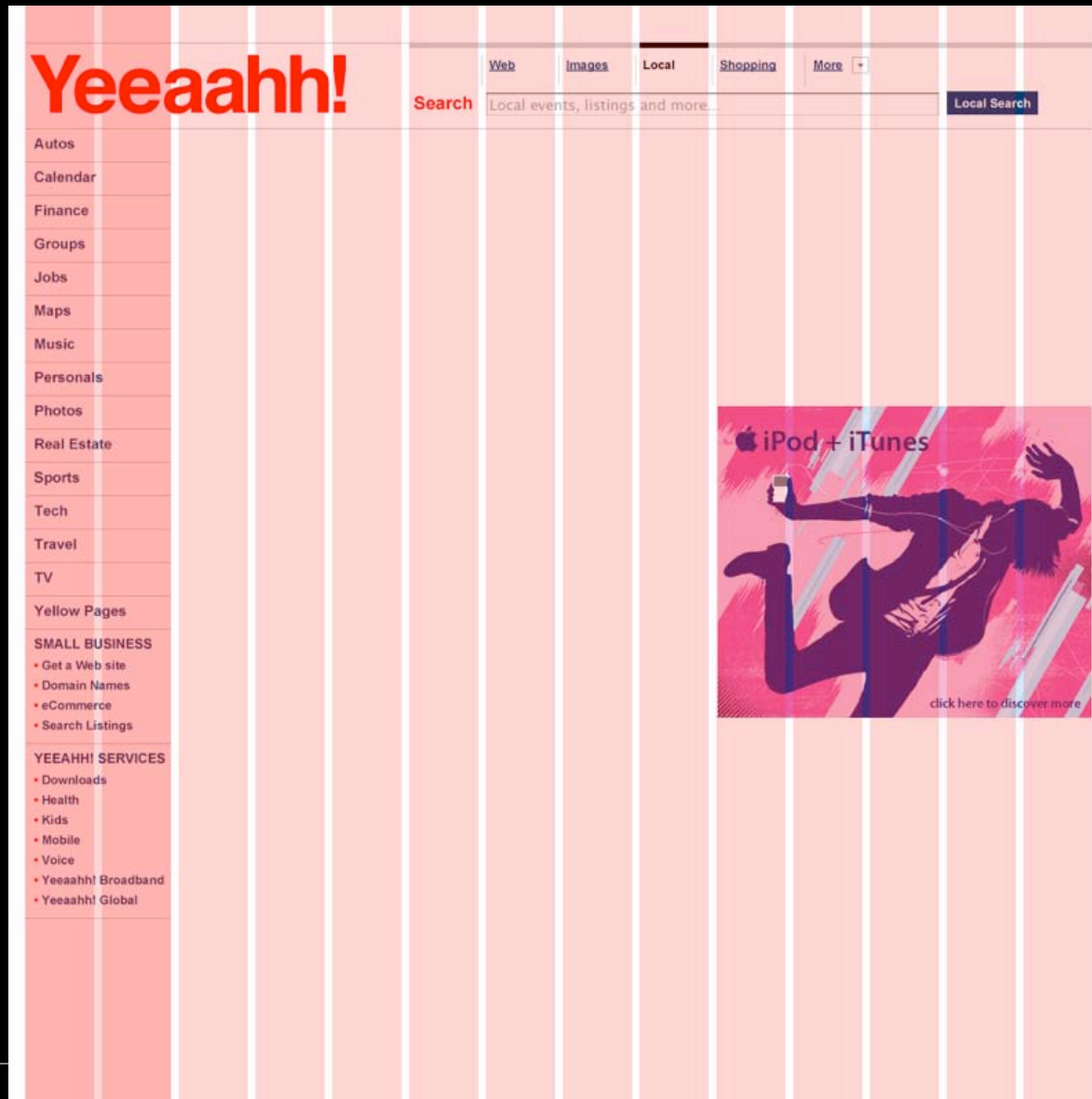
Consolidate two units to form the left-hand navigation column.

Nav Items in Place



The screenshot shows the Yeeaaahh! website interface. At the top left is the logo 'Yeeaaahh!' in a large, bold, red font. To its right is a search bar with the text 'Search Local events, listings and more...' and a 'Local Search' button. Below the search bar is a horizontal navigation menu with tabs for 'Web', 'Images', 'Local', 'Shopping', and 'More'. The 'Local' tab is currently selected. On the left side of the page is a vertical navigation menu with the following items: Autos, Calendar, Finance, Groups, Jobs, Maps, Music, Personals, Photos, Real Estate, Sports, Tech, Travel, TV, and Yellow Pages. Below these are two sections: 'SMALL BUSINESS' with links for 'Get a Web site', 'Domain Names', 'eCommerce', and 'Search Listings'; and 'YEEAAHH! SERVICES' with links for 'Downloads', 'Health', 'Kids', 'Mobile', 'Voice', 'Yeeaaahh! Broadband', and 'Yeeaaahh! Global'. In the center of the page is a large advertisement for 'iPod + iTunes' featuring a silhouette of a person dancing and holding a device, with the text 'click here to discover more' at the bottom right of the ad.

Visual Grouping through Rules



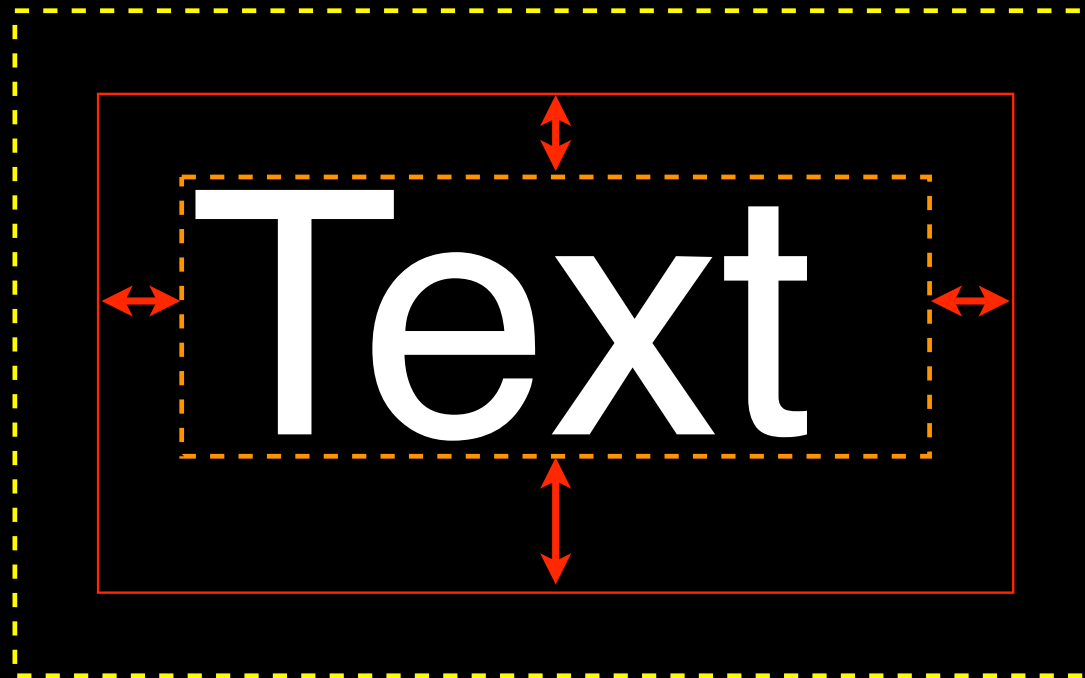
Add rules between most nav items and to visually combine multi-item groups like Small Business and Services together.

Items and Rules

Take a closer look at the placement of rules.

The image shows a screenshot of the Yeeeahh! website's navigation menu. The site's logo, "Yeeeahh!", is prominently displayed in large, bold, red letters at the top left. To the right of the logo is a search bar with the word "Search" in red text. Further right are two links: "Web" and "Images", both underlined. Below the search bar, the text "Local events, listin" is partially visible. The navigation menu is a vertical list of items on the left side of the page, each in a separate row. The items are: Autos, Calendar, Finance, Groups, Jobs, Maps, Music, Personals, Photos, Real Estate, Sports, Tech, Travel, TV, Yellow Pages, SMALL BUSINESS, and YEEAHH! SERVICES. Under "SMALL BUSINESS" and "YEEAHH! SERVICES", there are bulleted lists of sub-items. The background of the page is a light pink color with vertical white stripes.

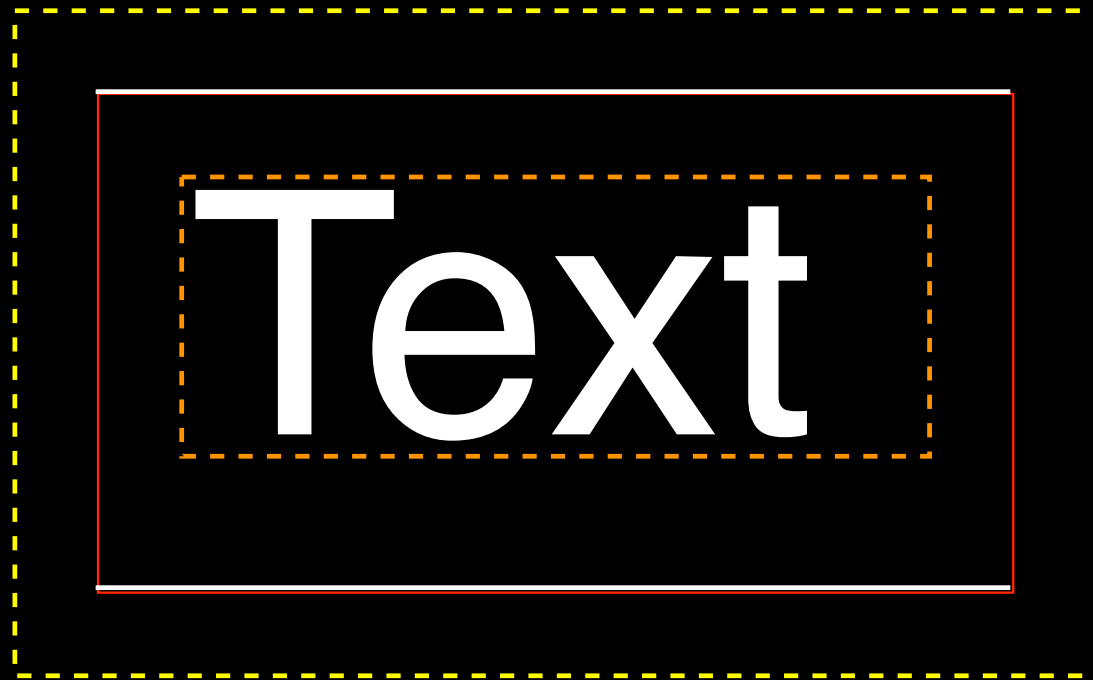
Yeeeahh!	Web	Images
Search	Local events, listin	
Autos		
Calendar		
Finance		
Groups		
Jobs		
Maps		
Music		
Personals		
Photos		
Real Estate		
Sports		
Tech		
Travel		
TV		
Yellow Pages		
SMALL BUSINESS		
• Get a Web site		
• Domain Names		
• eCommerce		
• Search Listings		
YEEAHH! SERVICES		
• Downloads		
• Health		
• Kids		



Every box should be laid out using the same principles as used in **framing**.

Padding for all sides should be **visually equal**. But only the top, right and left padding should be mathematically equal. The bottom should be taller.

Place Rules on the Borders



Visually Balanced



The result is visually
balanced.

Text

Text

The illusion of visual equality is enhanced when elements are stacked.

Text

Items and Rules

Even multi-item groups should be treated the same way.

Photos

Real Estate

Sports

Tech

Travel

TV

Yellow Pages

SMALL BUSINESS

- **Get a Web site**
- **Domain Names**
- **eCommerce**
- **Search Listings**

YEEAHH SERVICES

- **Downloads**
 - **Health**
 - **Kids**
 - **Mobile**
 - **Voice**
 - **Yeeaahh! Broadband**
 - **Yeeaahh! Global**
-

Yeeeahh! [Web](#) [Images](#) [Local](#) [Shopping](#) [More](#)

Search Local events, listings and more...

- Autos
- Calendar
- Finance
- Groups
- Jobs
- Maps
- Music
- Personals
- Photos
- Real Estate
- Sports
- Tech
- Travel
- TV
- Yellow Pages

SMALL BUSINESS

- Get a Web site
- Domain Names
- eCommerce
- Search Listings

YEEAAHH! SERVICES

- Downloads
- Health
- Kids
- Mobile
- Voice
- Yeeeahh! Broadband
- Yeeeahh! Global

Apple iPod + iTunes

click here to discover more



Widgets

Widgets



Hi, **Khoi** Sign Out

 Mail 49 New	 Messenger	 Radio
 Weather 28°F	 Local	 Horoscopes

Hidden Functionality



Hi, **Khoi** Sign Out

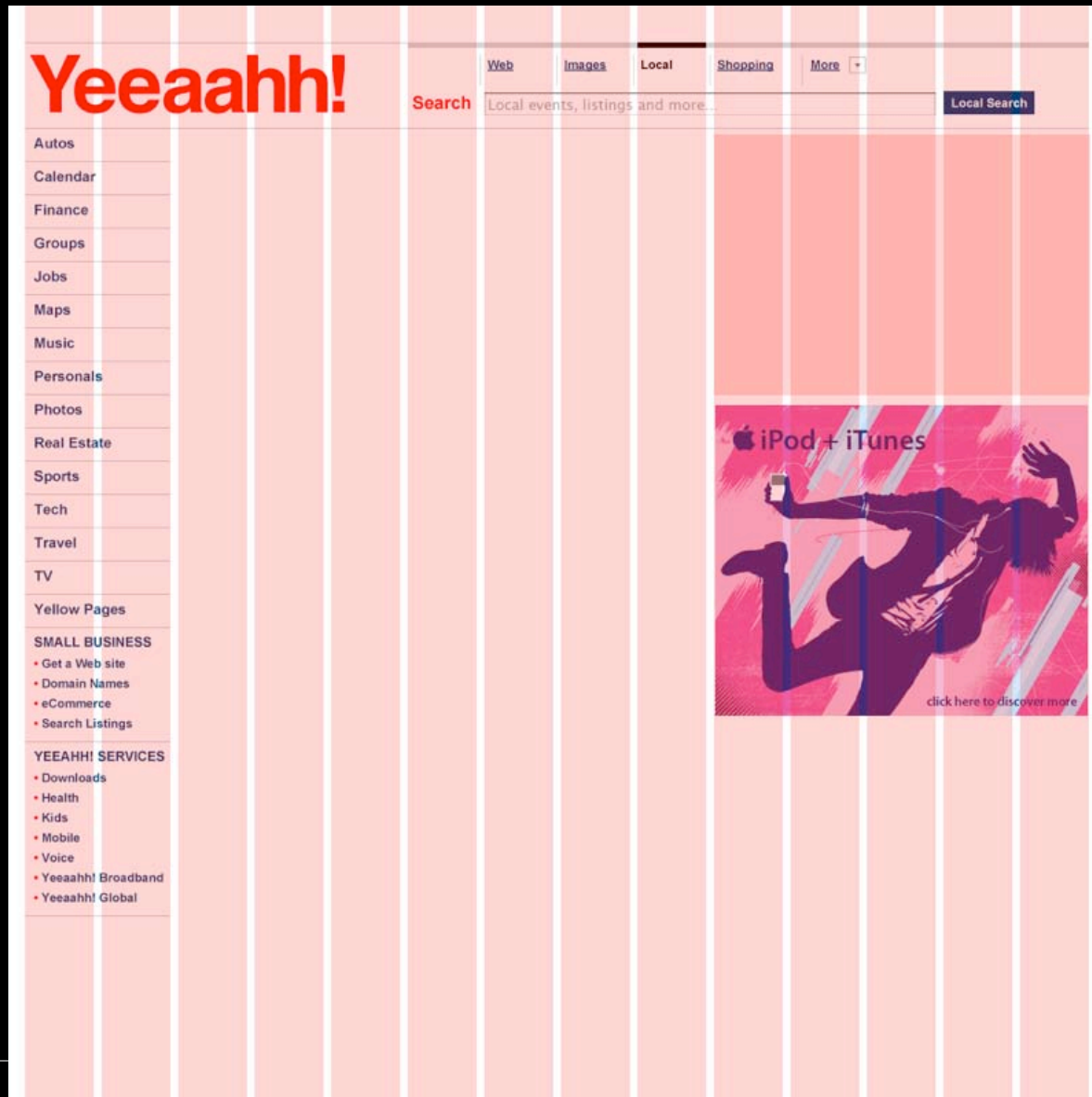
 Mail 49 New	 Messenger	 Radio
 Weather 28°F 	 Local	 Horoscopes

New York, NY Change Location

 Today Clear H: 34° L: 19°	 Tomorrow Mostly Sunny H: 35° L: 26°
---	---

» [Get Weather On Your Cell](#) » [Extended Forecast](#)

The screenshot displays the Yeeeahh! website interface. At the top left is the logo "Yeeeahh!". To its right is a navigation menu with tabs for "Web", "Images", "Local", "Shopping", and "More". Below this is a search bar with the placeholder text "Local events, listings and more..." and a "Local Search" button. On the left side, there is a vertical list of navigation categories: Autos, Calendar, Finance, Groups, Jobs, Maps, Music, Personals, Photos, Real Estate, Sports, Tech, Travel, TV, and Yellow Pages. Below these are two sections: "SMALL BUSINESS" with links for "Get a Web site", "Domain Names", "eCommerce", and "Search Listings"; and "YEEAAHH! SERVICES" with links for "Downloads", "Health", "Kids", "Mobile", "Voice", "Yeeeahh! Broadband", and "Yeeeahh! Global". In the center-right area, there is a promotional graphic for "iPod + iTunes" featuring a silhouette of a person dancing against a pink and blue background. The text "click here to discover more" is located at the bottom right of the graphic.



The screenshot shows the Yeeeahh! website interface. At the top left is the logo "Yeeeahh!" in red. To its right is a navigation menu with links for "Web", "Images", "Local", "Shopping", and "More". Below this is a search bar with the text "Search Local events, listings and more..." and a "Local Search" button. On the left side, there is a vertical list of categories: Autos, Calendar, Finance, Groups, Jobs, Maps, Music, Personals, Photos, Real Estate, Sports, Tech, Travel, TV, and Yellow Pages. Below these are sections for "SMALL BUSINESS" (with links for Get a Web site, Domain Names, eCommerce, and Search Listings) and "YEEAAHH! SERVICES" (with links for Downloads, Health, Kids, Mobile, Voice, Yeeeahh! Broadband, and Yeeeahh! Global). The main content area on the right features a large advertisement for "iPod + iTunes" with a silhouette of a person dancing and holding a device. The ad includes the text "click here to discover more".

Alternate Region



Carve out a layer across the top and shift navigation down lower.

Dress Up the Layer



Add a light yellow layer and divide up the area into equal areas — except the number of units don't easily divide.

Asymmetry Isn't Bad



The screenshot shows the Yeeeahh! website interface. At the top left is the logo 'Yeeeahh!' in red. To its right is a navigation menu with links for 'Web', 'Images', 'Local', 'Shopping', and 'More'. Below this is a search bar with the text 'Search Local events, listings and more...' and a 'Local Search' button. A horizontal yellow bar is positioned below the search bar. On the left side, there is a vertical list of categories: Autos, Calendar, Finance, Groups, Jobs, Maps, Music, Personals, Photos, Real Estate, Sports, Tech, Travel, TV, Yellow Pages, SMALL BUSINESS (with sub-links for Get a Web site, Domain Names, eCommerce, and Search Listings), and YEEAHH! SERVICES (with sub-links for Downloads, Health, Kids, Mobile, Voice, Yeeeahh! Broadband, and Yeeeahh! Global). In the center-right area, there is a promotional banner for 'iPod + iTunes' featuring a silhouette of a person dancing and holding a device, with the text 'click here to discover more' at the bottom right.

Add Labels



Yeeeahh! [Web](#) [Images](#) [Local](#) [Shopping](#) [More](#)

Search Local events, listings and more... [Local Search](#)

Log into My Yeeeahh! | [17 New Messages Yeeeahh! Mail](#) | [5 Friends Online Now Yeeeahh! Messenger](#) | [Weather for 10009 \(Change\)](#)

- Autos
- Calendar
- Finance
- Groups
- Jobs
- Maps
- Music
- Personals
- Photos
- Real Estate
- Sports
- Tech
- Travel
- TV
- Yellow Pages

SMALL BUSINESS

- Get a Web site
- Domain Names
- eCommerce
- Search Listings

YEEAAHH! SERVICES

- Downloads
- Health
- Kids
- Mobile
- Voice
- Yeeeahh! Broadband
- Yeeeahh! Global

An advertisement for iPod + iTunes. It features a silhouette of a person in a dynamic, dancing pose against a pink and purple background with abstract light streaks. The text 'iPod + iTunes' is at the top, and 'click here to discover more' is at the bottom right of the ad.

Add Icons



Icons from
IconBuffet.com.

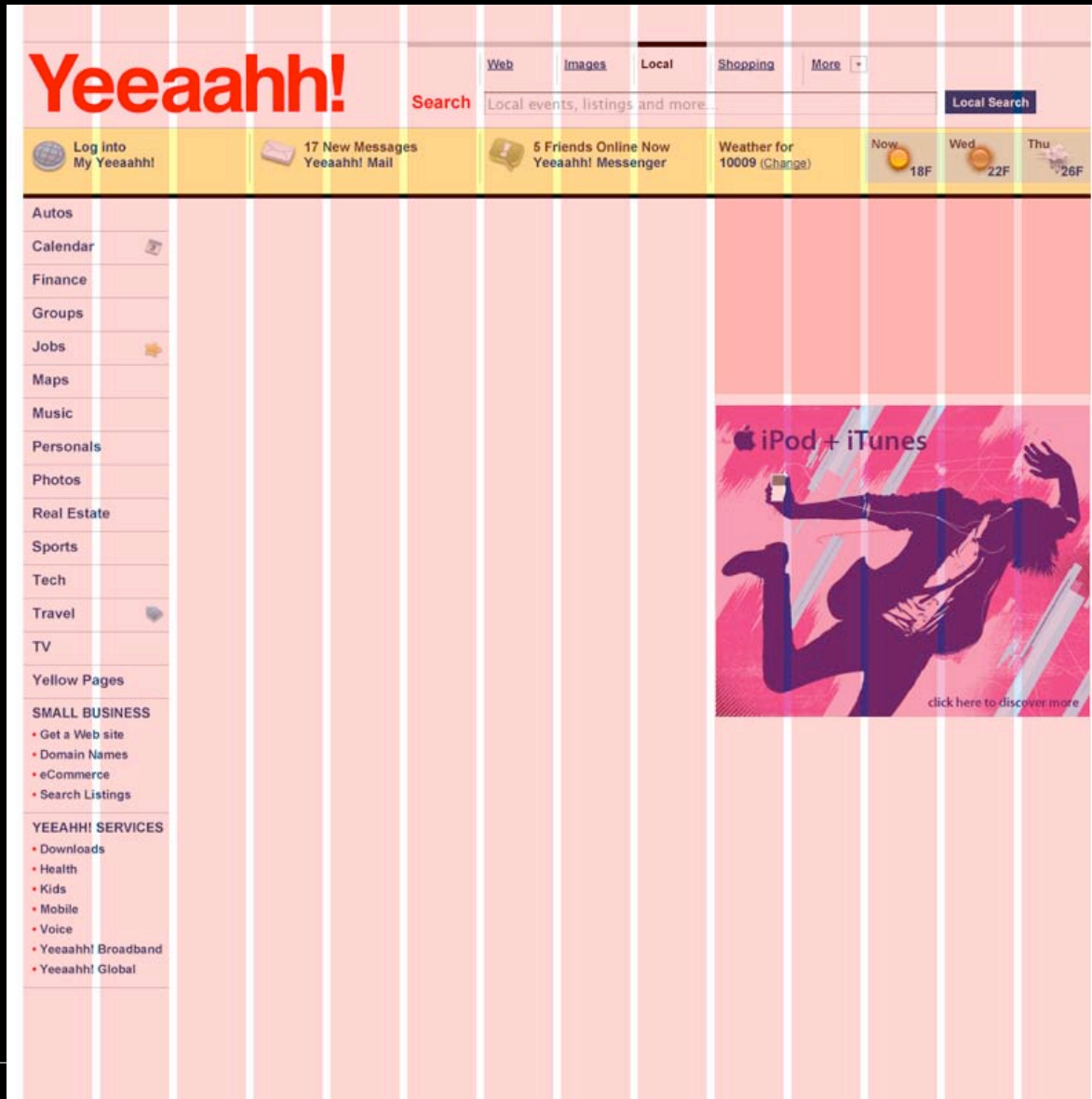


Odd-size Column for Weather



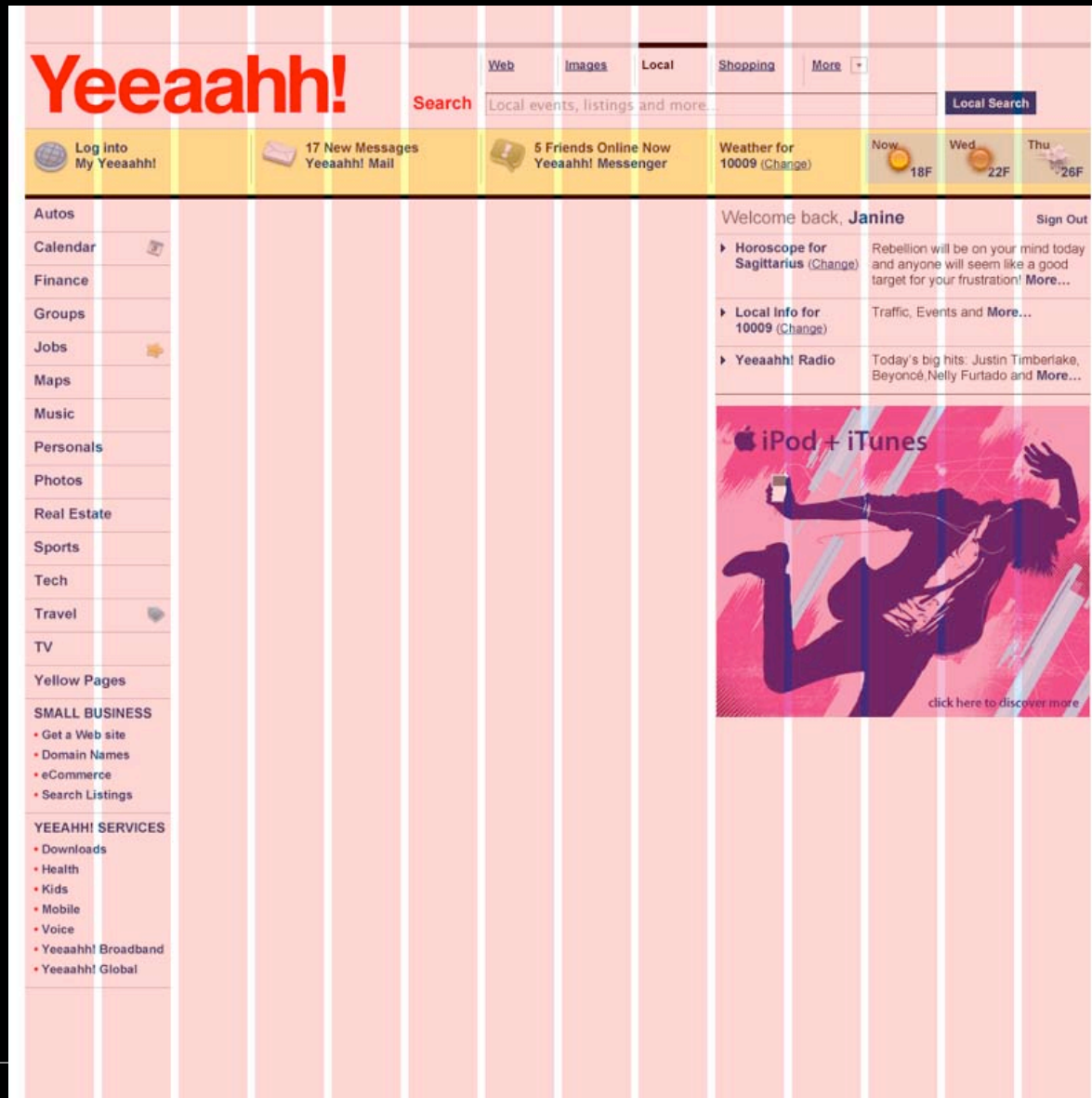
The screenshot shows the Yeeeahh! website interface. On the left is a vertical navigation menu with categories such as Autos, Calendar, Finance, Groups, Jobs, Maps, Music, Personals, Photos, Real Estate, Sports, Tech, Travel, TV, Yellow Pages, SMALL BUSINESS, and YEEAHH! SERVICES. The main content area features a search bar and a weather widget for 10009. The weather widget includes a search bar, a 'Local Search' button, and a forecast for 'Now' (18F), 'Wed' (22F), and 'Thu' (26F). Below the weather widget is an advertisement for iPod + iTunes featuring a silhouette of a person dancing. The entire page is overlaid with a grid of vertical lines, with one column being noticeably wider than the others, highlighting the 'odd-size column' mentioned in the title.

Remaining Widgets



Horoscope, local info and radio.

Less Visual for Right Column



Users have learned to regard colorful imagery in far right column as **advertising**.

The Story So Far



The screenshot shows the Yeeeahh! website interface. At the top left is the 'Yeeeahh!' logo in red. To its right are navigation tabs for 'Web', 'Images', 'Local', 'Shopping', and 'More'. A search bar contains the text 'Local events, listings and more...' and a 'Local Search' button. Below this is a yellow banner with four items: 'Log into My Yeeeahh!', '17 New Messages Yeeeahh! Mail', '5 Friends Online Now Yeeeahh! Messenger', and 'Weather for 10009 (Change)'. The weather section shows 'Now 18F', 'Wed 22F', and 'Thu 26F'. On the left is a vertical menu with categories: Autos, Calendar, Finance, Groups, Jobs, Maps, Music, Personals, Photos, Real Estate, Sports, Tech, Travel, TV, and Yellow Pages. Below this is a 'SMALL BUSINESS' section with links for 'Get a Web site', 'Domain Names', 'eCommerce', and 'Search Listings'. Further down is a 'YEEAAHH! SERVICES' section with links for 'Downloads', 'Health', 'Kids', 'Mobile', 'Voice', 'Yeeeahh! Broadband', and 'Yeeeahh! Global'. On the right side, a user is logged in as 'Janine' with a 'Sign Out' link. Below this are three featured sections: 'Horoscope for Sagittarius (Change)' with a preview of the text 'Rebellion will be on your mind today and anyone will seem like a good target for your frustration! More...'; 'Local Info for 10009 (Change)' with a preview 'Traffic, Events and More...'; and 'Yeeeahh! Radio' with a preview 'Today's big hits: Justin Timberlake, Beyoncé, Nelly Furtado and More...'. At the bottom right is a large advertisement for 'iPod + iTunes' featuring a silhouette of a person dancing against a pink and blue background, with the text 'click here to discover more' at the bottom.

Add Grid Lines



The screenshot shows the Yeeeahh! website interface with a grid overlay. The grid consists of vertical lines that align with the main content columns and horizontal lines that align with the major sections of the page, such as the navigation bar, the yellow utility bar, the left sidebar, and the main content area.

Navigation Bar: The top navigation bar includes the Yeeeahh! logo, a search bar with the text "Local events, listings and more...", and tabs for "Web", "Images", "Local", "Shopping", and "More".

Utility Bar: A yellow bar below the navigation contains utility links: "Log into My Yeeeahh!", "17 New Messages Yeeeahh! Mail", "5 Friends Online Now Yeeeahh! Messenger", and "Weather for 10009 (Change)".

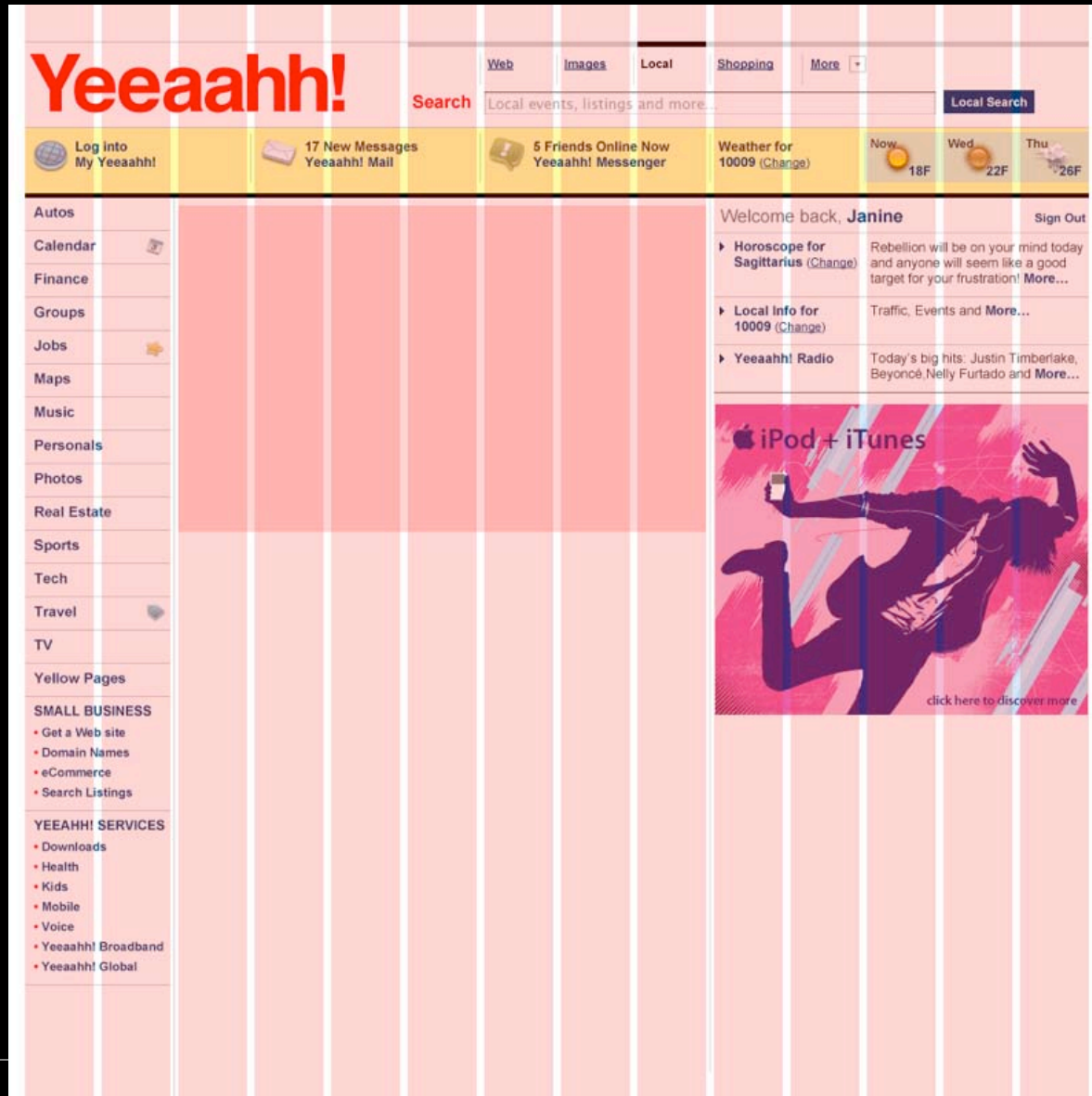
Left Sidebar: A vertical list of categories including Autos, Calendar, Finance, Groups, Jobs, Maps, Music, Personals, Photos, Real Estate, Sports, Tech, Travel, TV, Yellow Pages, SMALL BUSINESS (with sub-links for Web site, Domain Names, eCommerce, Search Listings), and YEEAHH! SERVICES (with sub-links for Downloads, Health, Kids, Mobile, Voice, Broadband, Global).

Main Content Area: The main content area features a welcome message for "Janine" with a "Sign Out" link. Below this are three featured items: "Horoscope for Sagittarius", "Local Info for 10009", and "Yeeeahh! Radio". A large advertisement for "iPod + iTunes" is also present, showing a silhouette of a person dancing.



Features Area

Features Area



Consolidate seven units into a Features marquee area.

Tabs for four main areas: **Features, Entertainment, Sports, Life.**

Add Tabs



The screenshot displays the Yeeeahh! website interface with a pink and white color scheme. At the top left is the 'Yeeeahh!' logo. To its right is a navigation menu with tabs for 'Web', 'Images', 'Local', 'Shopping', and 'More'. Below this is a search bar with the text 'Local events, listings and more...' and a 'Local Search' button. A yellow notification bar contains: 'Log into My Yeeeahh!', '17 New Messages Yeeeahh! Mail', '5 Friends Online Now Yeeeahh! Messenger', and 'Weather for 10009 (Change)'. Below the notification bar is a horizontal menu with tabs for 'Featured', 'Entertainment', 'Sports', and 'Life'. The main content area is divided into two columns. The right column features a 'Welcome back, Janine' message with a 'Sign Out' link, followed by three sections: 'Horoscope for Sagittarius', 'Local Info for 10009', and 'Yeeeahh! Radio'. Below these is a large advertisement for 'iPod + iTunes' featuring a silhouette of a person dancing. The left column contains a vertical sidebar with various service categories: Autos, Calendar, Finance, Groups, Jobs, Maps, Music, Personals, Photos, Real Estate, Sports, Tech, Travel, TV, Yellow Pages, SMALL BUSINESS (with sub-links for Web site, Domain Names, eCommerce, and Search Listings), and YEEAAHH! SERVICES (with sub-links for Downloads, Health, Kids, Mobile, Voice, Yeeeahh! Broadband, and Yeeeahh! Global).

Tabs



Tabs are off the grid.

Let tabs be tabs.

The screenshot displays the Yeeeahh! website interface, which is overlaid with a grid pattern. The main header features the site's logo in large red text, a search bar with a 'Local Search' button, and navigation tabs for 'Web', 'Images', 'Local', 'Shopping', and 'More'. Below the header is a yellow navigation bar containing links for 'Log into My Yeeeahh!', '17 New Messages Yeeeahh! Mail', '5 Friends Online Now Yeeeahh! Messenger', and 'Weather for 10009 (Change)'. The main content area is divided into several sections: a left sidebar with a vertical list of categories (Autos, Calendar, Finance, Groups, Jobs, Maps, Music, Personals, Photos, Real Estate, Sports); a central 'Featured' section with sub-tabs for 'Entertainment', 'Sports', and 'Life'; and a right sidebar with a personalized welcome message for 'Janine' and links to 'Horoscope for Sagittarius', 'Local Info for 10009', and 'Yeeeahh! Radio'. At the bottom right, there is a large advertisement for 'iPod + iTunes' featuring a silhouette of a person dancing.

Lead Story Layout



The screenshot displays the Yeeeahh! website interface. At the top left is the logo "Yeeeahh!". To its right are navigation tabs for "Web", "Images", "Local", "Shopping", and "More". A search bar is positioned below these tabs, with the text "Local events, listings and more..." and a "Local Search" button. Below the search bar is a yellow notification bar containing: "Log into My Yeeeahh!", "17 New Messages Yeeeahh! Mail", "5 Friends Online Now Yeeeahh! Messenger", and "Weather for 10009 (Change)" with a forecast for "Now 18F", "Wed 22F", and "Thu 26F".

The main content area is divided into a left sidebar and a main grid. The sidebar lists various categories: Autos, Calendar, Finance, Groups, Jobs, Maps, Music, Personals, Photos, Real Estate, Sports, Tech, Travel, TV, Yellow Pages, SMALL BUSINESS (with sub-links for Web site, Domain Names, eCommerce, Search Listings), and YEEAHH! SERVICES (with sub-links for Downloads, Health, Kids, Mobile, Voice, Yeeeahh! Broadband, Yeeeahh! Global).

The main grid features a "Featured" section with tabs for "Entertainment", "Sports", and "Life". The "Entertainment" tab is active, displaying a lead story titled "State of the Art Camera Phones" with a sub-headline "Do you have one? Why the hell not? Find out..." and two bullet points: "10 hottest new cell phones" and "Getting the most from your camera phone". To the right of the story is a "Welcome back, Janine" message with a "Sign Out" link. Below the welcome message are three quick links: "Horoscope for Sagittarius" (with a "Change" link), "Local Info for 10009" (with a "Change" link), and "Yeeeahh! Radio".

At the bottom of the main grid is a large advertisement for "iPod + iTunes" featuring a silhouette of a person dancing and the text "click here to discover more".

Image Sizes



Consolidate three units into a 200 px width.
Height is 120 px.

The screenshot shows the Yeeeahh! website interface with a grid overlay. The grid highlights a 2x3 area of three units that should be consolidated into a single 200px wide unit. The units are:

- Unit 1: **Log into My Yeeeahh!** (with globe icon)
- Unit 2: **17 New Messages Yeeeahh! Mail** (with envelope icon)
- Unit 3: **5 Friends Online Now Yeeeahh! Messenger** (with speech bubble icon)

Other visible elements include the **Yeeeahh!** logo, navigation tabs (Web, Images, Local, Shopping, More), a search bar, weather for 10009, and a featured article titled **State of the Art Camera Phones**.

Marquee Image



Breaking out of tabs for more interest.

The screenshot displays the Yeeeahh! website interface. At the top left is the logo "Yeeeahh!". To its right is a navigation bar with tabs for "Web", "Images", "Local", "Shopping", and "More". Below this is a search bar with the text "Local events, listings and more..." and a "Local Search" button. A yellow utility bar contains links for "Log into My Yeeeahh!", "17 New Messages Yeeeahh! Mail", "5 Friends Online Now Yeeeahh! Messenger", and "Weather for 10009 (Change)". Below the utility bar is a sidebar on the left with links for Autos, Calendar, Finance, Groups, Jobs, Maps, Music, Personals, Photos, Real Estate, and Sports. The main content area has tabs for "Featured", "Entertainment", "Sports", and "Life". The "Featured" tab is active, showing a photo of a woman holding a camera phone and the headline "State of the Art Camera Phones". Below the headline is a sub-headline "Do you have one? Why the hell not? Find out..." and a list of bullet points: "10 hottest new cell phones" and "Getting the most from your camera phone". To the right of the featured content is a "Welcome back, Janine" section with a "Sign Out" link and three links: "Horoscope for Sagittarius", "Local Info for 10009", and "Yeeeahh! Radio". At the bottom right is a large advertisement for "iPod + iTunes" featuring a silhouette of a person dancing.

Other Stories



Proportional photo regions below.

The screenshot shows the Yeeeahh! website interface. At the top left is the logo "Yeeeahh!". To its right are navigation tabs: "Web", "Images", "Local" (selected), "Shopping", and "More". Below these is a search bar with the text "Local events, listings and more..." and a "Local Search" button. A yellow navigation bar contains: "Log into My Yeeeahh!", "17 New Messages Yeeeahh! Mail", "5 Friends Online Now Yeeeahh! Messenger", and "Weather for 10009 (Change)" with "Now 18F", "Wed 22F", and "Thu 26F".

On the left is a vertical menu with links: Autos, Calendar, Finance, Groups, Jobs, Maps, Music, Personals, Photos, Real Estate, and Sports. The main content area has tabs: "Featured", "Entertainment", "Sports", and "Life". The "Featured" tab is active, showing a photo of a woman holding a camera phone. To the right of the photo is the headline "State of the Art Camera Phones" and subtext "Do you have one? Why the hell not? Find out..." followed by a list of bullet points: "10 hottest new cell phones" and "Getting the most from your camera phone".

On the right side, there is a "Welcome back, Janine" section with a "Sign Out" link. Below this are three links: "Horoscope for Sagittarius (Change)", "Local Info for 10009 (Change)", and "Yeeeahh! Radio". At the bottom right is a large advertisement for "iPod + iTunes" featuring a silhouette of a person dancing.

A Use for the Spare Unit



Large 'More Stories...' area.

The screenshot displays the Yeeeahh! website interface. At the top left is the logo "Yeeeahh!". To its right are navigation tabs for "Web", "Images", "Local", "Shopping", and "More". Below these is a search bar with the text "Local events, listings and more..." and a "Local Search" button. A yellow status bar contains: "Log into My Yeeeahh!", "17 New Messages Yeeeahh! Mail", "5 Friends Online Now Yeeeahh! Messenger", and "Weather for 10009 (Change)" with a temperature breakdown: "Now 18F", "Wed 22F", "Thu 26F".

On the left is a vertical menu with items: Autos, Calendar, Finance, Groups, Jobs, Maps, Music, Personals, Photos, Real Estate, and Sports. The main content area has tabs for "Featured", "Entertainment", "Sports", and "Life". The "Featured" tab is active, showing a photo of a woman holding a camera phone. The headline is "State of the Art Camera Phones" with the subtext "Do you have one? Why the hell not? Find out...". Below this are two bullet points: "10 hottest new cell phones" and "Getting the most from your camera phone". A "More Stories..." link with a right-pointing arrow is located at the bottom right of this section.

On the right side, there is a "Welcome back, Janine" message with a "Sign Out" link. Below this are three links: "Horoscope for Sagittarius (Change)" with the text "Rebellion will be on your mind today and anyone will seem like a good target for your frustration! More...", "Local Info for 10009 (Change)" with the text "Traffic, Events and More...", and "Yeeeahh! Radio" with the text "Today's big hits: Justin Timberlake, Beyoncé, Nelly Furtado and More...". At the bottom right is a large advertisement for "iPod + iTunes" featuring a silhouette of a person dancing.

Nearly Complete



With images in place.

Yeeeahh! Web Images Local Shopping More

Search Local events, listings and more... Local Search

Log into My Yeeeahh! 17 New Messages Yeeeahh! Mail 5 Friends Online Now Yeeeahh! Messenger Weather for 10009 (Change) Now 18F Wed 22F Thu 26F

Autos Calendar Finance Groups Jobs Maps Music Personals Photos Real Estate Sports

Featured Entertainment Sports Life

Welcome back, **Janine** Sign Out

State of the Art Camera Phones
Do you have one? Why the hell not? [Find out...](#)

- 10 hottest new cell phones
- Getting the most from your camera phone

▶ **Horoscope for Sagittarius** (Change) Rebellion will be on your mind today and anyone will seem like a good target for your frustration! [More...](#)

▶ **Local Info for 10009** (Change) Traffic, Events and [More...](#)

▶ **Yeeeahh! Radio** Today's big hits: Justin Timberlake, Beyoncé, Nelly Furtado and [More...](#)

iPod + iTunes

Will That Co-worker Ever Date You? What's the Best Pizza in Your Town? Does Hillary Have What It Takes? [More Stories...](#)

Completed Feature Stories Area



Yeeeahh! [Web](#) [Images](#) [Local](#) [Shopping](#) [More](#)

Log into My Yeeeahh! | 17 New Messages Yeeeahh! Mail | 5 Friends Online Now Yeeeahh! Messenger | Weather for 10009 (Change) | Now 18F | Wed 22F | Thu 26F

Featured | Entertainment | Sports | Life

State of the Art Camera Phones

Do you have one? Why the hell not? Find out...

- 10 hottest new cell phones
- Getting the most from your camera phone

Will That Co-worker Ever Date You? | **What's the Best Pizza in Your Town?** | **Does Hillary Have What it Takes?** | [More Stories...](#)

Welcome back, **Janine** [Sign Out](#)

- ▶ **Horoscope for Sagittarius** (Change) | Rebellion will be on your mind today and anyone will seem like a good target for your frustration! [More...](#)
- ▶ **Local Info for 10009** (Change) | Traffic, Events and [More...](#)
- ▶ **Yeeeahh! Radio** | Today's big hits: Justin Timberlake, Beyoncé, Nelly Furtado and [More...](#)

Apple iPod + iTunes

[click here to discover more](#)

SMALL BUSINESS

- Get a Web site
- Domain Names
- eCommerce
- Search Listings

YEEAAHH! SERVICES

- Downloads
- Health
- Kids
- Mobile
- Voice
- Yeeeahh! Broadband
- Yeeeahh! Global



Headlines & Other Modules

Replicate Tab Structure



The screenshot displays the Yeeeahh! website interface, which is designed to replicate a tabbed structure. The main navigation bar at the top includes the site logo, search functionality, and utility links like 'Log into My Yeeeahh!', '17 New Messages', '5 Friends Online Now', and 'Weather for 10009'. Below this, a horizontal tabbed menu allows users to switch between 'Featured', 'Entertainment', 'Sports', and 'Life' sections. The 'Featured' tab is active, showing a large article titled 'State of the Art Camera Phones' with a sub-headline 'Do you have one? Why the hell not? Find out...' and a list of bullet points. To the right of the featured article, there are several smaller content blocks: a 'Welcome back, Janine' message with a 'Sign Out' link, a 'Horoscope for Sagittarius' section, 'Local Info for 10009', and 'Yeeeahh! Radio'. Below these, there are three small image-based articles: 'Will That Co-worker Ever Date You?', 'What's the Best Pizza in Your Town?', and 'Does Hillary Have What It Takes?'. A 'Yeeeahh! Headlines' section follows, with sub-tabs for 'Top News', 'World', 'Local', and 'Video'. On the far right, there is a large advertisement for 'iPod + iTunes' featuring a silhouette of a person dancing. The left sidebar contains a vertical list of navigation categories such as 'Autos', 'Calendar', 'Finance', 'Groups', 'Jobs', 'Maps', 'Music', 'Personals', 'Photos', 'Real Estate', 'Sports', 'Tech', 'Travel', 'TV', 'Yellow Pages', 'SMALL BUSINESS', and 'YEEAAHH! SERVICES'.

Flow Headlines in a List



Yeeeahh! Web Images Local Shopping More

Search Local events, listings and more... Local Search

Log into My Yeeeahh! 17 New Messages Yeeeahh! Mail 5 Friends Online Now Yeeeahh! Messenger Weather for 10009 (Change) Now 18F Wed 22F Thu 26F

Autos Calendar Finance Groups Jobs Maps Music Personals Photos Real Estate Sports Tech Travel TV Yellow Pages SMALL BUSINESS • Get a Web site • Domain Names • eCommerce • Search Listings YEEAHH! SERVICES • Downloads • Health • Kids • Mobile • Voice • Yeeeahh! Broadband • Yeeeahh! Global

Featured Entertainment Sports Life

State of the Art Camera Phones
Do you have one? Why the hell not? Find out...
• 10 hottest new cell phones
• Getting the most from your camera phone

Will That Co-worker Ever Date You? What's the Best Pizza in Your Town? Does Hillary Have What It Takes? More Stories...

Yeeeahh! Headlines As of 3:18 PM EST

Top News World Local Video

Bush proposes to cut taxes by \$1.9T | More on budget plan
Bomb attacks in Iraq kill at least 38 | Security crackdown
NATO urges Taliban to leave Afghan town | NATO handover
Giuliani one step closer to 2008 presidential bid
U.S. airlines rescind latest round of fare hikes
Thousands of rare marine species discovered in Philippines
Coroner: USC kicker was drunk when he fell to his death

Welcome back, **Janine** Sign Out

► **Horoscope for Sagittarius** (Change) Rebellion will be on your mind today and anyone will seem like a good target for your frustration! **More...**

► **Local Info for 10009** (Change) Traffic, Events and **More...**

► **Yeeeahh! Radio** Today's big hits: Justin Timberlake, Beyoncé, Nelly Furtado and **More...**

iPod + iTunes
click here to discover more

Markets Data in Right-Hand Column



Yeeeahh! Web Images Local Shopping More

Search Local events, listings and more... Local Search

Log into My Yeeeahh! 17 New Messages Yeeeahh! Mail 5 Friends Online Now Yeeeahh! Messenger Weather for 10009 (Change) Now 18F Wed 22F Thu 26F

Autos Calendar Finance Groups Jobs Maps Music Personals Photos Real Estate Sports Tech Travel TV Yellow Pages

SMALL BUSINESS

- Get a Web site
- Domain Names
- eCommerce
- Search Listings

YEEAAHH! SERVICES

- Downloads
- Health
- Kids
- Mobile
- Voice
- Yeeeahh! Broadband
- Yeeeahh! Global

Featured Entertainment Sports Life

State of the Art Camera Phones
Do you have one? Why the hell not? Find out...
• 10 hottest new cell phones
• Getting the most from your camera phone

Will That Co-worker Ever Date You? What's the Best Pizza in Your Town? Does Hillary Have What It Takes? More Stories...

Yeeeahh! Headlines As of 3:18 PM EST

Top News World Local Video

Bush proposes to cut taxes by \$1.9T | More on budget plan
Bomb attacks in Iraq kill at least 38 | Security crackdown
NATO urges Taliban to leave Afghan town | NATO handover
Giuliani one step closer to 2008 presidential bid
U.S. airlines rescind latest round of fare hikes
Thousands of rare marine species discovered in Philippines
Coroner: USC kicker was drunk when he fell to his death

Markets

Dow	▲ +8.25
Nasdaq	▼ -5.28
S&P 500	▼ -1.40
10-Yr Bond	▼ -0.019

Sponsored by **Scottrade**

More Headlines
News | Popular | Business

Welcome back, **Janine** Sign Out

- ▶ **Horoscope for Sagittarius** (Change) Rebellion will be on your mind today and anyone will seem like a good target for your frustration! **More...**
- ▶ **Local Info for 10009** (Change) Traffic, Events and **More...**
- ▶ **Yeeeahh! Radio** Today's big hits: Justin Timberlake, Beyoncé, Nelly Furtado and **More...**

iPod + iTunes
click here to discover more

Appraise the Overall Effect



A screenshot of the Yeeeahh! website homepage. The page features a navigation bar with tabs for Web, Images, Local, Shopping, and More. A search bar is located below the navigation. The main content area is divided into several sections: a featured article titled 'State of the Art Camera Phones', a 'Yeeeahh! Headlines' section with sub-tabs for Top News, World, Local, and Video, and a 'Markets' section. The left sidebar contains various utility links such as Autos, Calendar, Finance, Groups, Jobs, Maps, Music, Personals, Photos, Real Estate, Sports, Tech, Travel, TV, and Yellow Pages. The right sidebar includes a weather forecast, a horoscope for Sagittarius, local information for 10009, and a radio player. A large advertisement for iPod + iTunes is visible at the bottom right of the main content area.

Problems parsing the Headlines tabs from the marquee above.

Embellish with a Subtle Background



Yeeeahh! Web Images Local Shopping More

Search Local events, listings and more... Local Search

Log into My Yeeeahh! 17 New Messages Yeeeahh! Mail 5 Friends Online Now Yeeeahh! Messenger Weather for 10009 (Change) Now 18F Wed 22F Thu 26F

Autos Calendar Finance Groups Jobs Maps Music Personals Photos Real Estate Sports Tech TV Yellow Pages

SMALL BUSINESS

- Get a Web site
- Domain Names
- eCommerce
- Search Listings

YEEAAHH! SERVICES

- Downloads
- Health
- Kids
- Mobile
- Voice
- Yeeeahh! Broadband
- Yeeeahh! Global

Featured Entertainment Sports Life

State of the Art Camera Phones

Do you have one? Why the hell not? Find out...

- 10 hottest new cell phones
- Getting the most from your camera phone

Will That Co-worker Ever Date You? What's the Best Pizza in Your Town? Does Hillary Have What It Takes? More Stories...

Yeeeahh! Headlines

As of 3:18 PM EST

Top News	World	Local	Video
Bush proposes to cut taxes by \$1.9T More on budget plan	Bomb attacks in Iraq kill at least 38 Security crackdown	NATO urges Taliban to leave Afghan town NATO handover	Giuliani one step closer to 2008 presidential bid
U.S. airlines rescind latest round of fare hikes	Thousands of rare marine species discovered in Philippines	Coroner: USC kicker was drunk when he fell to his death	

Markets

Dow	▲ +6.25
Nasdaq	▼ -5.28
S&P 500	▼ -1.40
10-Yr Bond	▼ -0.019

Sponsored by **Scottrade**

More Headlines
News | Popular | Business

Welcome back, **Janine** Sign Out

- ▶ **Horoscope for Sagittarius** (Change) Rebellion will be on your mind today and anyone will seem like a good target for your frustration! **More...**
- ▶ **Local Info for 10009** (Change) Traffic, Events and **More...**
- ▶ **Yeeeahh! Radio** Today's big hits: Justin Timberlake, Beyoncé, Nelly Furtado and **More...**

iPod + iTunes

click here to discover more

Similar Approach for Markets Area



Yeeeahh! Search Local events, listings and more... Local Search

Log into My Yeeeahh! 17 New Messages Yeeeahh! Mail 5 Friends Online Now Yeeeahh! Messenger Weather for 10009 (Change) Now 18F Wed 22F Thu 26F

Autos Calendar Finance Groups Jobs Maps Music Personals Photos Real Estate Sports Tech Travel TV Yellow Pages

SMALL BUSINESS

- Get a Web site
- Domain Names
- eCommerce
- Search Listings

YEEAAHH! SERVICES

- Downloads
- Health
- Kids
- Mobile
- Voice
- Yeeeahh! Broadband
- Yeeeahh! Global

Featured Entertainment Sports Life

State of the Art Camera Phones

Do you have one? Why the hell not? Find out...

- 10 hottest new cell phones
- Getting the most from your camera phone

Will That Co-worker Ever Date You? **What's the Best Pizza in Your Town?** **Does Hillary Have What It Takes?** More Stories...

Yeeeahh! Headlines As of 3:18 PM EST

Top News	World	Local	Video
Bush proposes to cut taxes by \$1.9T More on budget plan	Bomb attacks in Iraq kill at least 38 Security crackdown	NATO urges Taliban to leave Afghan town NATO handover	Giuliani one step closer to 2008 presidential bid
U.S. airlines rescind latest round of fare hikes	Thousands of rare marine species discovered in Philippines	Coroner: USC kicker was drunk when he fell to his death	

Markets

Dow	▲ +8.25
Nasdaq	▼ -5.28
S&P 500	▼ -1.40
10-Yr Bond	▼ -0.019

Sponsored by **Scottrade**

More Headlines News | Popular | Business

Marketplace

Double Bonus Roses for \$39.99
Buy one dozen, get one dozen free plus a free vase from 1-800-Flowers® - Order now for Valentine's Day.

\$295,000 loan for only \$984/month. Refi and save \$200/mo. Bad credit options. Refinance your home.

#1 provider of completely free tax-preparation software - Prepare free, print free and E-file free - TaxACT®.

What's your credit score 560? 678? 720? - See it \$0 by Experian.

Welcome back, **Janine** Sign Out

- ▶ **Horoscope for Sagittarius** (Change) Rebellion will be on your mind today and anyone will seem like a good target for your frustration! More...
- ▶ **Local Info for 10009** (Change) Traffic, Events and More...
- ▶ **Yeeeahh! Radio** Today's big hits: Justin Timberlake, Beyoncé, Nelly Furtado and More...

iPod + iTunes

click here to discover more



Yeeeahh! Search Local events, listings and more... Local Search

Log into My Yeeeahh! | 17 New Messages Yeeeahh! Mail | 5 Friends Online Now Yeeeahh! Messenger | Weather for 10009 (Change) | Now 18F | Wed 22F | Thu 26F

Autos | Calendar | Finance | Groups | Jobs | Maps | Music | Personals | Photos | Real Estate | Sports | Tech | Travel | TV | Yellow Pages

SMALL BUSINESS

- Get a Web site
- Domain Names
- eCommerce
- Search Listings

YEEAAHH! SERVICES

- Downloads
- Health
- Kids
- Mobile
- Voice
- Yeeeahh! Broadband
- Yeeeahh! Global

Featured | Entertainment | Sports | Life

State of the Art Camera Phones
Do you have one? Why the hell not? Find out...
• 10 hottest new cell phones
• Getting the most from your camera phone

Will That Co-worker Ever Date You? | **What's the Best Pizza in Your Town?** | **Does Hillary Have What It Takes?** | More Stories...

Yeeeahh! Headlines As of 3:18 PM EST

Top News	World	Local	Video
Bush proposes to cut taxes by \$1.9T More on budget plan	Bomb attacks in Iraq kill at least 38 Security crackdown	NATO urges Taliban to leave Afghan town NATO handover	Giuliani one step closer to 2008 presidential bid
U.S. airlines rescind latest round of fare hikes	Thousands of rare marine species discovered in Philippines	Coroner: USC kicker was drunk when he fell to his death	

Markets

Dow	▲ +8.25
Nasdaq	▼ -5.28
S&P 500	▼ -1.40
10-Yr Bond	▼ -0.019

Sponsored by **Scottrade**

More Headlines
News | Popular | Business

Marketplace

 Double Bonus Roses for \$39.99
Buy one dozen, get one dozen free plus a free vase from 1-800-Flowers® - Order now for Valentine's Day.

\$295,000 loan for only \$984/month. Refi and save \$200/mo. Bad credit options. Refinance your home.

#1 provider of completely free tax-preparation software - Prepare free, print free and E-file free - TaxACT®.

What's your credit score 560? 678? 720? - See it \$0 by Experian.

Welcome back, **Janine** Sign Out

- ▶ **Horoscope for Sagittarius** (Change) Rebellion will be on your mind today and anyone will seem like a good target for your frustration! **More...**
- ▶ **Local Info for 10009** (Change) Traffic, Events and **More...**
- ▶ **Yeeeahh! Radio** Today's big hits: Justin Timberlake, Beyoncé, Nelly Furtado and **More...**

iPod + iTunes

Yeeeahh! Autos Find the Car You're Looking For

New Cars | Used Cars | Green Cars | Concept Cars

Four un-aligned columns.

More Features



The screenshot displays the Yeeeahh! website interface. At the top left is the logo "Yeeeahh!". Navigation tabs include Web, Images, Local, Shopping, and More. A search bar is located below the tabs. A yellow banner contains links for "Log into My Yeeeahh!", "17 New Messages Yeeeahh! Mail", "5 Friends Online Now Yeeeahh! Messenger", and "Weather for 10009 (Change)". Below the banner are tabs for "Featured", "Entertainment", "Sports", and "Life". The "Featured" section highlights "State of the Art Camera Phones" with an image of a woman holding a camera phone. Below this are three smaller featured items: "Will That Co-worker Ever Date You?", "What's the Best Pizza in Your Town?", and "Does Hillary Have What It Takes?". The "Yeeeahh! Headlines" section is divided into "Top News", "World", "Local", and "Video". The "Top News" section includes headlines such as "Bush proposes to cut taxes by \$1.9T", "Bomb attacks in Iraq kill at least 38", "NATO urges Taliban to leave Afghan town", "Giuliani one step closer to 2008 presidential bid", "U.S. airlines rescind latest round of fare hikes", "Thousands of rare marine species discovered in Philippines", and "Coroner: USC kicker was drunk when he fell to his death". The "World" section includes "Double Bonus Roses for \$39.99" and "\$295,000 loan for only \$984/month". The "Local" section includes "#1 provider of completely free tax-preparation software" and "What's your credit score 560? 678? 720?". The "Video" section includes "Markets" with data for Dow (+8.25), Nasdaq (-5.28), S&P 500 (-1.40), and 10-Yr Bond (-0.019). The "Tech" section includes "iPod + iTunes" advertisement. The "Autos" section includes "Yeeeahh! Autos Find the Car You're Looking For" with images of New Cars, Used Cars, Green Cars, and Concept Cars. The "The Wire: What Yeeeahheads Are Into" section includes "Top Sightseeing Spots for Kids" with a list of locations: Orlando, Florida; Honolulu, Hawaii; New York, New York; Grand Canyon; and Anaheim, California.

Not necessary to stick too closely to the grid here.

Most Popular

Simple, Familiar



Straightforward lists. Can we make it more interesting?

Popular Searches: Today's Overall Movers


1 Super Bowl MVP	5 Ashley Manning
2 Tony Dungy	6 Purple Rain
3 Super Bowl Halftime...	7 Bob Sanders
4 Super Bowl Commercials	8 Eli Manning

[» More Yahoo! Searches](#)


Yahoo.com

MOST POPULAR

[E-MAILED](#) [BLOGGED](#) [SEARCHED](#)

1. Believing Scripture but Playing by Science's Rules
2. Woman in the News: A 'Rebellious Daughter' to Lead Harvard
3. The No-Name Brand Behind the Latest Flat-Panel Price War
4. How Green Was My Wedding
5. Troubles Grow for a University Built on Profits
6. Editorial Observer: What W. B. Yeats's 'Second Coming' Really Says About the Iraq War
7. 8 Days, 10 Feet and the Snow Isn't Done Yet
8.  Paul Krugman: Scary Movie 2
9. Day Out: Time-Traveling in Oxford, England
10. Intel Prototype May Herald a New Age of Processing

[Go to Complete List »](#)



NYTimes.com

A Different Orientation



Autos | Calendar | Finance | Groups | Jobs | Maps | Music | Personals | Photos | Real Estate | Sports | Tech | Travel | TV | Yellow Pages

SMALL BUSINESS

- Get a Web site
- Domain Names
- eCommerce
- Search Listings

YEEAAHH! SERVICES

- Downloads
- Health
- Kids
- Mobile
- Voice
- Yeeahhh! Broadband
- Yeeahhh! Global

Featured | Entertainment | Sports | Life

State of the Art Camera Phones
Do you have one? Why the hell not? Find out...
• 10 hottest new cell phones
• Getting the most from your camera phone

Will That Co-worker Ever Date You? | **What's the Best Pizza in Your Town?** | **Does Hillary Have What It Takes?** | **More Stories...**

Yeeahh! Headlines As of 3:18 PM EST

Top News	World	Local	Video
Bush proposes to cut taxes by \$1.9T More on budget plan	Bomb attacks in Iraq kill at least 38 Security crackdown	NATO urges Taliban to leave Afghan town NATO handover	Giuliani one step closer to 2008 presidential bid
U.S. airlines rescind latest round of fare hikes	Thousands of rare marine species discovered in Philippines	Coroner: USC kicker was drunk when he fell to his death	

Markets

Dow	▲ +8.25
Nasdaq	▼ -5.28
S&P 500	▼ -1.40
10-Yr Bond	▼ -0.019

Sponsored by **Sotrade**

More Headlines
News | Popular | Business

Marketplace

Double Bonus Roses for \$39.99
Buy one dozen, get one dozen free plus a free vase from 1-800-Florals® - Order now for Valentine's Day.

\$295,000 loan for only \$984/month. Refi and save \$200/mo. Bad credit options. Refinance your home.

#1 provider of completely free tax-preparation software - Prepare free, print free and E-file free - TaxAXE®.

What's your credit score 560? 678? 720? - See it \$0 by Experius.

Welcome back, **Janine** | [Sign Out](#)

- ▶ **Horoscope for Sagittarius** (Change) | Rebellion will be on your mind today and anyone will seem like a good target for your frustration! [More...](#)
- ▶ **Local Info for 10009** (Change) | Traffic, Events and [More...](#)
- ▶ **Yeeahhh! Radio** | Today's big hits: Justin Timberlake, Beyoncé, Nelly Furtado and [More...](#)

iPod + iTunes

click here to discover more

Yeeahhh! Autos Find the Car You're Looking For

New Cars | Used Cars | Green Cars | Concept Cars

The Wire: What Yeeahhheads Are Into

Top Sightseeing Spots for Kids

- Orlando, Florida
- Honolulu, Hawaii
- New York, New York
- Grand Canyon
- Anaheim, California

Copyright © 2007 **Khoi Vinh**. All rights reserved. [Copyright/IP Policy](#)

Advertise With Us | Search Marketing | Suggest a Site | Page Tour | Feedback | Yeeahhh! Espanol

Company Info | Jobs | Help | Privacy Policy | Terms of Service

Change orientation to change up display.

Horizontal Ordered Listing



- Autos
- Calendar
- Finance
- Groups
- Jobs
- Maps
- Music
- Personals
- Photos
- Real Estate
- Sports
- Tech
- Travel
- TV
- Yellow Pages
- SMALL BUSINESS**
 - Get a Web site
 - Domain Names
 - eCommerce
 - Search Listings
- YEEAAHH! SERVICES**
 - Downloads
 - Health
 - Kids
 - Mobile
 - Voice
 - Yeeeahh! Broadband
 - Yeeeahh! Global

Featured
Entertainment
Sports
Life



State of the Art Camera Phones

Do you have one? Why the hell not? Find out...

- 10 hottest new cell phones
- Getting the most from your camera phone



Will That Co-worker Ever Date You?



What's the Best Pizza in Your Town?



Does Hillary Have What It Takes?

[More Stories...](#)

Yeeeahh! Headlines

As of 3:18 PM EST

Top News	World	Local	Video
Bush proposes to cut taxes by \$1.9T More on budget plan	Bomb attacks in Iraq kill at least 38 Security crackdown	NATO urges Taliban to leave Afghan town NATO handover	Markets Dow ▲ +8.25 Nasdaq ▼ -5.28 S&P 500 ▼ -1.40 10-Yr Bond ▼ -0.019 Sponsored by Sotrade
Giuliani one step closer to 2008 presidential bid	U.S. airlines rescind latest round of fare hikes	Thousands of rare marine species discovered in Philippines	
Coroner: USC kicker was drunk when he fell to his death			
Marketplace			
 Double Bonus Roses for \$39.99 Buy one dozen, get one dozen free plus a free vase from 1-800-Florals® - Order now for Valentine's Day.			

\$295,000 loan for only \$984/month. Refi and save \$200/mo. Bad credit options. Refinance your home.

#1 provider of completely free tax-preparation software - Prepare free, print free and E-file free - TaxAXE®.

What's your credit score 560? 678? 720? - See it \$0 by Experius.

Today's Top 5 Searches on Yeeeahh!

1. Super Bowl Commercials	2. Britney Spears	3. Internal Revenue Service	4. Paris Hilton	5. Indianapolis Colts
----------------------------------	--------------------------	------------------------------------	------------------------	------------------------------

[More Yeeeahh! Searches](#)
[This Week's Top 100 Searches](#)

Welcome back, **Janine** [Sign Out](#)

- ▶ **Horoscope for Sagittarius** [\(Change\)](#)
Rebellion will be on your mind today and anyone will seem like a good target for your frustration! [More...](#)
- ▶ **Local Info for 10009** [\(Change\)](#)
Traffic, Events and [More...](#)
- ▶ **Yeeeahh! Radio**
Today's big hits: Justin Timberlake, Beyoncé, Nelly Furtado and [More...](#)



[click here to discover more](#)

Yeeeahh! Autos Find the Car You're Looking For

			
New Cars	Used Cars	Green Cars	Concept Cars

The Wire: What Yeeeahheads Are Into



Top Sightseeing Spots for Kids

- Orlando, Florida
- Honolulu, Hawaii
- New York, New York
- Grand Canyon
- Anaheim, California

Copyright © 2007 **Khoi Vinh**. All rights reserved. [Copyright/IP Policy](#).

[Advertise With Us](#) | [Search Marketing](#) | [Suggest a Site](#) | [Page Tour](#) | [Feedback](#) | [Yeeeahh! Espanol](#)
[Company Info](#) | [Jobs](#) | [Help](#) | [Privacy Policy](#) | [Terms of Service](#)

Done!

Make Yeeeahh! your home page \$200,000 loan for only \$667/mo Bad credit OK - LendingTree

Yeeeahh!

Search Local Search

Log into My Yeeeahh! 17 New Messages Yeeeahh! Mail 5 Friends Online Now Yeeeahh! Messenger Weather for 10009 (Change) Now 18F Wed 22F Thu 26F

- [Autos](#)
- [Calendar](#)
- [Finance](#)
- [Groups](#)
- [Jobs](#)
- [Maps](#)
- [Music](#)
- [Personals](#)
- [Photos](#)
- [Real Estate](#)
- [Sports](#)
- [Tech](#)
- [Travel](#)
- [TV](#)
- [Yellow Pages](#)
- SMALL BUSINESS**
 - Get a Web site
 - Domain Names
 - eCommerce
 - Search Listings
- YEEAHH! SERVICES**
 - Downloads
 - Health
 - Kids
 - Mobile
 - Voice
 - Yeeeahh! Broadband
 - Yeeeahh! Global

FeaturedEntertainmentSportsLife



State of the Art Camera Phones

Do you have one? Why the hell not? Find out...

- 10 hottest new cell phones
- Getting the most from your camera phone



Will That Co-worker Ever Date You?



What's the Best Pizza in Your Town?



Does Hillary Have What It Takes?

[More Stories...](#)

Yeeeahh! Headlines

As of 3:18 PM EST

Top NewsWorldLocalVideo

Bush proposes to cut taxes by \$1.9T | More on budget plan

Bomb attacks in Iraq kill at least 38 | Security crackdown

NATO urges Taliban to leave Afghan town | NATO handover

Giuliani one step closer to 2008 presidential bid

U.S. airlines rescind latest round of fare hikes

Thousands of rare marine species discovered in Philippines

Coroner: USC kicker was drunk when he fell to his death

Markets

Dow	▲ +8.25
Nasdaq	▼ -5.28
S&P 500	▼ -1.40
10-Yr Bond	▼ -0.019

Sponsored by **Sottrade**

More Headlines

News | Popular | Business

Marketplace



Double Bonus Roses for \$39.99
Buy one dozen, get one dozen free plus a free vase from 1-800-Florals® - Order now for Valentine's Day.

\$295,000 loan for only \$984/month. Refi and save \$200/mo. Bad credit options. Refinance your home.

#1 provider of completely free tax-preparation software - Prepare free, print free and E-file free - TaxAXE®.

What's your credit score 560? 678? 720? - See it \$0 by Experius.

Today's Top 5 Searches on Yeeeahh!

1. Super Bowl Commercials	2. Britney Spears	3. Internal Revenue Service	4. Paris Hilton	5. Indianapolis Colts
				• More Yeeeahh! Searches • This Week's Top 100 Searches

Welcome back, **Janine** Sign Out

► **Horoscope for Sagittarius** (Change) Rebellion will be on your mind today and anyone will seem like a good target for your frustration! **More...**

► **Local Info for 10009** (Change) Traffic, Events and **More...**

► **Yeeeahh! Radio** Today's big hits: Justin Timberlake, Beyoncé, Nelly Furtado and **More...**



[click here to discover more](#)

Yeeeahh! Autos Find the Car You're Looking For



New Cars



Used Cars



Green Cars



Concept Cars

The Wire: What Yeeeahheads Are Into



Top Sightseeing Spots for Kids

- Orlando, Florida
- Honolulu, Hawaii
- New York, New York
- Grand Canyon
- Anaheim, California



Icons courtesy and copyright IconBuffer

Copyright © 2007 **Khoi Vinh**. All rights reserved. [Copyright/IP Policy](#)

Advertise With Us | Search Marketing | Suggest a Site | Page Tour | Feedback | Yeeeahh! Espanol
Company Info | Jobs | Help | Privacy Policy | Terms of Service

Sibling Sites

Yeeeahh! Personals


Welcome, Joe

Sign Out My Account

Search [input] Web Search

Yeeeahh! My Yeeeahh! Yeeeahh! Mail Make Yeeeahh! Your Home Page

Search How It Works Mailbox Saved Profiles Create a FREE Profile Premier Subscribe



Dating Scene or Love Story?

From casual dates to wedding dates, it all happens here.

Browse profiles now, FREE

Use **advanced search** and get specific, FREE

Get started NOW!

1. Tell us a little about who you're looking for...

I'm a seeking a

who's between the ages of and

within of New York, NY [\(Change\)](#)

Show photo profiles only

2. Get better matches by adding more criteria...

Her body type [\(Change\)](#)

Her ethnicity [\(Change\)](#)


Her education level [\(Change\)](#)

3. [Find My Match](#) [Add more search criteria](#)

Love at First Sight!

February 14 was a big day for Colleen. But it almost wasn't. She almost deleted Mr. Right! [See her story](#)

- More Dating & Relationships
- More Stories in Hook-up Magazine




Get Yeeeahh! Personals To Go!


Now available for your mobile phone!
[Get started now](#)

Singles in Your Area


[See Dozens More Matches...](#)



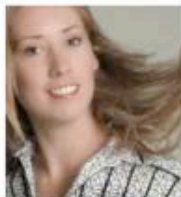
Country Mouse in the Big City
New York, NY




True Love, Playas Need Not Apply
New York, NY



Boo! It's the Girl Next Door
New York, NY




Cute, Cool, But Not Conceited
New York, NY



Uh-Huh, Uh-Huh, Oh Yeah
New York, NY

Try Yeeeahh! Personals Free for a Week!

Get started in less than 5 minutes



Copyright © 2007 Khoi Vinh. All rights reserved. [Copyright/IP Policy](#)

Advertise With Us | Search Marketing | Suggest a Site | Page Tour | Feedback | Yeeeahh! Espanol

Company Info | Jobs | Help | Privacy Policy | Terms of Service

Yeeeahh!
Personals

[Welcome, Joe](#)
[Sign Out My Account](#)
[Search](#)

[Search](#)
[How It Works](#)
[Mailbox](#)
[Saved Profiles](#)
[Create a FREE Profile](#)
[Premier](#)
[Subscribe](#)



Dating Scene or Love Story?

From casual dates to wedding dates, it all happens here.

Browse profiles now, FREE

Use **advanced search** and get specific, FREE

[Get started NOW!](#)

- Tell us a little about who you're looking for...

I'm a	<input type="text" value="Man"/>	seeking a	<input type="text" value="Woman"/>
who's between the ages of	<input type="text" value="24"/>	and	<input type="text" value="44"/>
within	<input type="text" value="50 miles"/>	of	New York, NY (Change)
<input checked="" type="checkbox"/> Show photo profiles only			
- Get better matches by adding more criteria...


Her body type	Any (Change)
Her ethnicity	Any (Change)
Her education level	Any (Change)
- [Find My Match](#) [Add more search criteria](#)

Love at First Sight!

February 14 was a big day for Colleen. But it almost wasn't. She almost deleted Mr. Right!

[See her story](#)

- More Dating & Relationships
- More Stories in Hook-up Magazine




Get Yeeeahh! Personals To Go!


Now available for your mobile phone!

[Get started now](#)


Singles in Your Area



Country Mouse in the Big City
New York, NY




True Love, Playas Need Not Apply
New York, NY



Boo! It's the Girl Next Door
New York, NY



Cute, Cool, But Not Conceited
New York, NY





Uh-Huh, Uh-Huh, Oh Yeah
New York, NY

[See Dozens More Matches...](#)

Try Yeeeahh! Personals Free for a Week!

Get started in less than 5 minutes



 Copyright © 2007 [Khoi Vinh](#). All rights reserved. [Copyright/Privacy Policy](#)

[Advertise With Us](#) | [Search Marketing](#) | [Suggest a Site](#) | [Page Tour](#) | [Feedback](#) | [Yeeeahh! Español](#)

[Company Info](#) | [Jobs](#) | [Help](#) | [Privacy Policy](#) | [Terms of Service](#)

Mixing Column Structures



Yeeeahh! Personals

Welcome, Joe

Sign Out My Account

Search

Web Search

Search How It Works Mailbox Saved Profiles Create a FREE Profile Premier Subscribe

Dating Scene or Love Story?

From casual dates to wedding dates, it all happens here.

Browse profiles now, FREE

Use **advanced search** and get specific, FREE

Get started NOW!

1. Tell us a little about who you're looking for...

I'm a seeking a

who's between the ages of and

within of New York, NY [\(Change\)](#)

Show photo profiles only

2. Get better matches by adding more criteria...

Her body type	<input type="text" value="Any"/> (Change)
Her ethnicity	<input type="text" value="Any"/> (Change)
Her education level	<input type="text" value="Any"/> (Change)

3. [Find My Match](#) [Add more search criteria](#)

Love at First Sight!

February 14 was a big day for Colleen. But it almost wasn't. She almost deleted Mr. Right!

[See her story](#)

- More Dating & Relationships
- More Stories in Hook-up Magazine

Get Yeeeahh! Personals To Go!

Now available for your mobile phone!

[Get started now](#)

Singles in Your Area

[See Dozens More Matches...](#)

<p>Country Mouse in the Big City New York, NY</p>	<p>True Love, Playas Need Not Apply New York, NY</p>	<p>Boo! It's the Girl Next Door New York, NY</p>	<p>Cute, Cool, But Not Conceited New York, NY</p>	<p>Uh-Huh, Uh-Huh, Oh Yeah New York, NY</p>
---	--	--	---	---

Try Yeeeahh! Personals Free for a Week!

Get started in less than 5 minutes

Copyright © 2007 Khoi Vinh. All rights reserved. [Copyright/FP Policy](#)

Advertise With Us | [Search Marketing](#) | [Suggest a Site](#) | [Page Tour](#) | [Feedback](#) | [Yeeeahh! Espanol](#)

[Company Info](#) | [Jobs](#) | [Help](#) | [Privacy Policy](#) | [Terms of Service](#)

Mixing Column Structures



Yeeeahh! Personals | Yeeeahh! | My Yeeeahh! | Yeeeahh! Mail | Make Yeeeahh! Your Home Page

Welcome, Joe | [Sign Out](#) | [My Account](#) | Search | | [Web Search](#)

[Search](#) | [How It Works](#) | [Mailbox](#) | [Saved Profiles](#) | [Create a FREE Profile](#) | [Premier](#) | [Subscribe](#)

Dating Scene or Love Story?

From casual dates to wedding dates, it all happens here.

Browse profiles now, FREE

Use **advanced search** and get specific, FREE

Get started NOW!

- Tell us a little about who you're looking for...**

I'm a seeking a

who's between the ages of and

within of New York, NY ([Change](#))

Show photo profiles only
- Get better matches by adding more criteria...**

Her body type	<input type="text" value="Any"/> (Change)
Her ethnicity	<input type="text" value="Any"/> (Change)
Her education level	<input type="text" value="Any"/> (Change)
- [Find My Match](#) | [Add more search criteria](#)

Love at First Sight!

February 14 was a big day for Colleen. But it almost wasn't. She almost deleted Mr. Right! [See her story](#)

- More Dating & Relationships
- More Stories in Hook-up Magazine

Get Yeeeahh! Personals To Go!

Now available for your mobile phone!
[Get started now](#)

Singles in Your Area

<p>Country Mouse in the Big City New York, NY</p>	<p>True Love, Playas Need Not Apply New York, NY</p>	<p>Boo! It's the Girl Next Door New York, NY</p>	<p>Cute, Cool, But Not Conceited New York, NY</p>	<p>Uh-Huh, Uh-Huh, Oh Yeah New York, NY</p>
---	--	--	---	---

[See Dozens More Matches...](#)

Try Yeeeahh! Personals Free for a Week!

Get started in less than 5 minutes

Copyright © 2007 Khoi Vinh. All rights reserved. [Copyright/IP Policy](#)

[Advertise With Us](#) | [Search Marketing](#) | [Suggest a Site](#) | [Page Tour](#) | [Feedback](#) | [Yeeeahh! Espanol](#)

[Company Info](#) | [Jobs](#) | [Help](#) | [Privacy Policy](#) | [Terms of Service](#)

End

Special Thanks



www.iconbuffet.com