SXSW

Grids Are Good

(Right?)

March 10, 2007
SXSW Interactive
Austin, TX

Khoi Vinh
Subtraction.com

Mark Boulton
MarkBoulton.co.uk

About Khoi

SXSW

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

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Version 7.0
Khoi Vinh's Web Site

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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.

CONTINUE READING | ADD REMARKS

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.

Quick Access
1106 posts since July 2000.
Date Select...
Categories Select...

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.

SXSW MARCH 9-13 2007 AUSTIN TX

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

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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**.

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**.

CONTINUE READING | ADD REMARKS

Quick Access
1106 posts since July 2000.
Date Select...
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Recent Posts
28 Feb 2007
Pint-Sized Pictures
Doodles I done drawed in Paris.

About Mark

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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

MarkBoulton.co.uk

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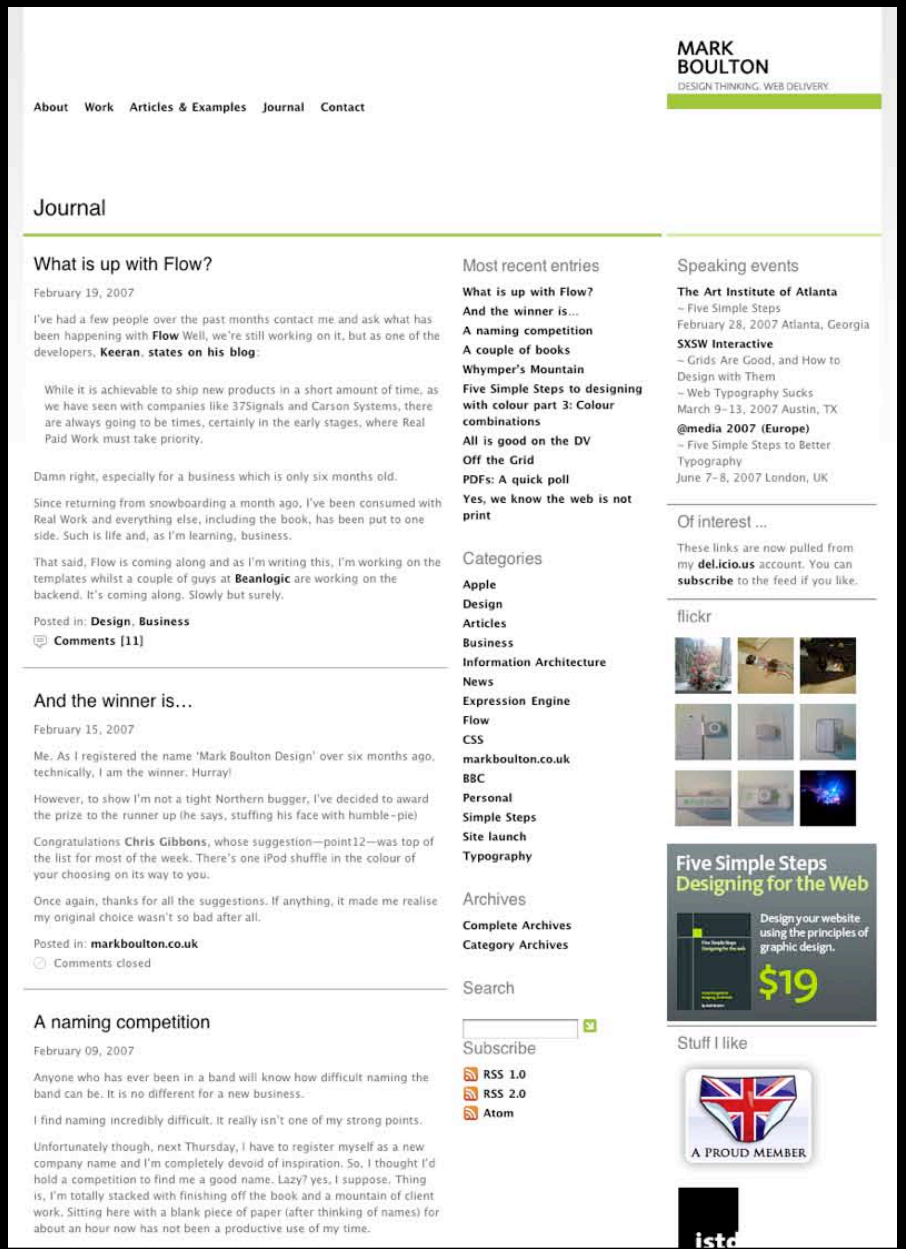

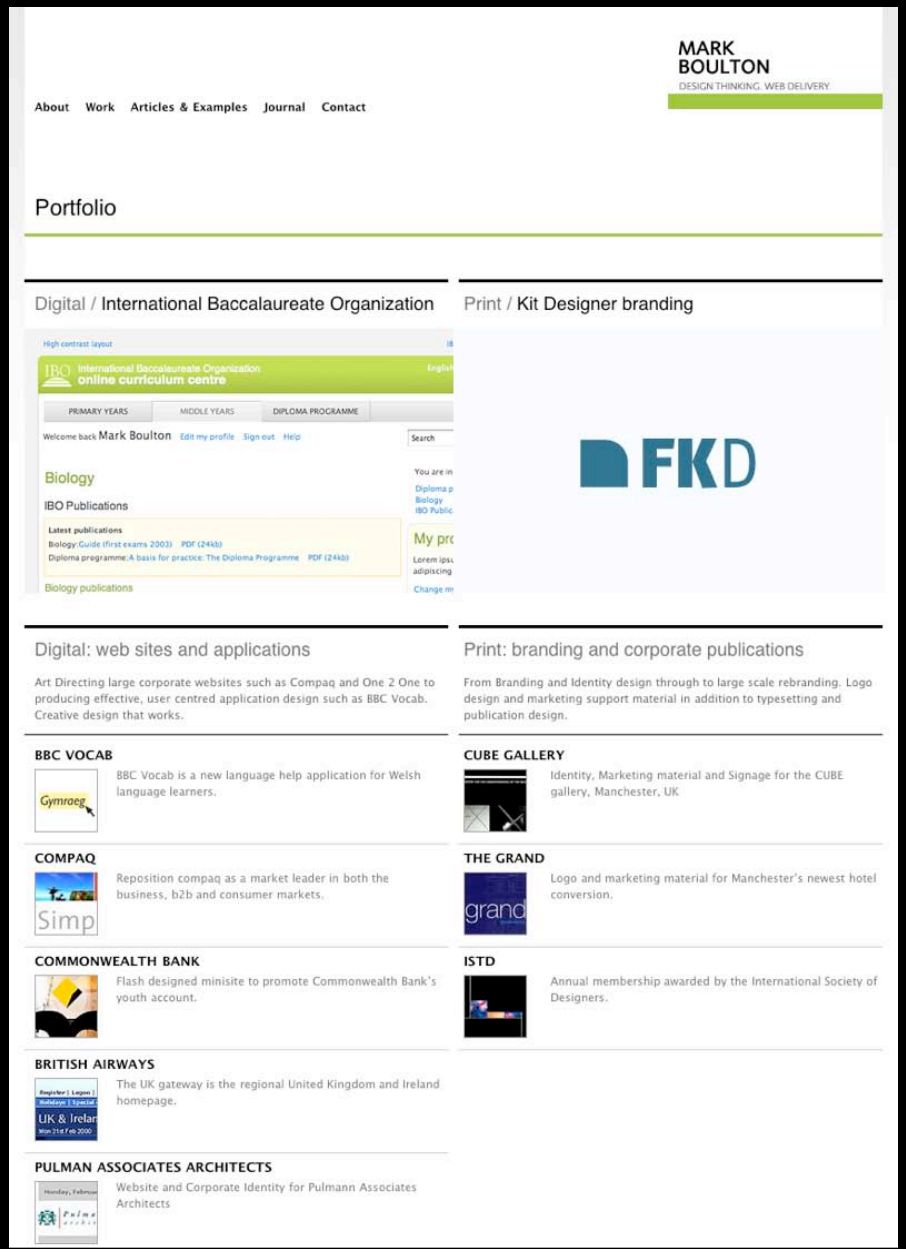

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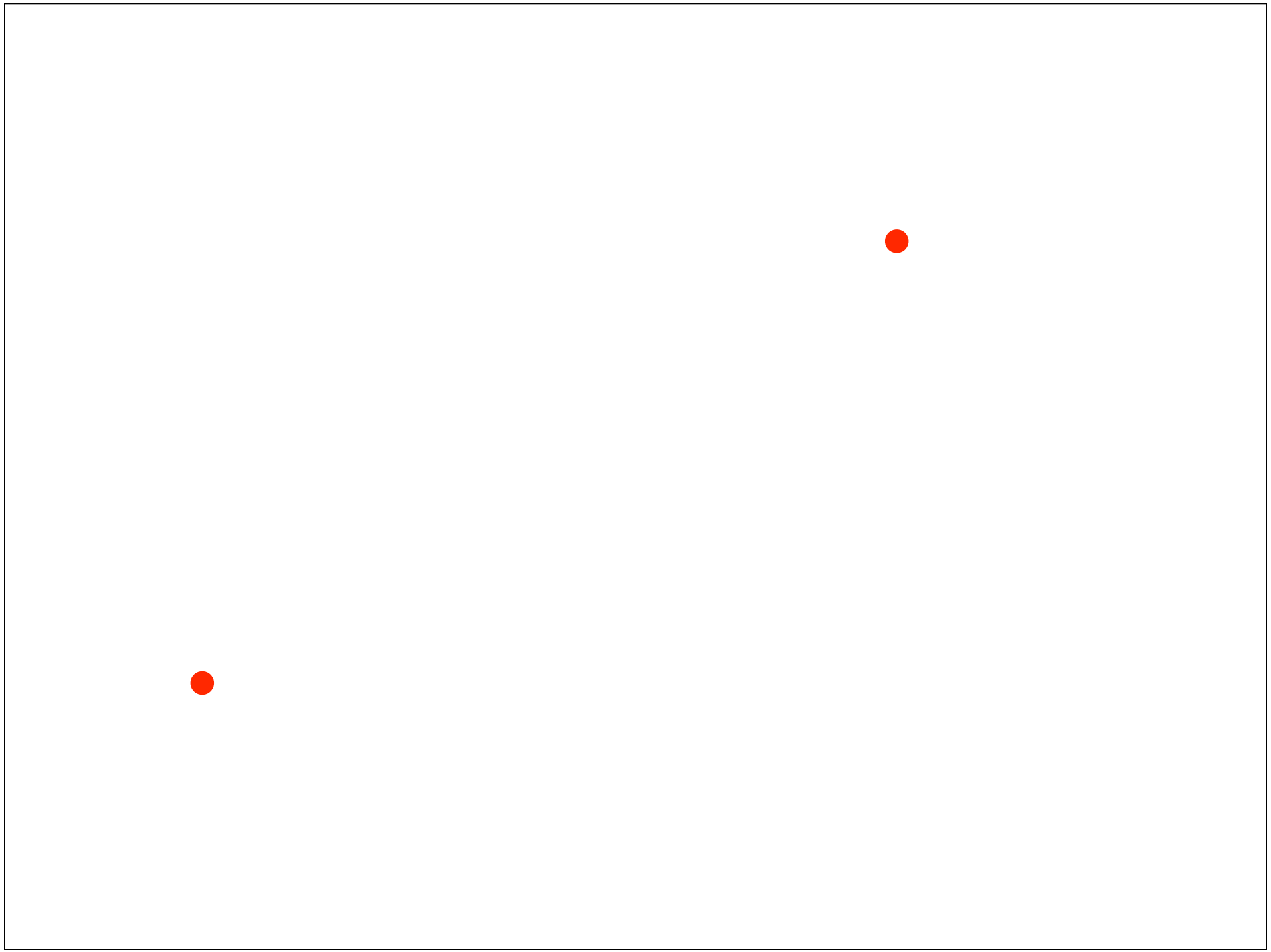
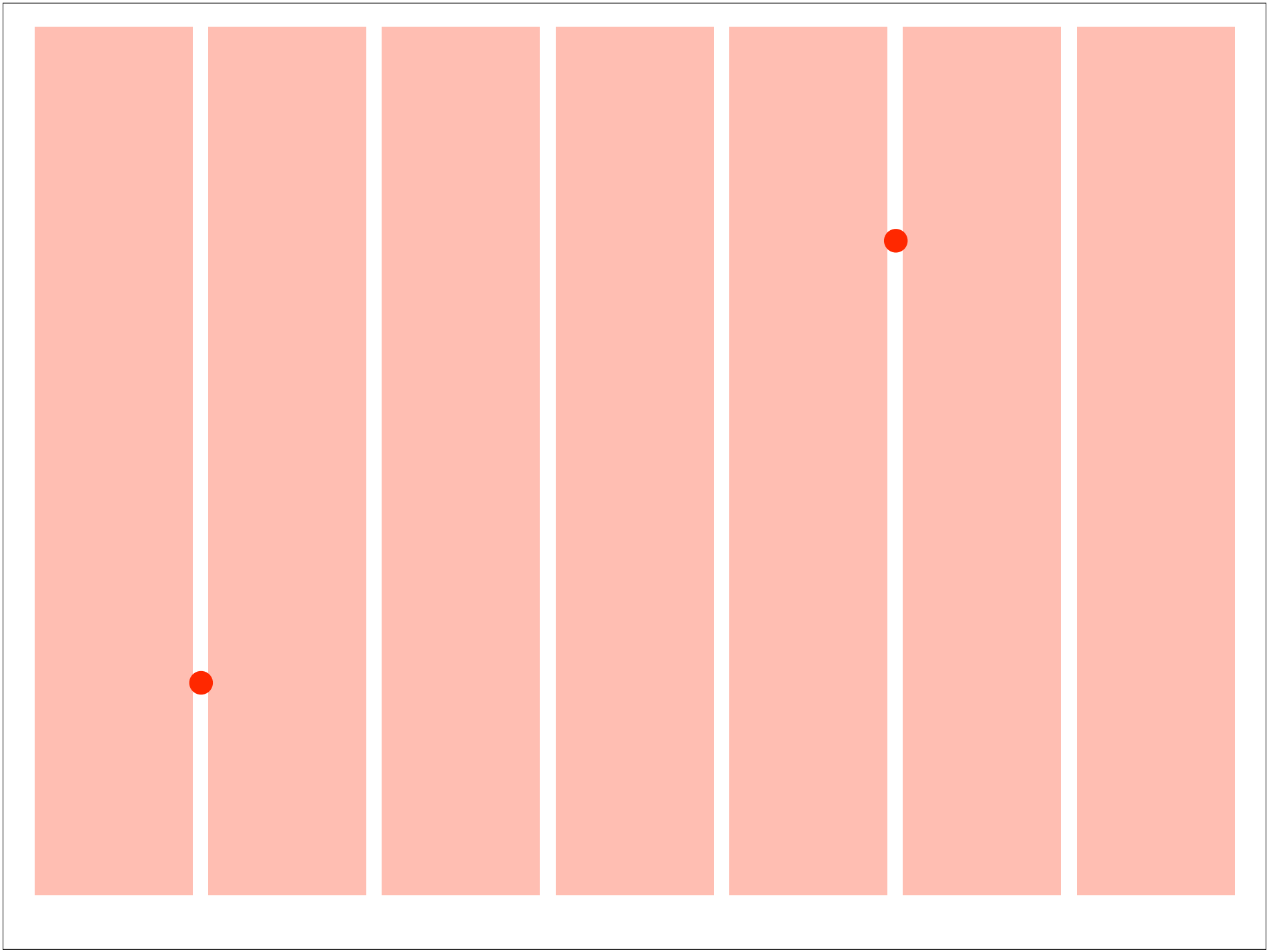
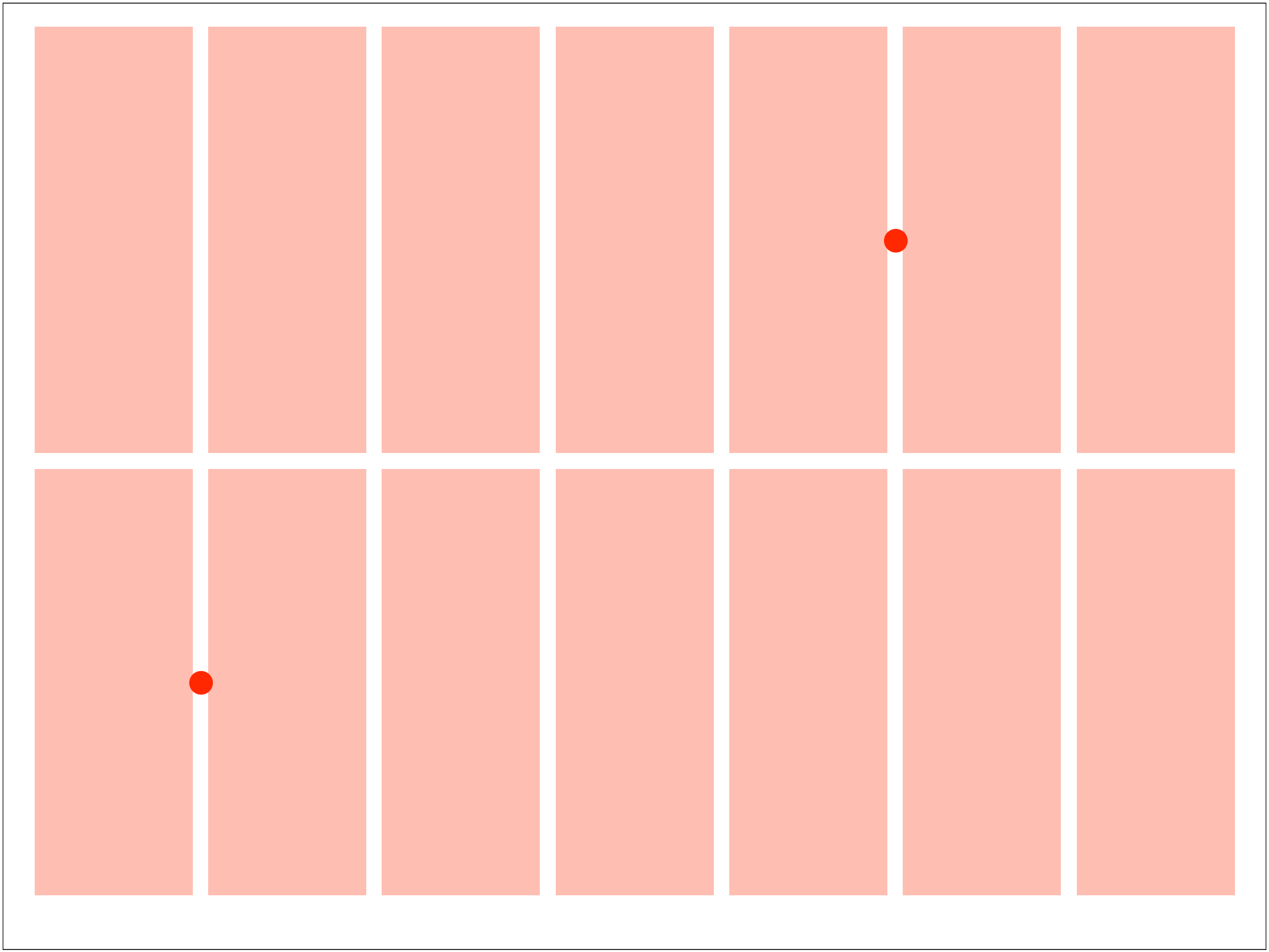
Dots to Design

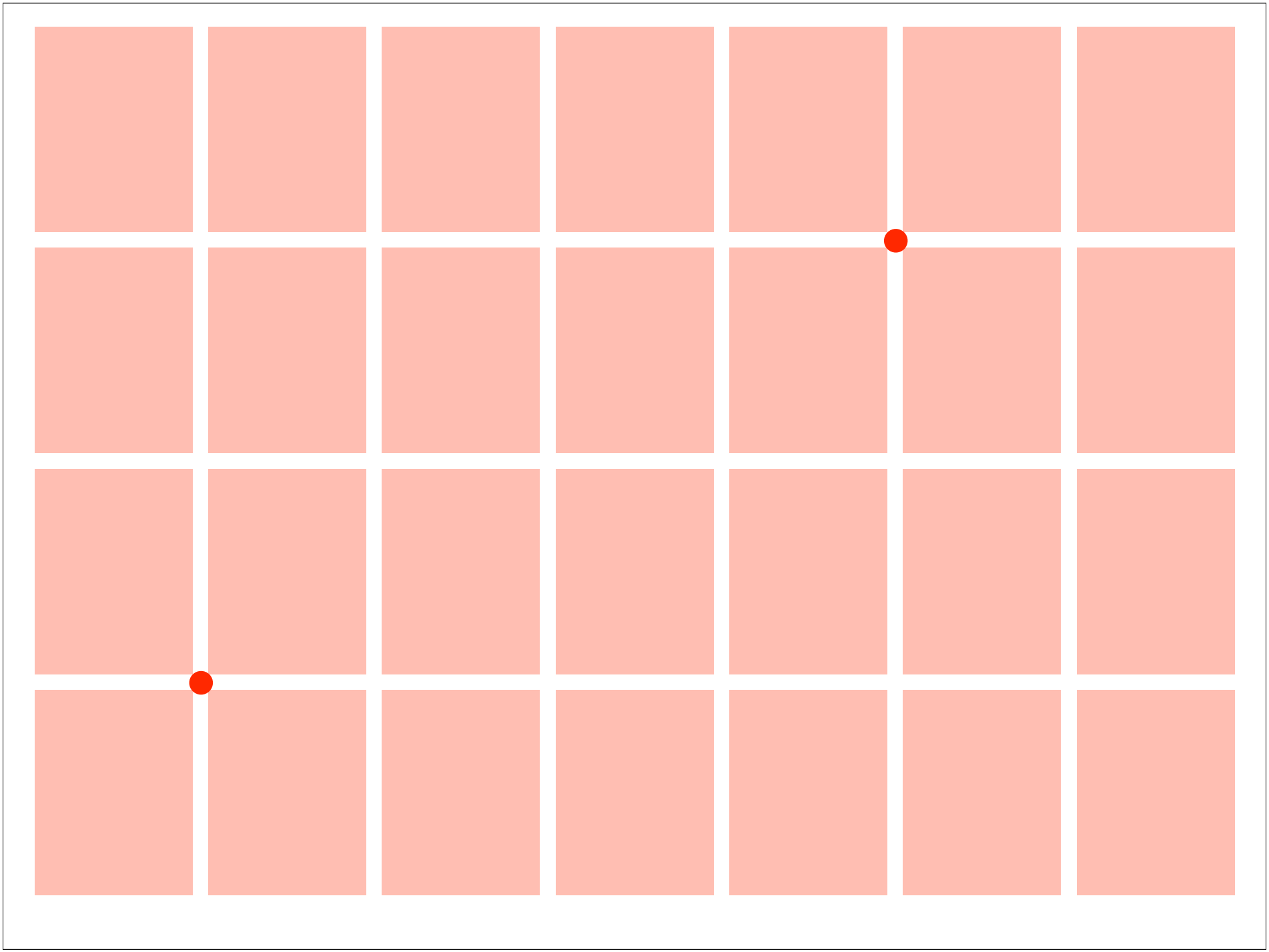


From Dots to Design

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







Some History

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

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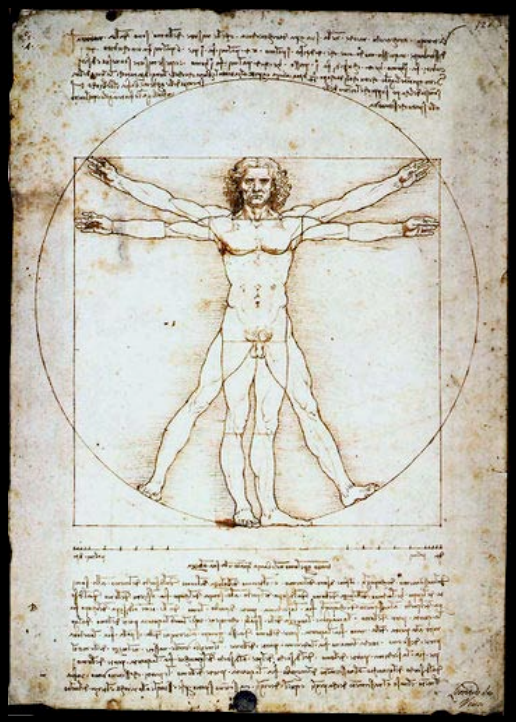
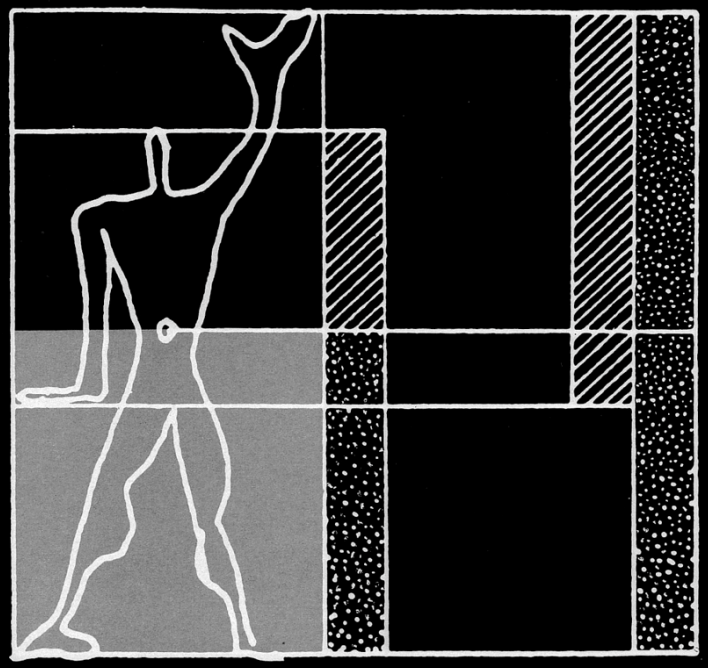
A Brief History of the Grid

Looking for Reason

Divining architectural proportion from nature.



Leonardo DaVinci, “The Vitruvian Man” 1492.



Le Corbusier, “Modulor” 1948.

Right Up to the Modern Day

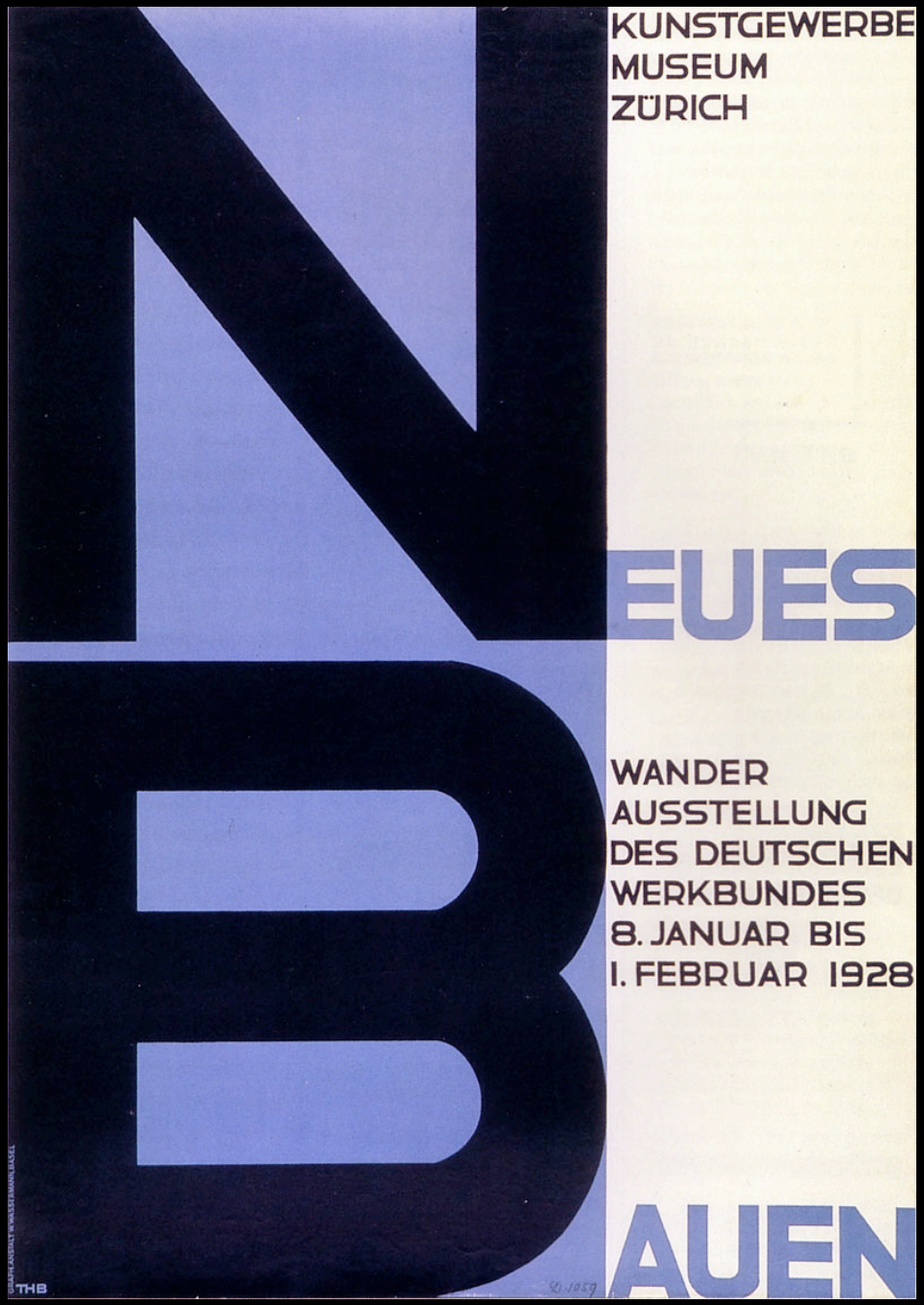
Ornamentation

From this…

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

Rational Design

…to this.

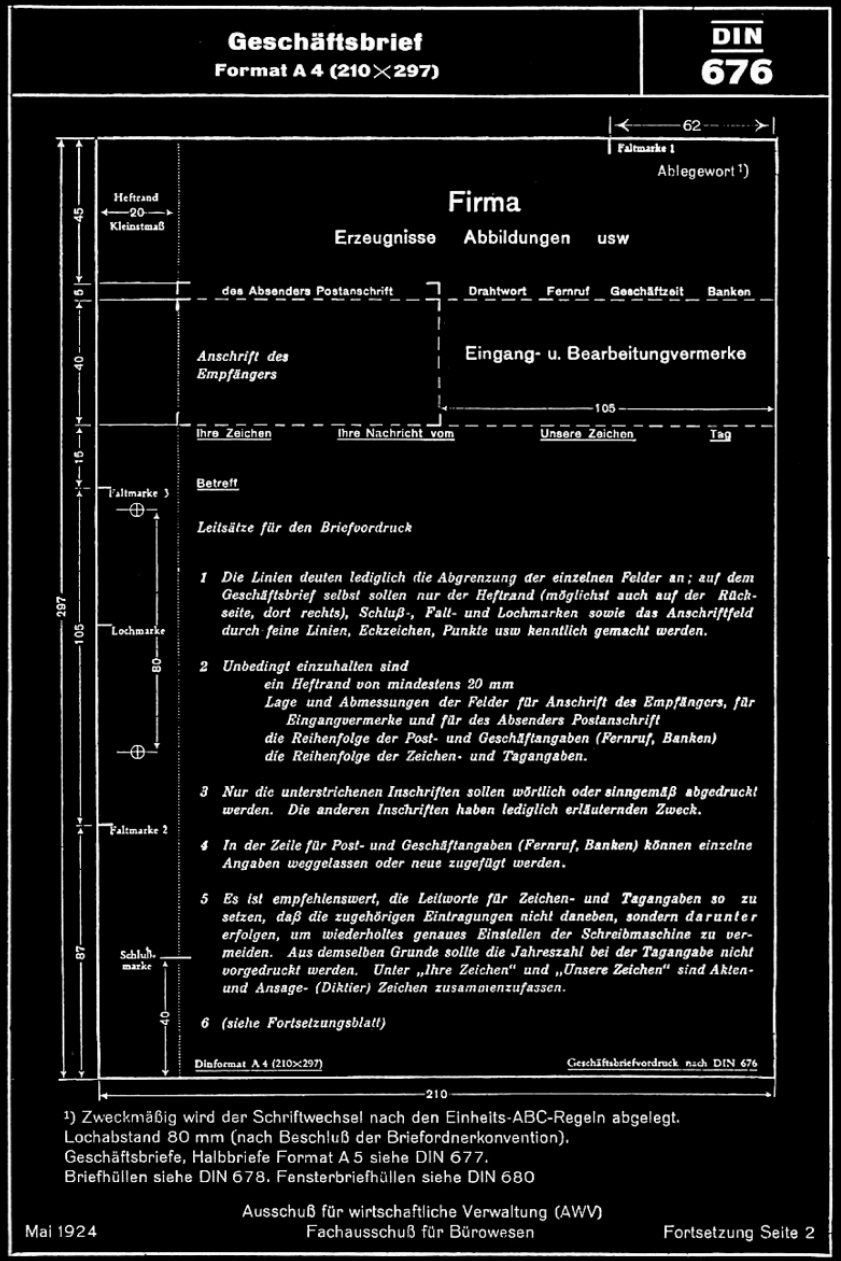


Theo Ballmer, “Neues Bauen” 1928.
Poster for German Werkbund exhibition.

New Ideas

Rationalism became the new imperative for design.

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



Geschäftsbrief
Format A 4 (210×297)

DIN 676

62

Faltmarke 1

Ablegewort[1])

Heftrand
20
Kleinstmaß

Firma

Erzeugnisse Abbildungen usw

des Absenders Postanschrift | Drahtwort | Fernruf | Geschäftszeit | Banken

Anschrift des Empfängers

Eingang- u. Bearbeitungvermerke

105

Ihre Zeichen | Ihre Nachricht vom | Unsere Zeichen | Tag

Betreff

Faltmarke 3

Lochmarke

Faltmarke 2

Schlußmarke

45 5 40 15 105 80 87 40 297

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-, Falt- und Lochmarken sowie das Anschriftfeld durch feine Linien, Eckzeichen, Punkte usw kenntlich gemacht werden.

2 Unbedingt einzuhalten sind
ein Heftrand von mindestens 20 mm
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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 neue 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

210

[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

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

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

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

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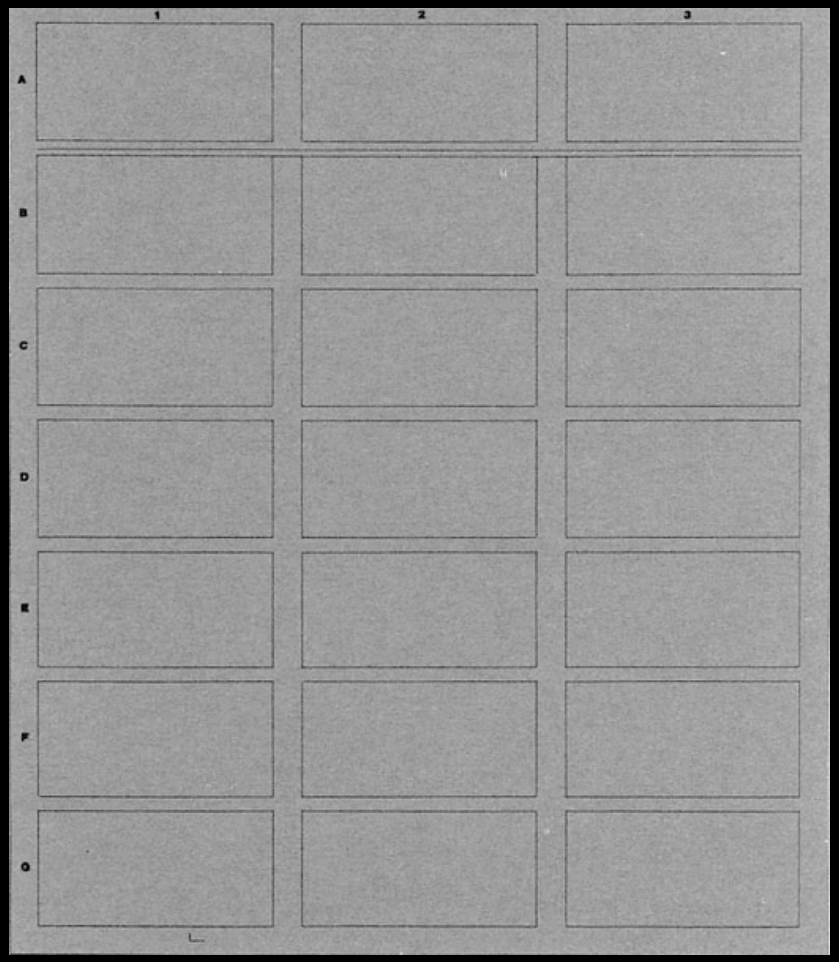
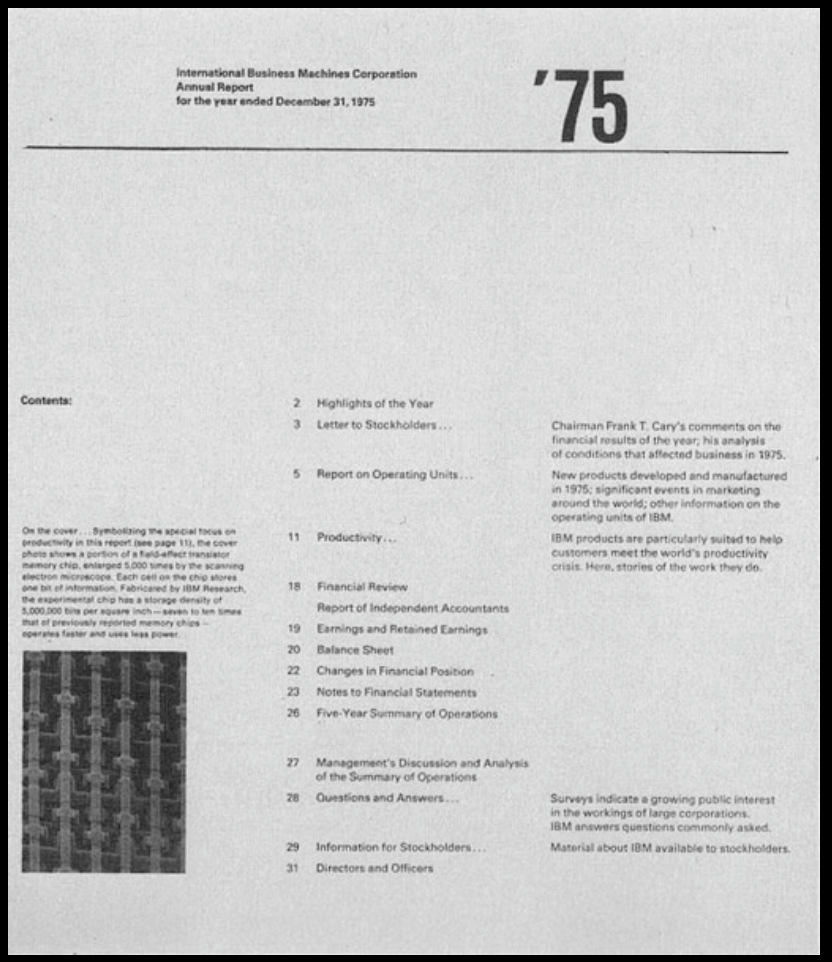
There is a **strong overlap** between what motivated grid usage nearly a century ago and what motivates grid usage today.

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

Paul Rand for IBM





International Business Machines Corporation
Annual Report
for the year ended December 31, 1975

'75

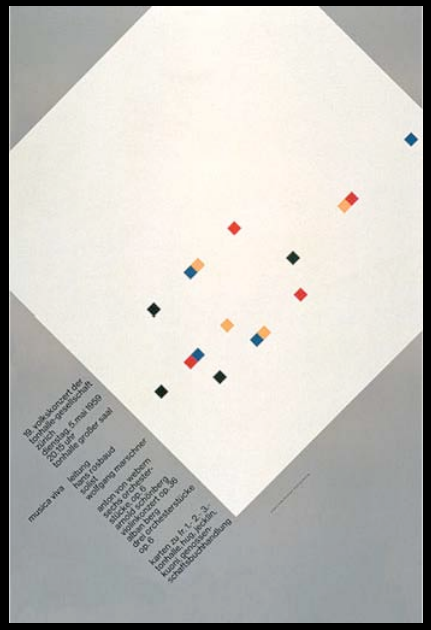
Contents:

2 Highlights of the Year
3 Letter to Stockholders... — Chairman Frank T. Cary's comments on the financial results of the year; his analysis of conditions that affected business in 1975.
5 Report on Operating Units... — New products developed and manufactured in 1975; significant events in marketing around the world; other information on the operating units of IBM.
11 Productivity... — IBM products are particularly suited to help customers meet the world's productivity crisis. Here, stories of the work they do.
18 Financial Review
Report of Independent Accountants
19 Earnings and Retained Earnings
20 Balance Sheet
22 Changes in Financial Position
23 Notes to Financial Statements
26 Five-Year Summary of Operations
27 Management's Discussion and Analysis of the Summary of Operations
28 Questions and Answers... — Surveys indicate a growing public interest in the workings of large corporations. IBM answers questions commonly asked.
29 Information for Stockholders... — Material about IBM available to stockholders.
31 Directors and Officers

On the cover... Symbolizing the special focus on productivity in this report (see page 11), the cover photo shows a portion of a field-effect transistor memory chip, enlarged 5,000 times by the scanning electron microscope. Each cell on the chip stores one bit of information. Fabricated by IBM Research, the experimental chip has a storage density of 5,000,000 bits per square inch—seven to ten times that of previously reported memory chips—operates faster and uses less power.

Paul Rand, IBM Annual Report, 1975

J. Müller-Brockmann



Tonhalle-Quartett, 1955.

Juni-Festwochen Zürich, 1959

Juni-Festwochen Zürich, 1962

Musica Viva, 1968

Massimo Vignelli for National Park Service

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

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Grids on the Web

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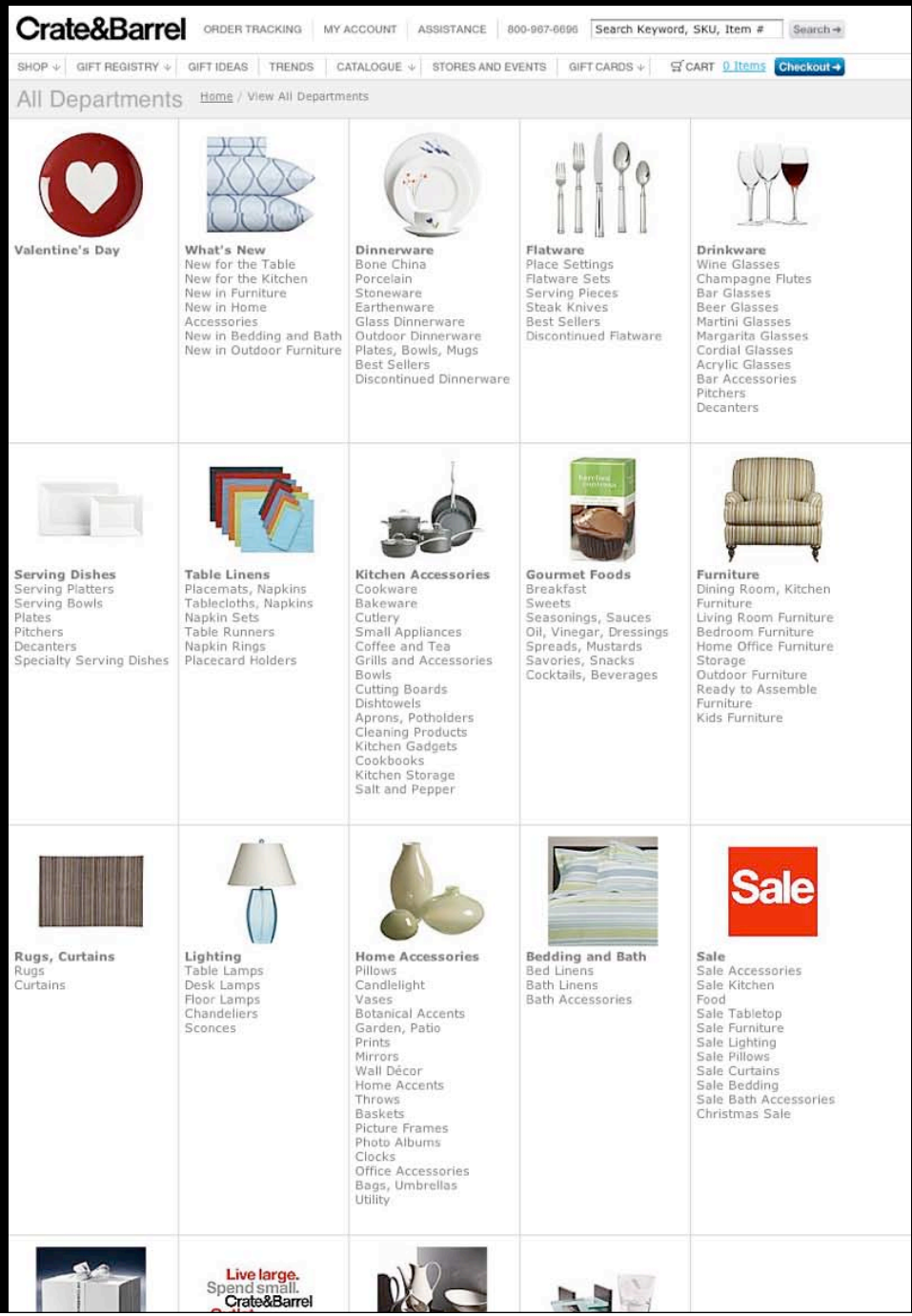
Crate & Barrel

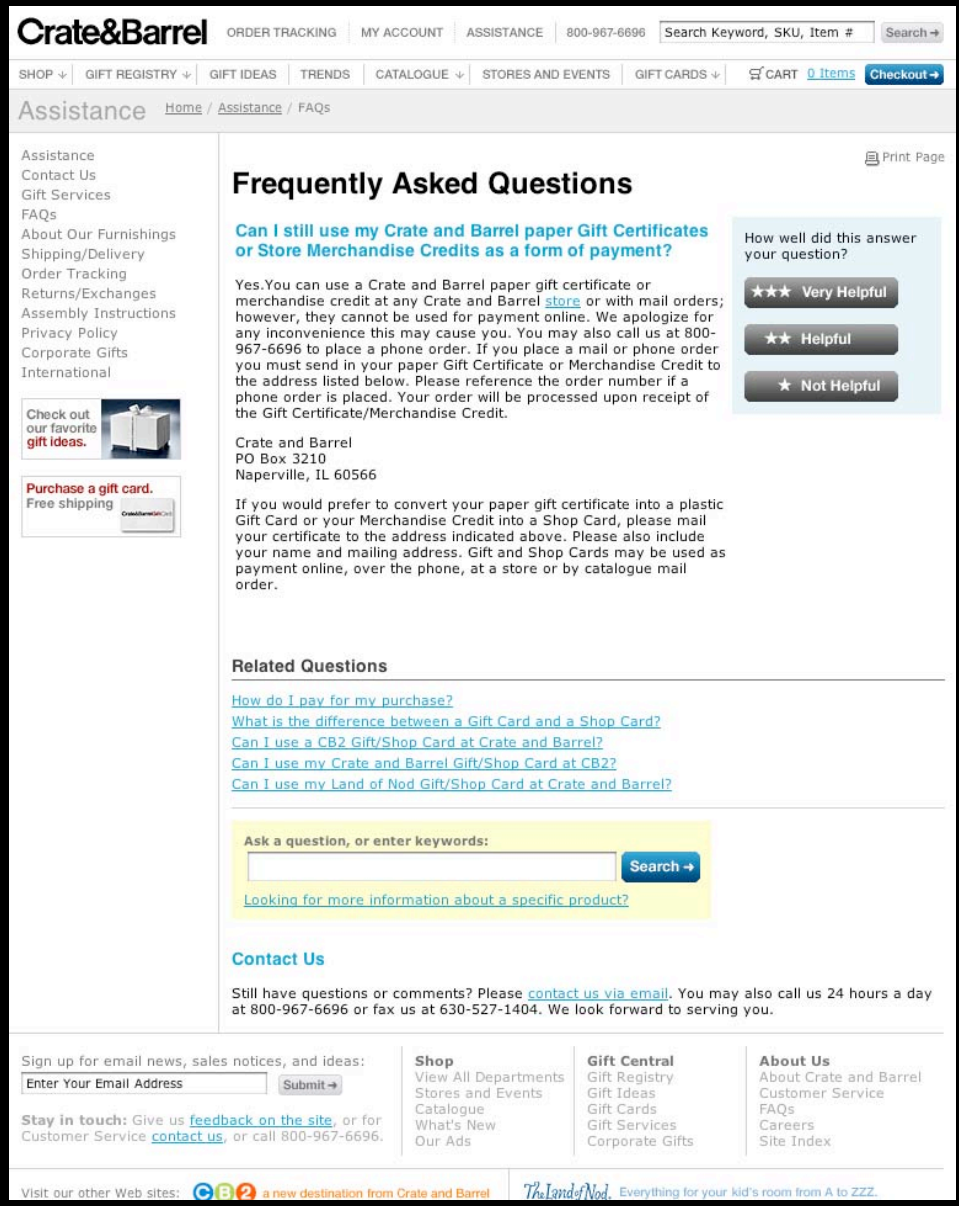
crateandbarrel.com

Product Display

‘Inventory’ Display



Text Forms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How well did this answer your question?
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★★ Helpful
★ Not Helpful
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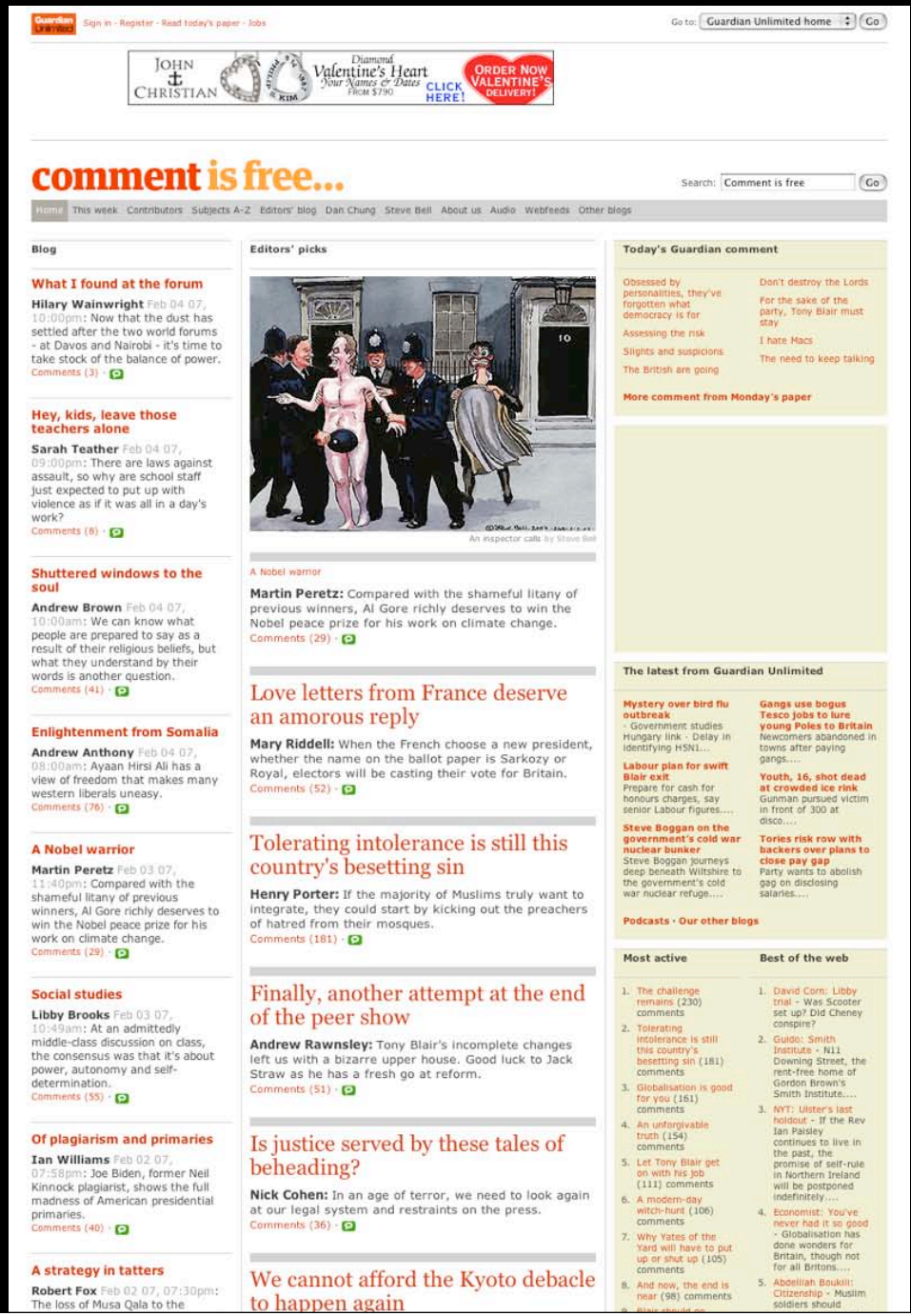
Main Page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Editors' blog
Dan Chung
Steve Bell
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Other blogs
Blog
What I found at the forum
Hilary Wainwright Feb 04 07, 10:00pm: Now that the dust has settled after the two world forums - at Davos and 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 (8)
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 (40)
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 (181)
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
Assessing the risk
Slights and suspicions
The British are going
Don't destroy the Lords
For the sake of the party, Tony Blair must stay
I hate Macs
The need to keep talking
More comment from Monday's paper
The latest from Guardian Unlimited
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4. An unforgivable truth (154) comments
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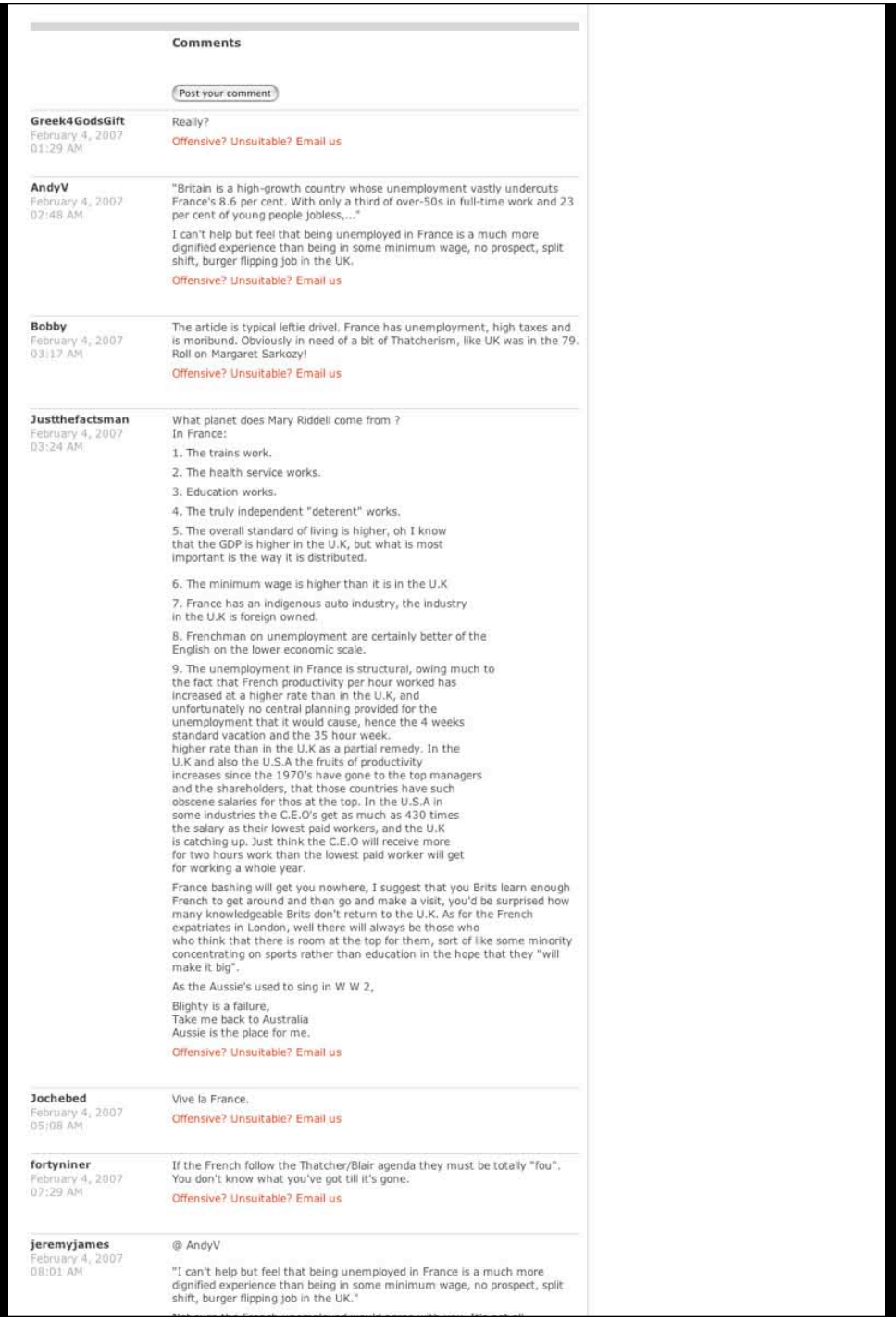
6. A modern-day witch-hunt (106) comments
7. Why Yates of the Yard will have to put up or shut up (105) comments
8. And now, the end is near (98) comments
Best of the web
1. David Corn: Libby trial - Was Scooter set up? Did Cheney conspire?
2. Guido: Smith Institute - N11 Downing Street, the rent-free 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. Abdelilah 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."

SXSW

Let’s Build a Grid

The Brand

What Should We Do?

SXSW

Not

A Good Problem

Rudimentary but unimaginative use of grid.

Rather…

SXSW

Yeeaahh!

yeeaahh.subtraction.com

SXSW

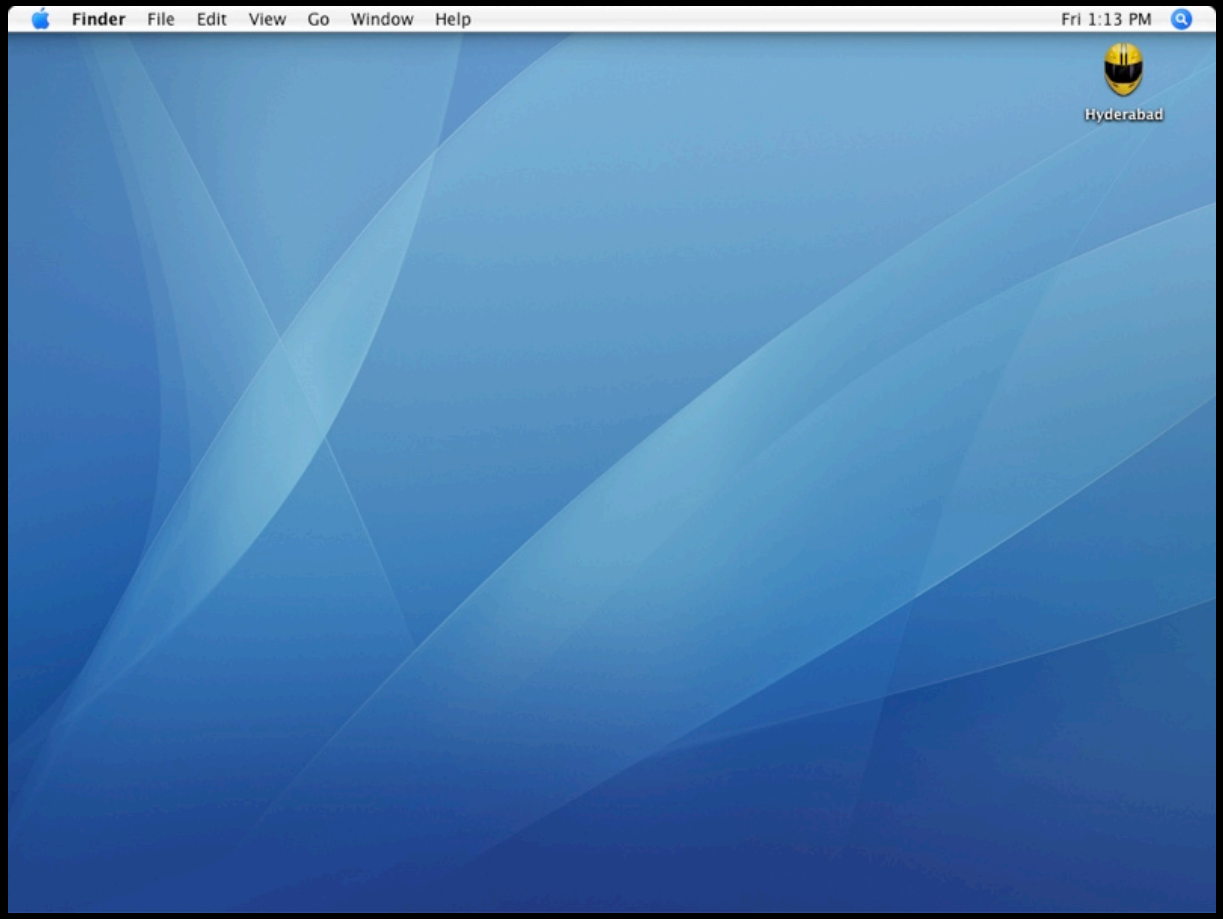
Requirements

Where to Start

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

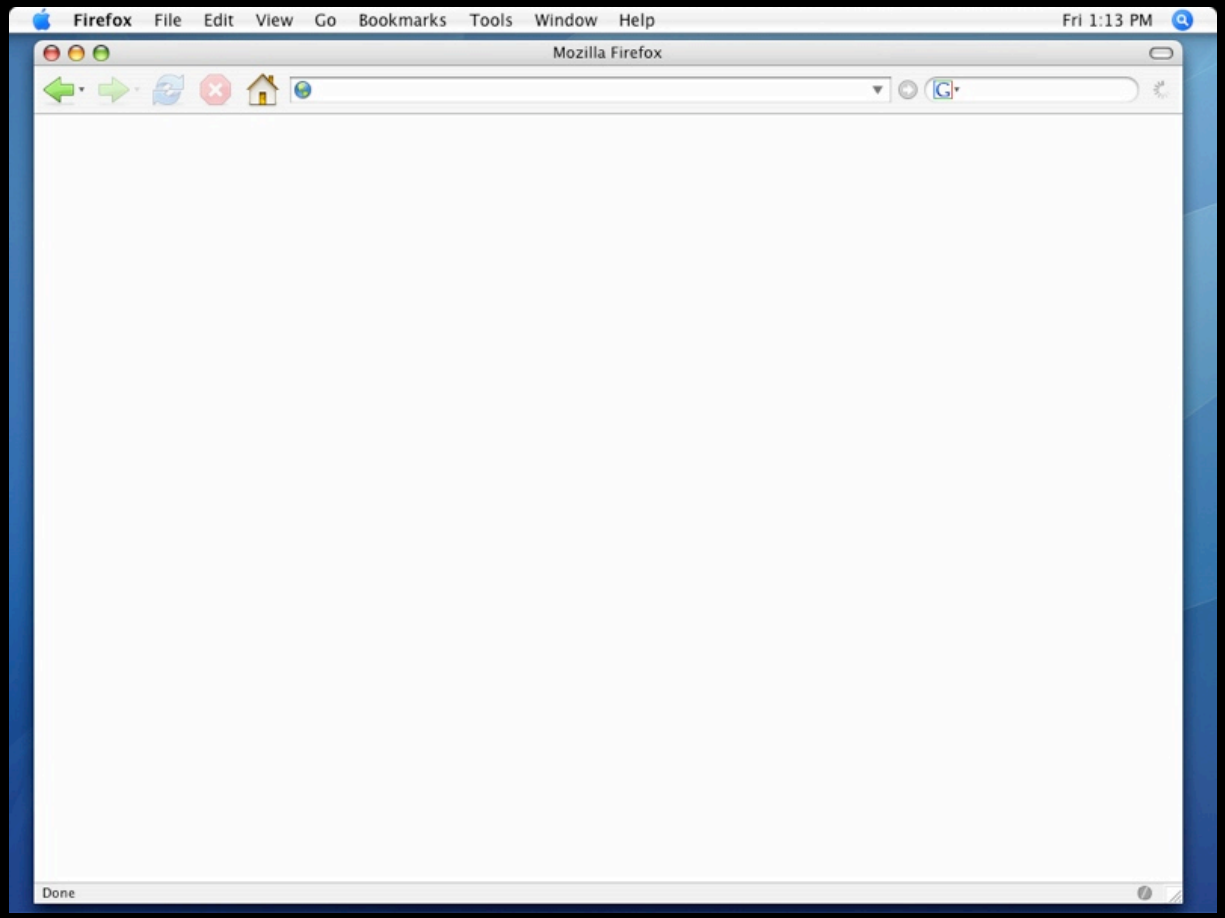
- 1024 x 768 screen
- Big Ad Unit

Screen Resolution



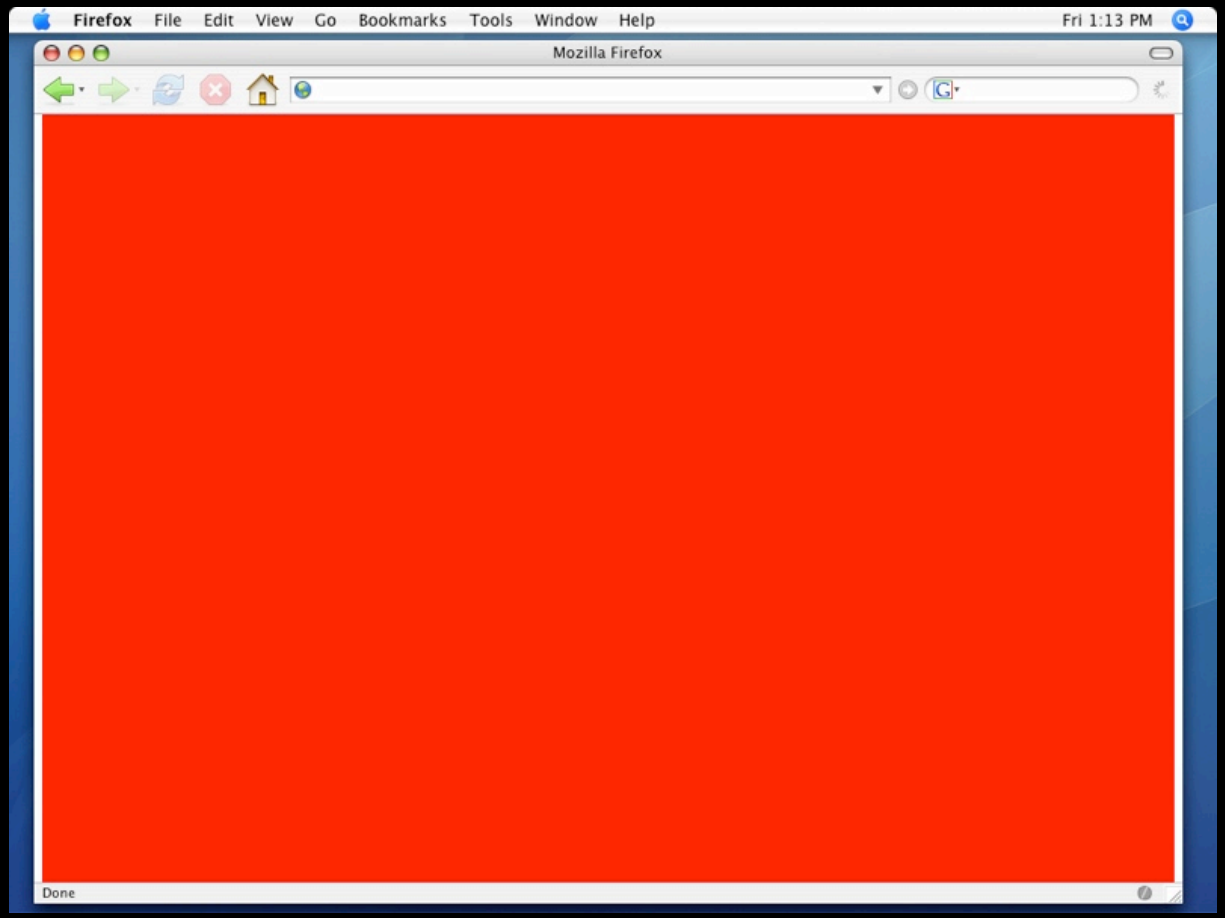
- 1024 px wide by 768 tall

‘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

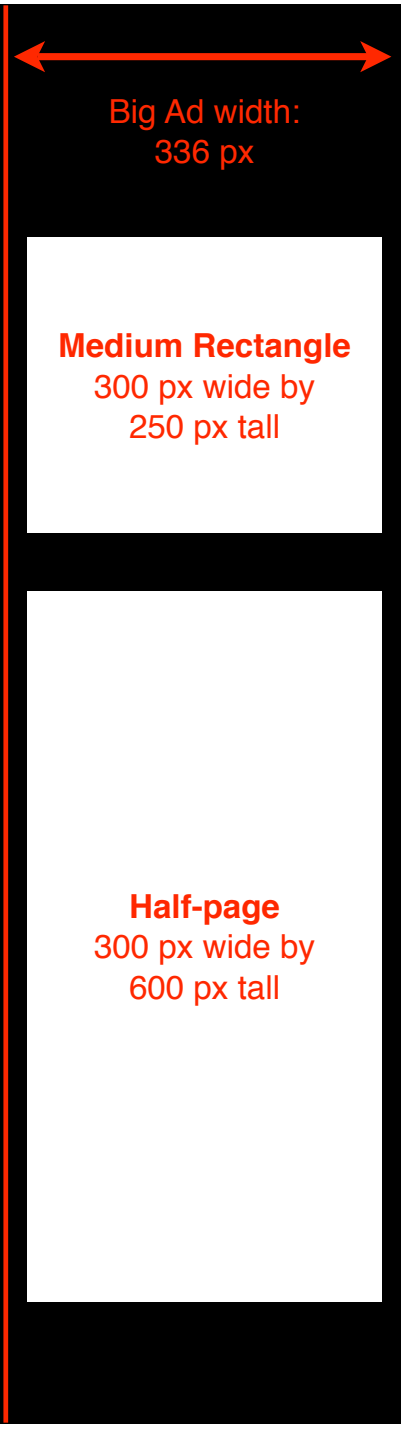
SXSW

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



The Utility of Constraints

SXSW

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

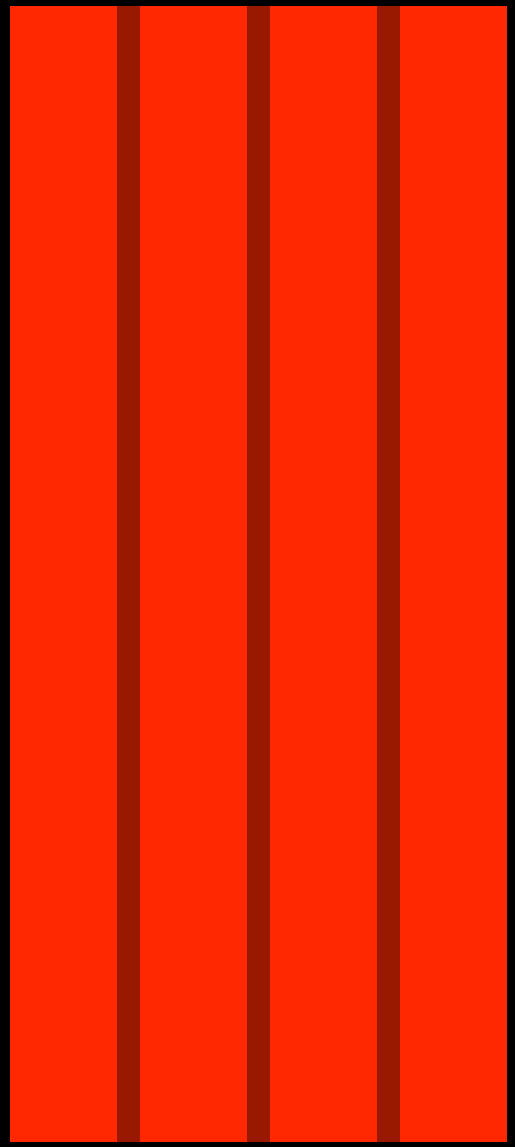
Constraints are the mother of design invention.

Units

Units & Columns

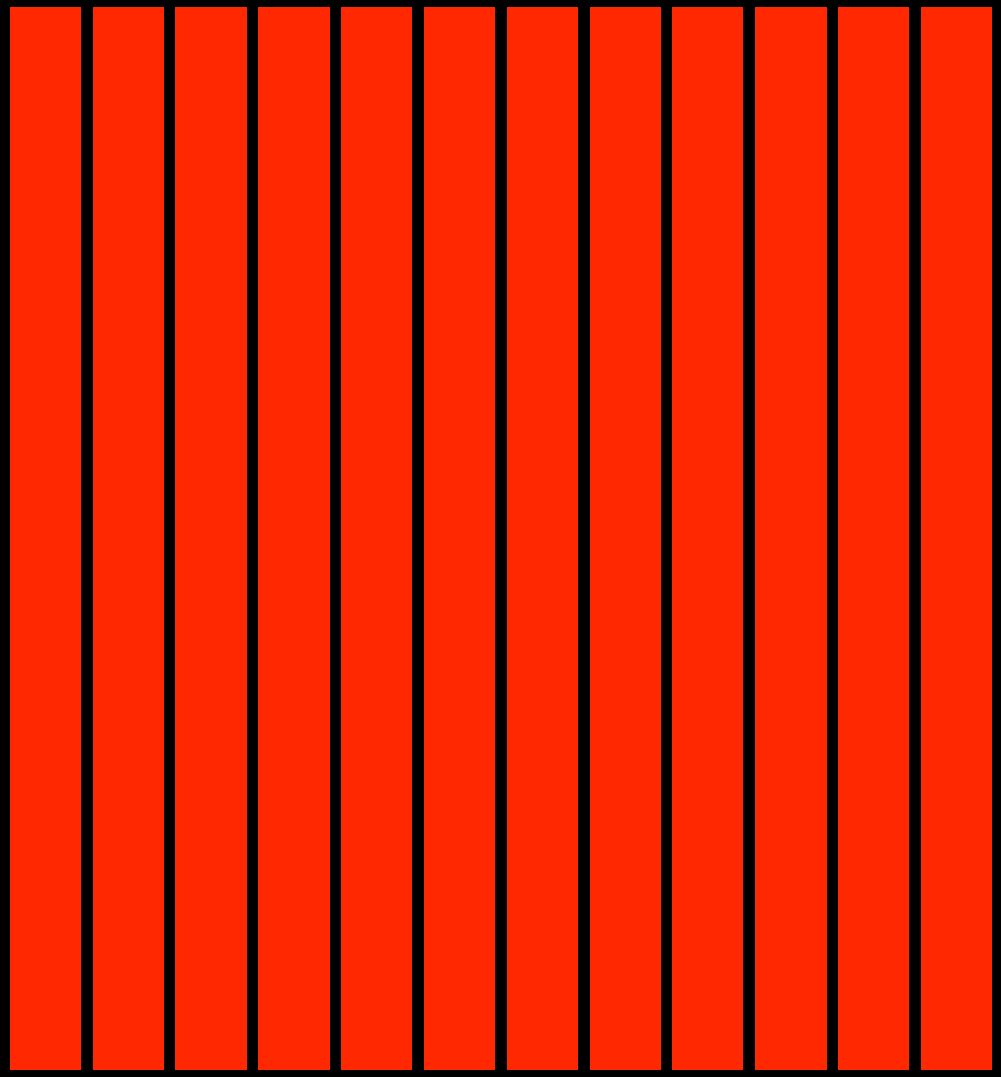
Units are the basic building blocks of a grid. They're all uniform.

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.

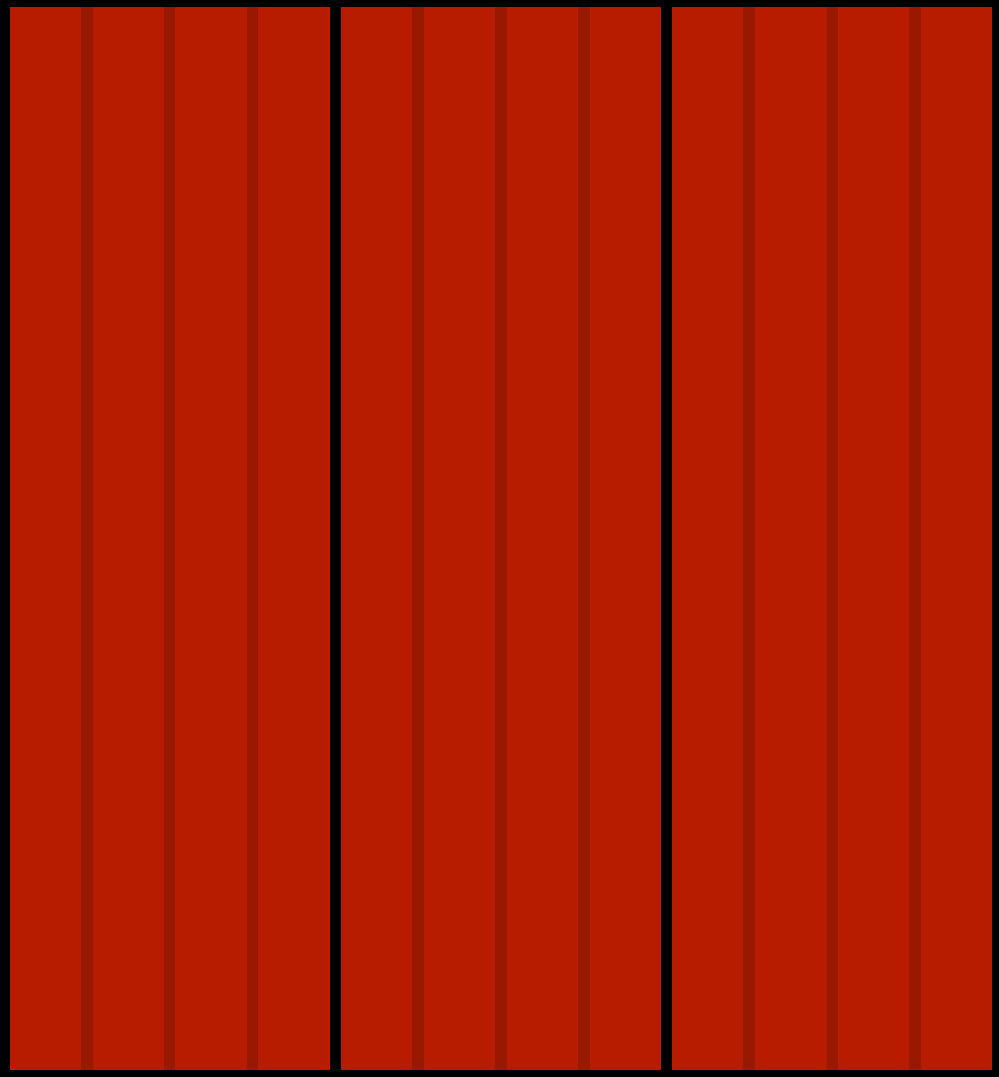
The Rule of Threes… or Fours



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

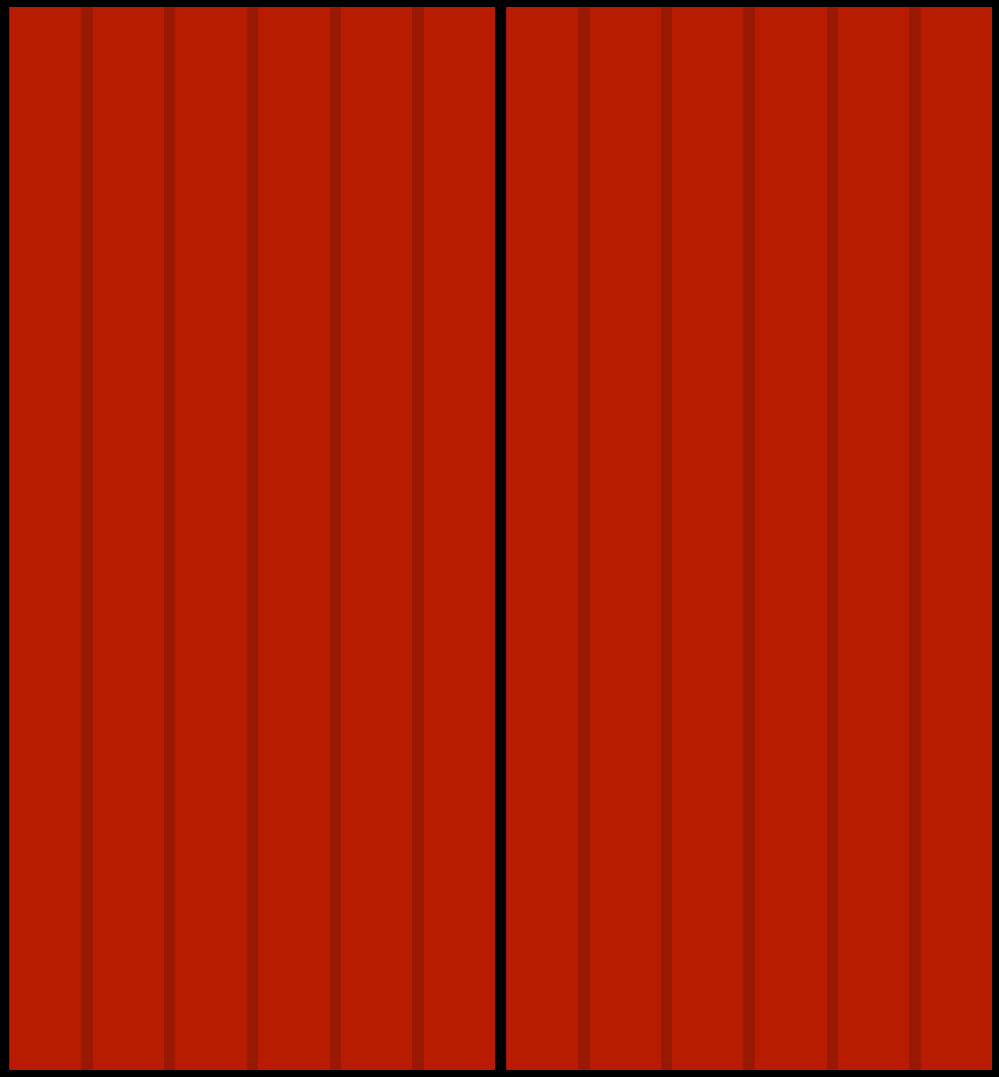
Twelve is ideal, because it's a multiple of three *and* four.

Twelve Units Can Combine into 3 Columns…



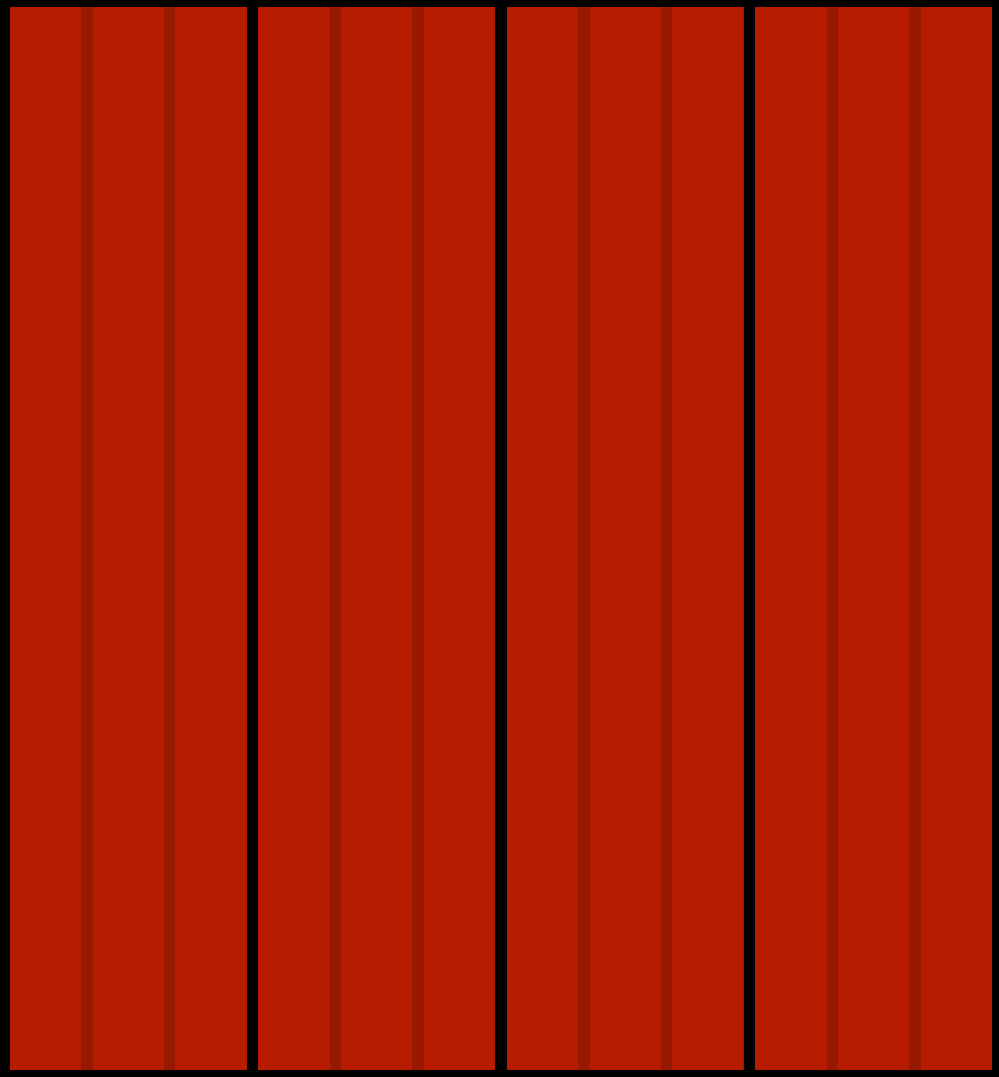
Three columns of four units each.

Into 2 Columns…



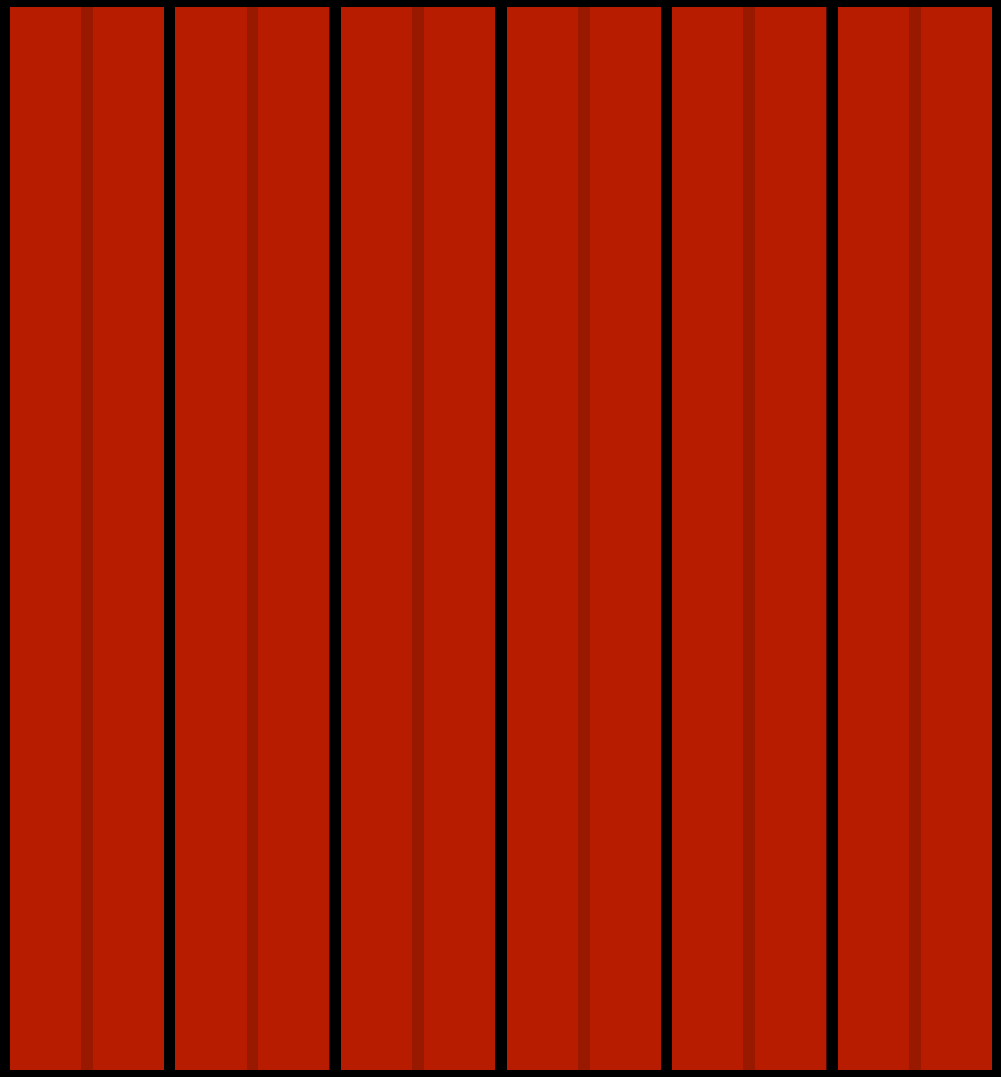
Two columns of six units each.

Into 4 Columns…



Four columns of three units each.

Into 6 Columns…

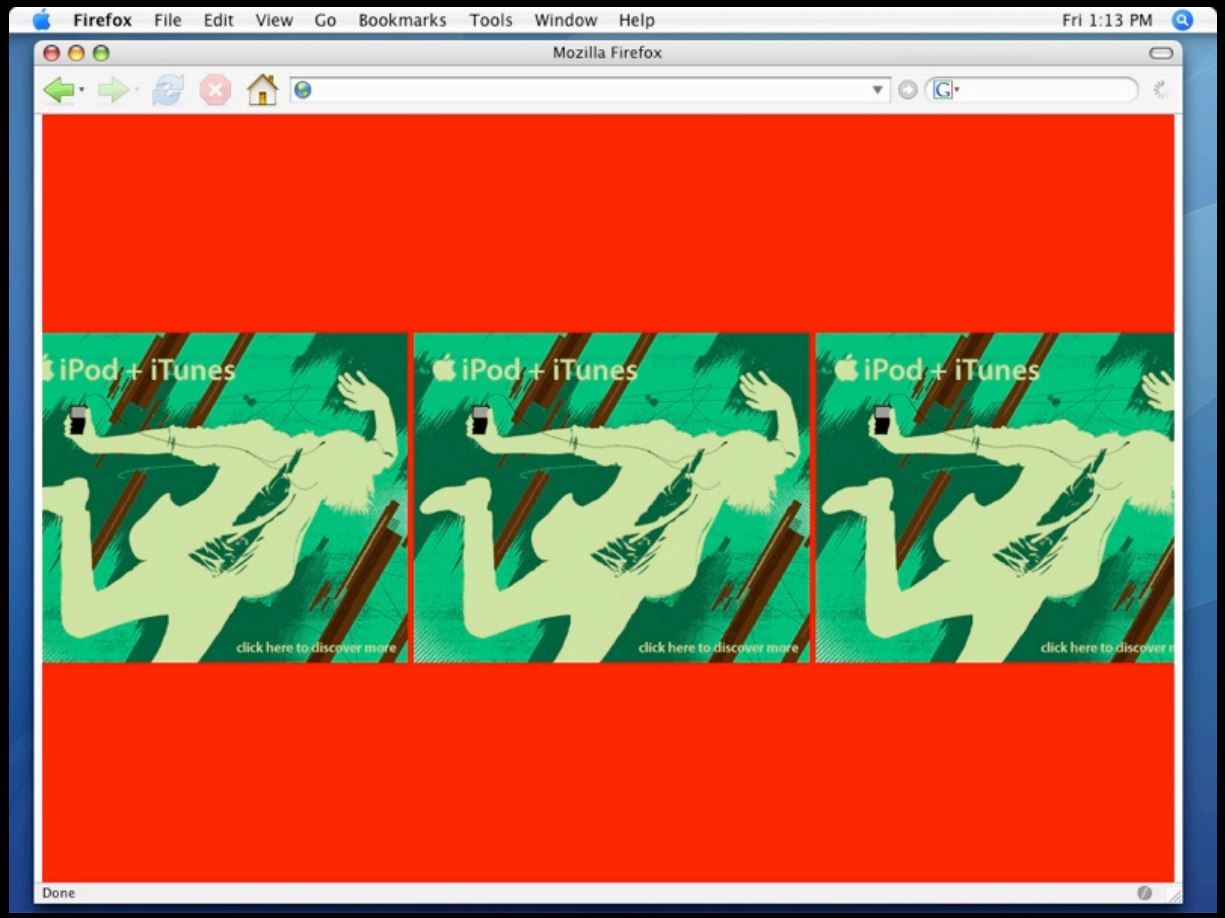


Six columns of two units each.

SXSW

Unit and Column Math
First Try

Nonconducive Size



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

Formula

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

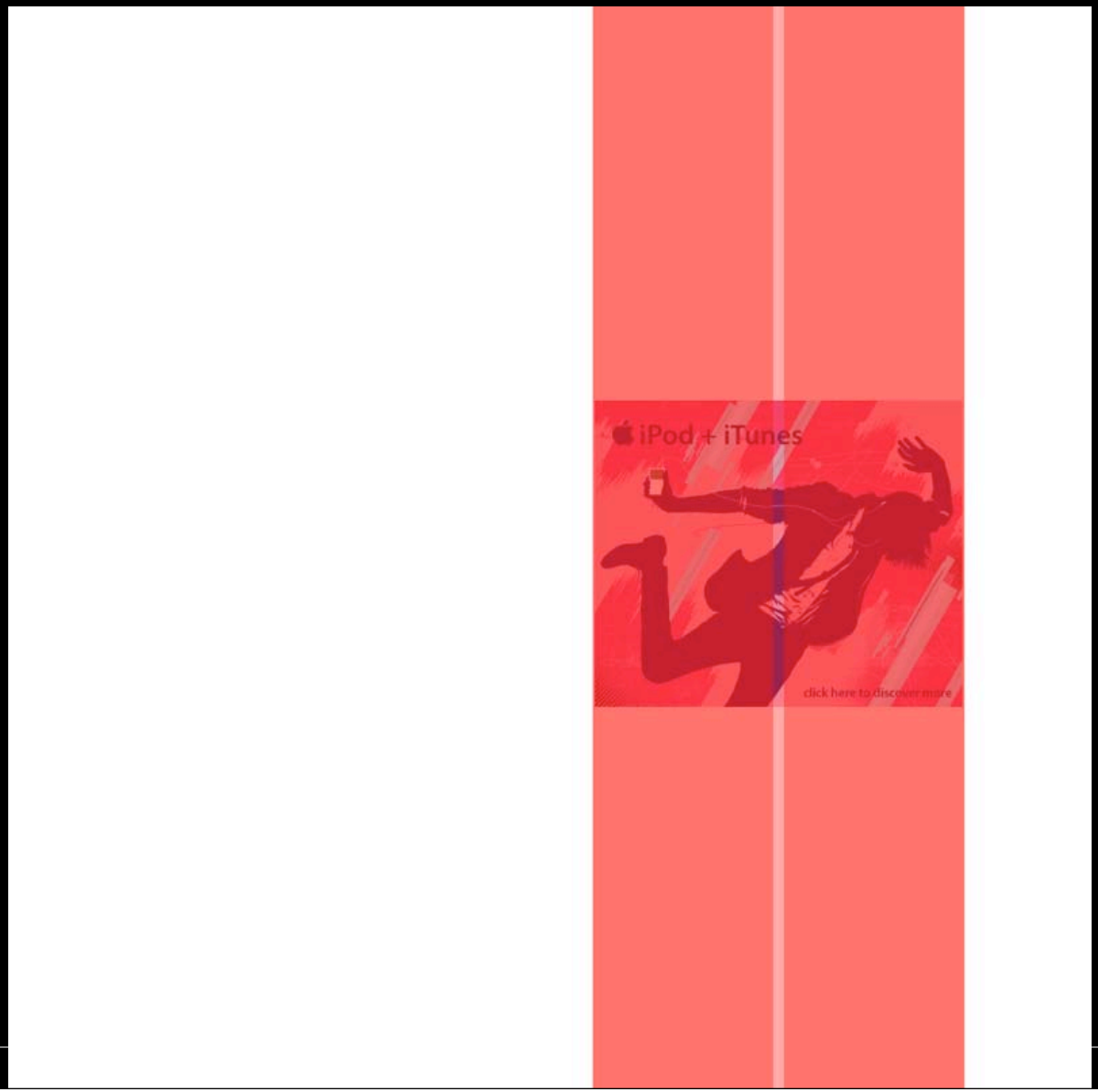
950 - ((16 -1) x 10) ÷ 16 = Unit

(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.

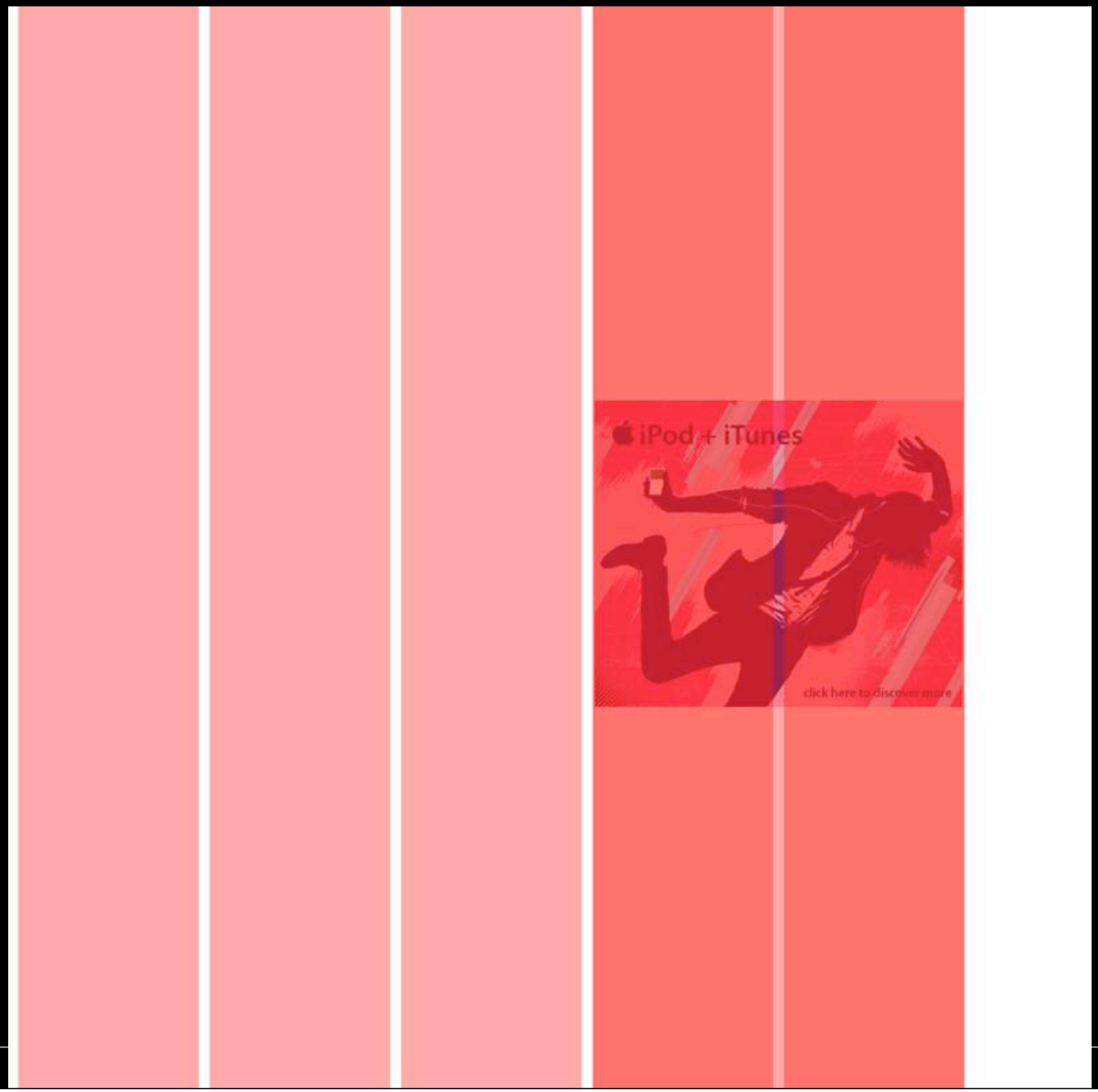
Divide the Ad Column



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

(340 - 10) ÷ 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.

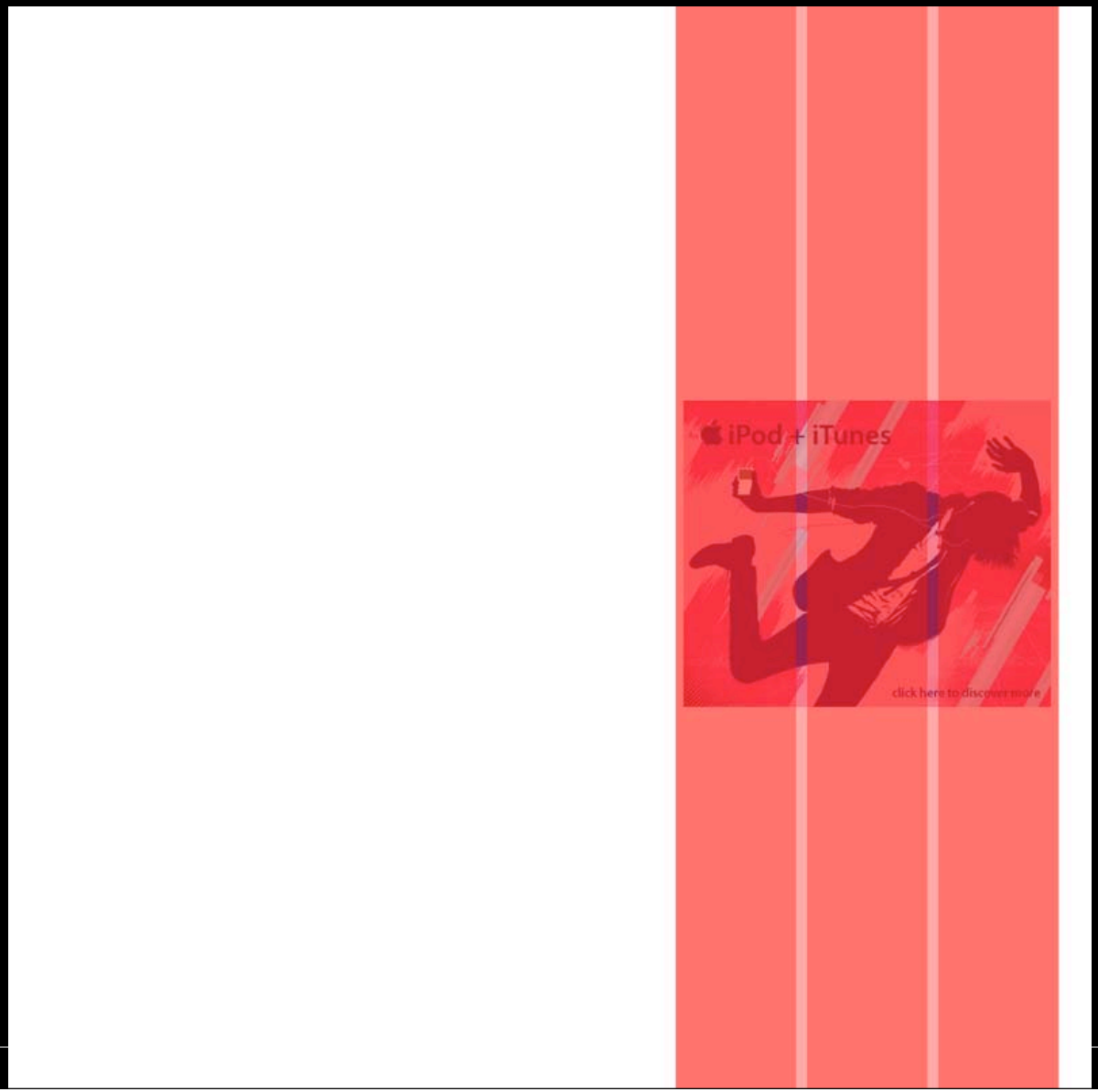
SXSW

Second Try

Round-up the Ad Column

This time round up higher to 350 px width.

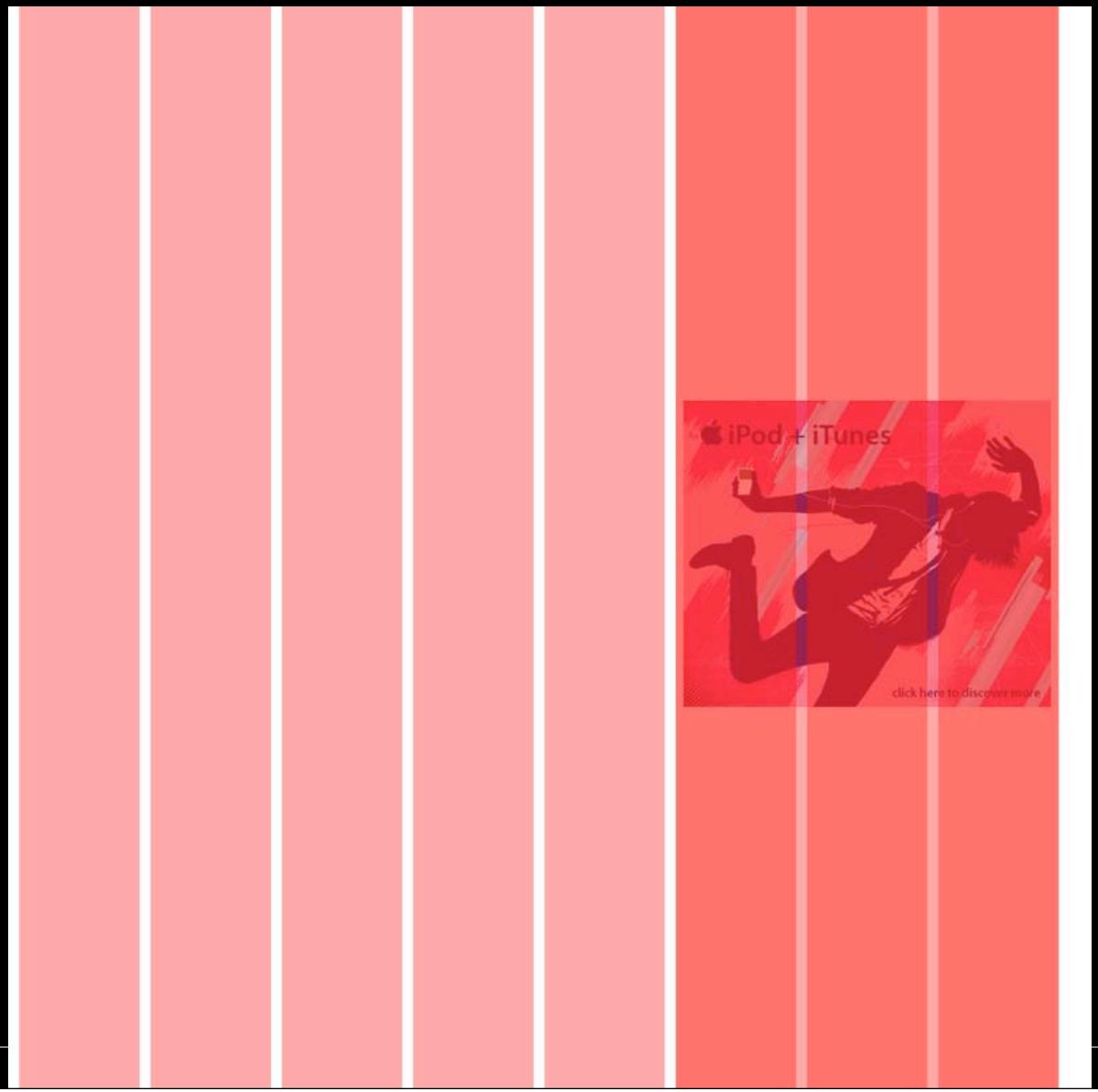
Divide the Ad Column



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

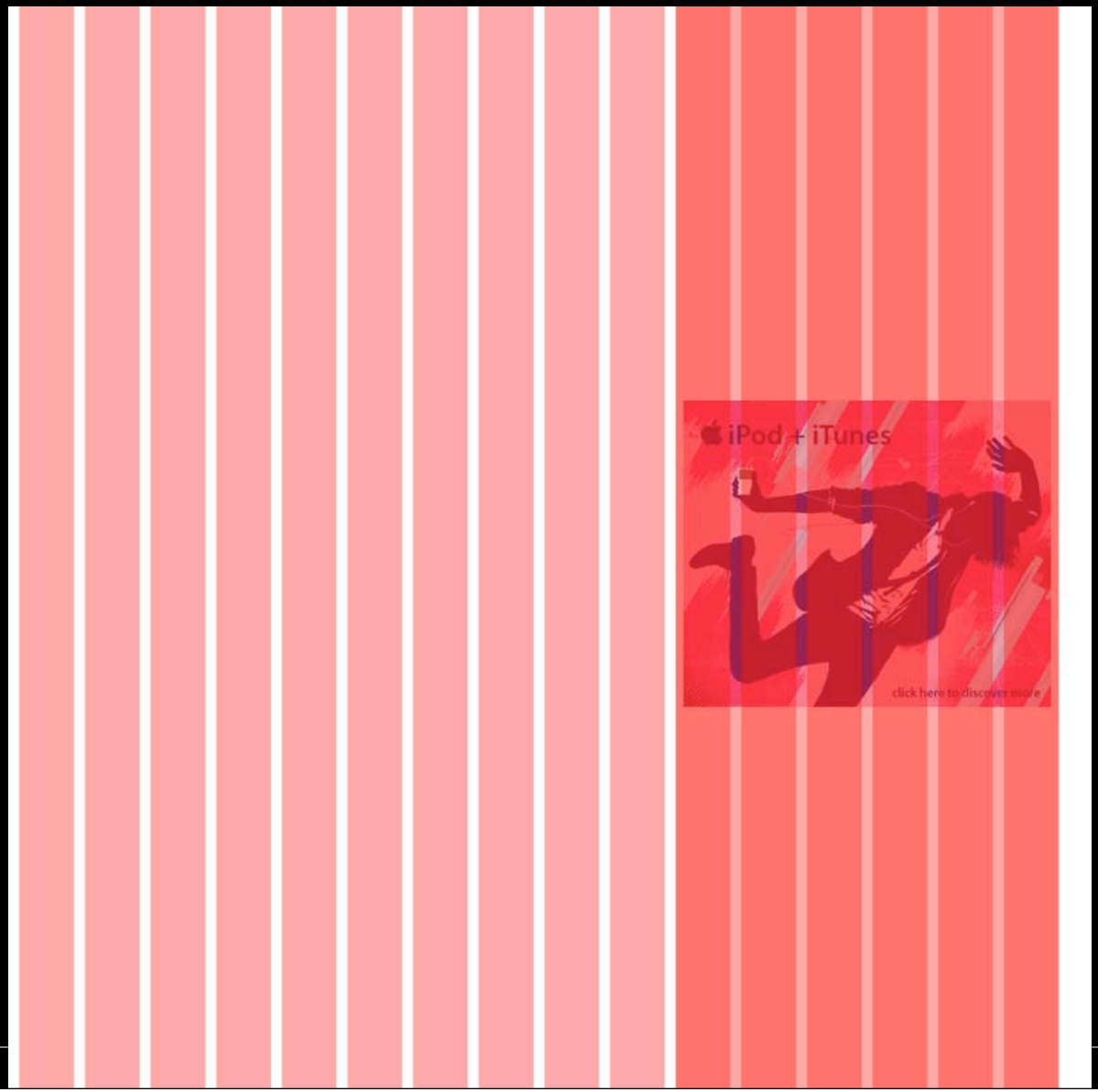
(350 - (2 x 10)) ÷ 3 = 110

Extrapolate Units



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

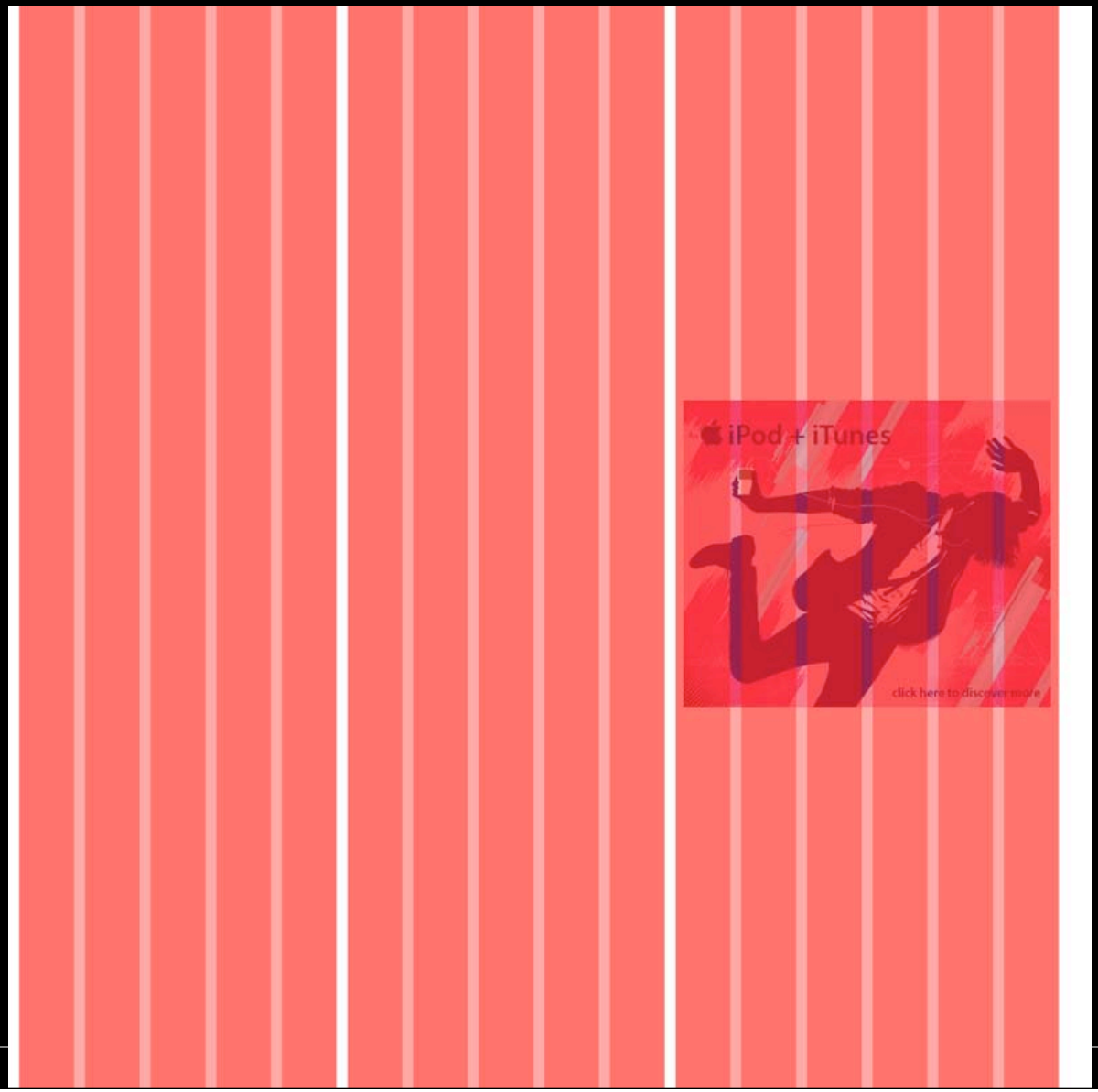
Subdivide the Units



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

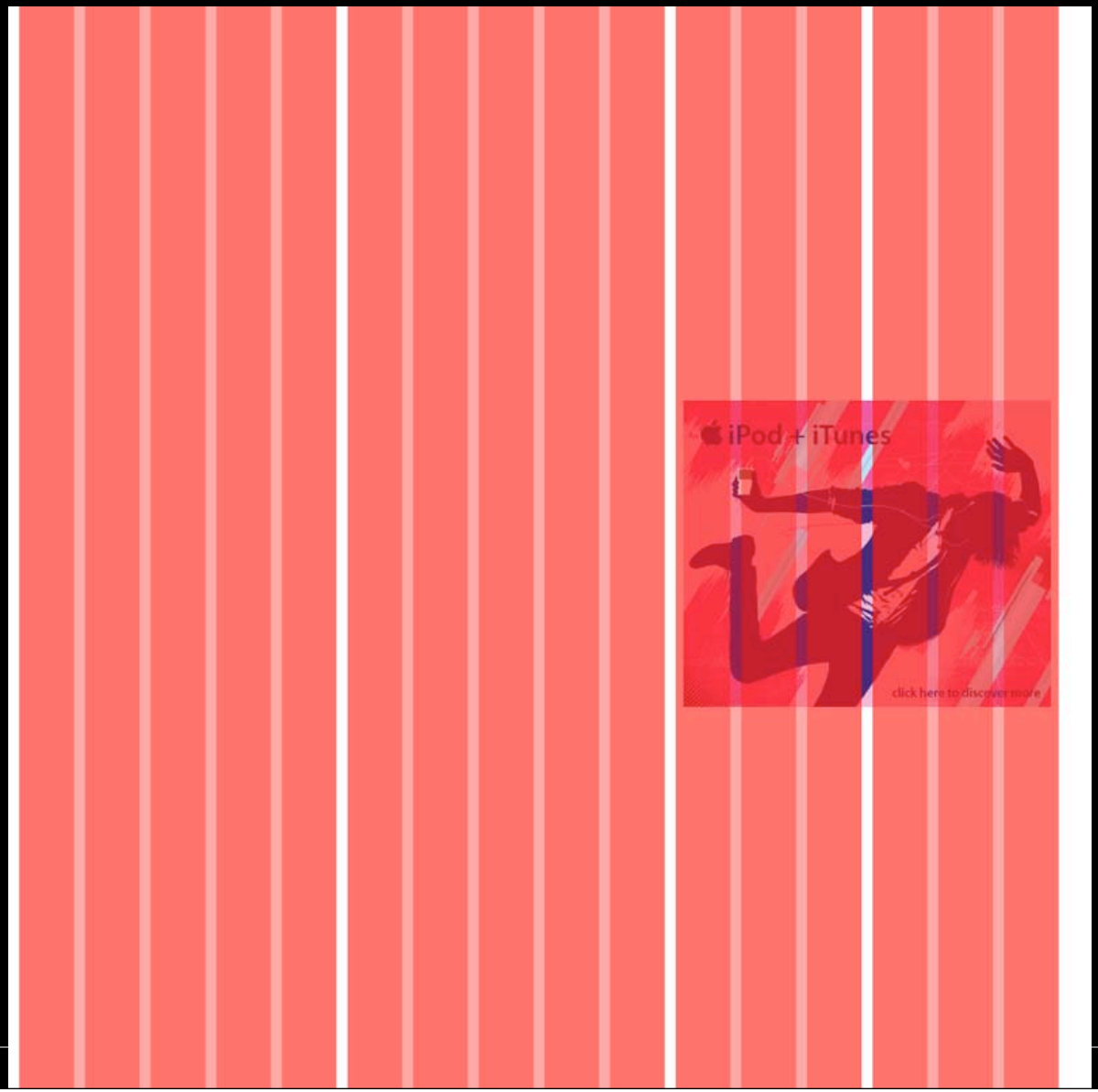
These units are 50 px wide

Consolidate Units into Columns



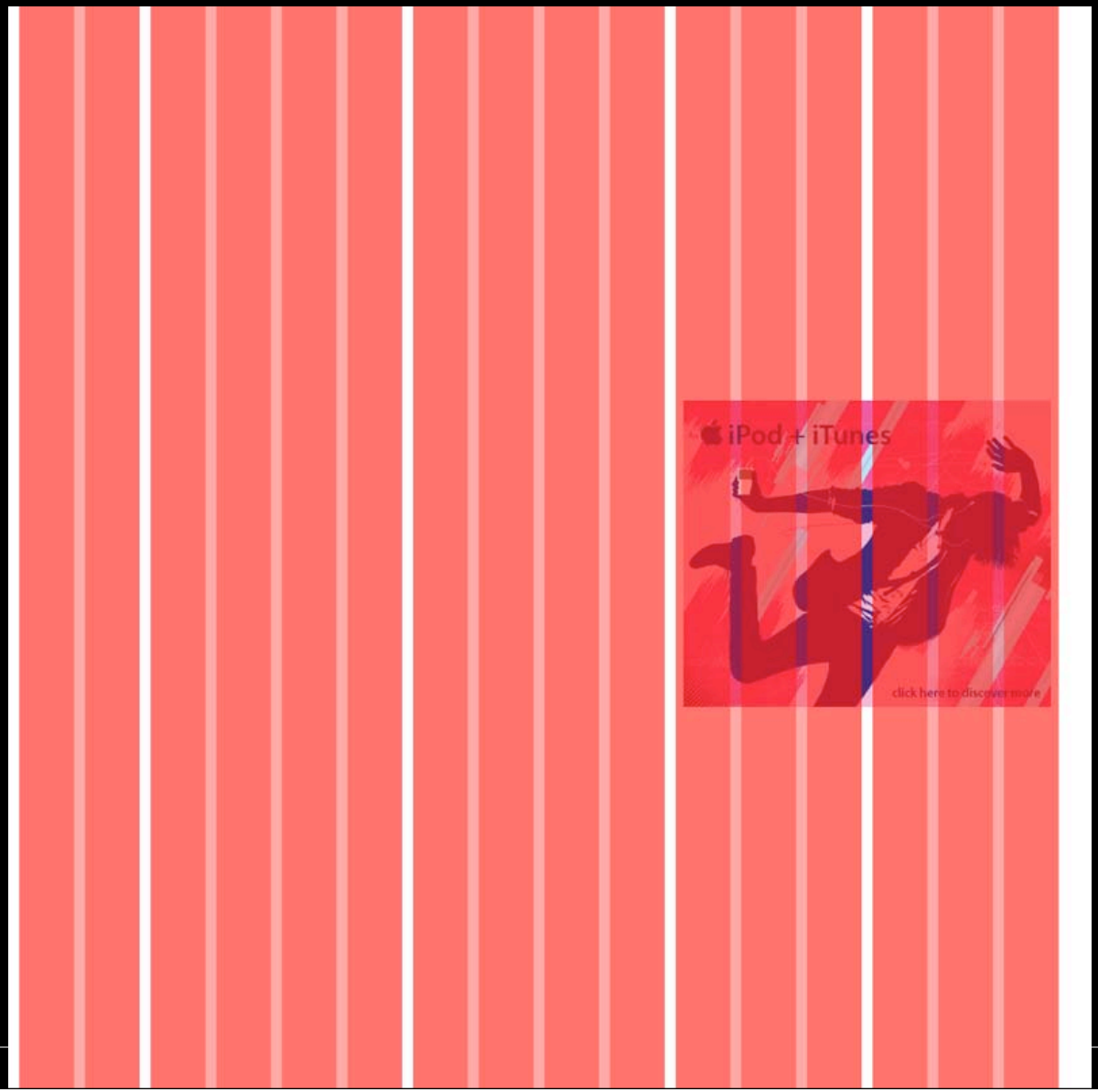
A 16-unit grid allows us to create two equal columns in the left region.

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.

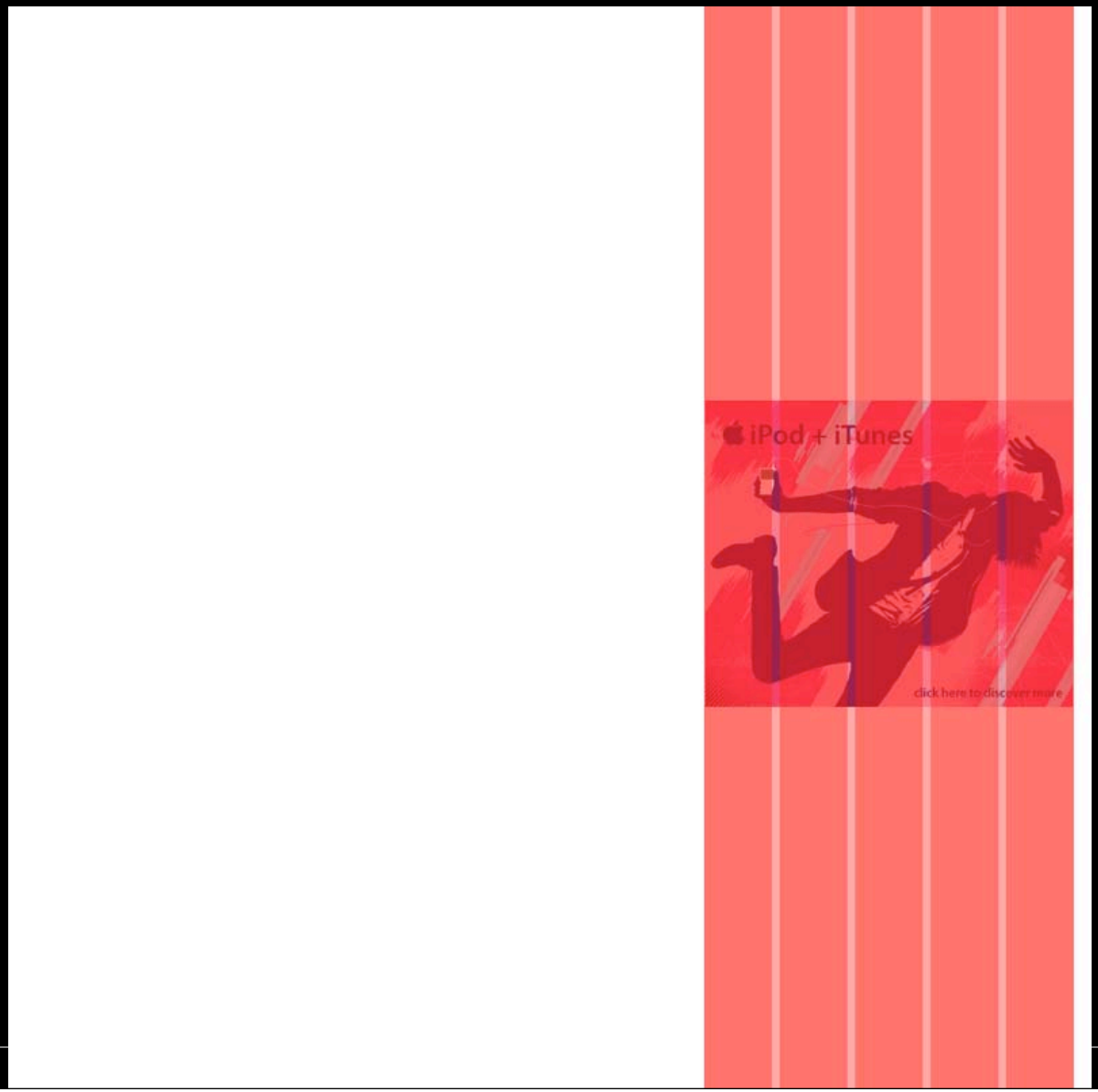
SXSW

Third Time’s the Charm

Round-up the Ad Column

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

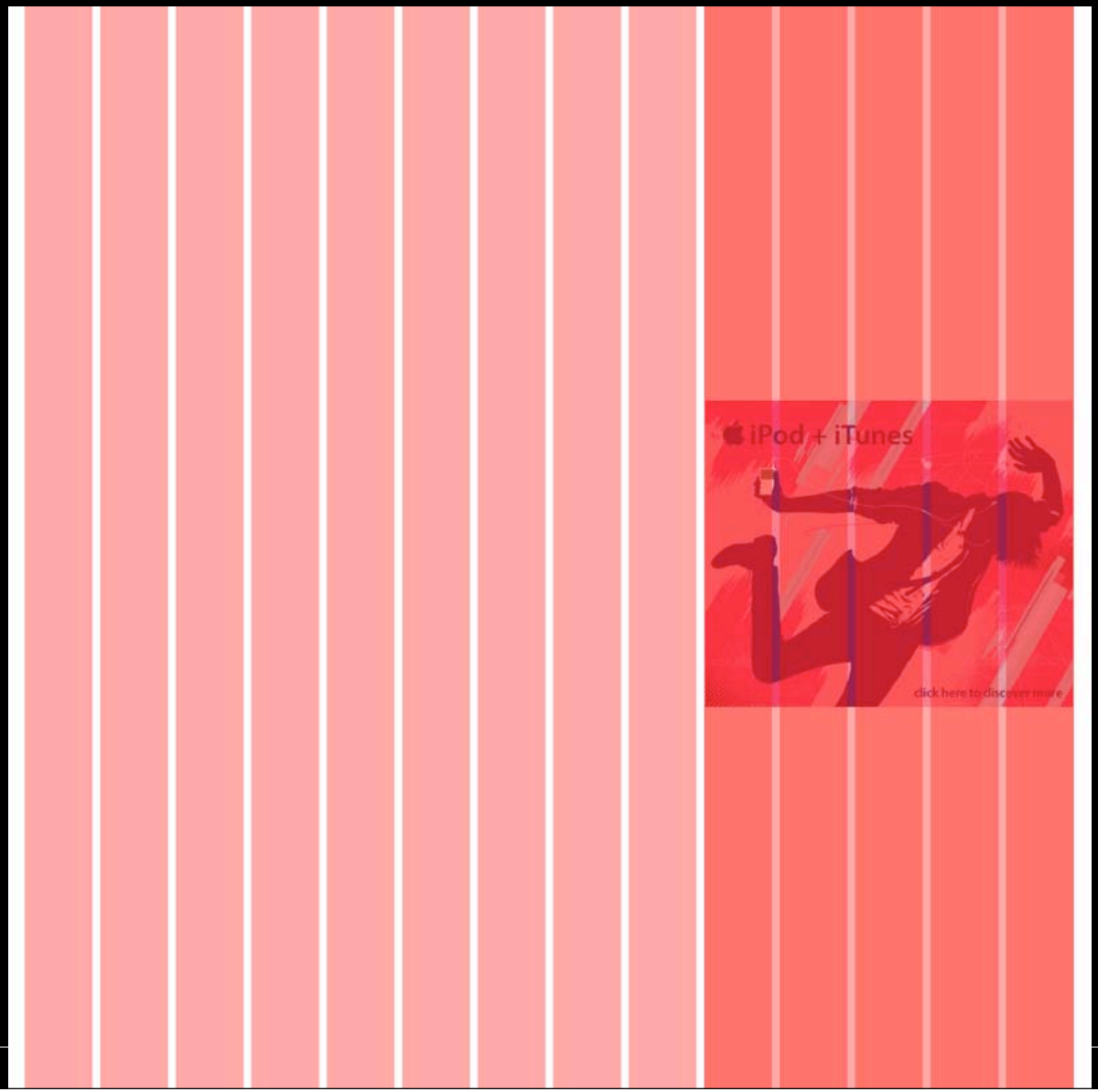
Divide the Ad Column



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

(338 - (4 x 7)) ÷ 5 = 62

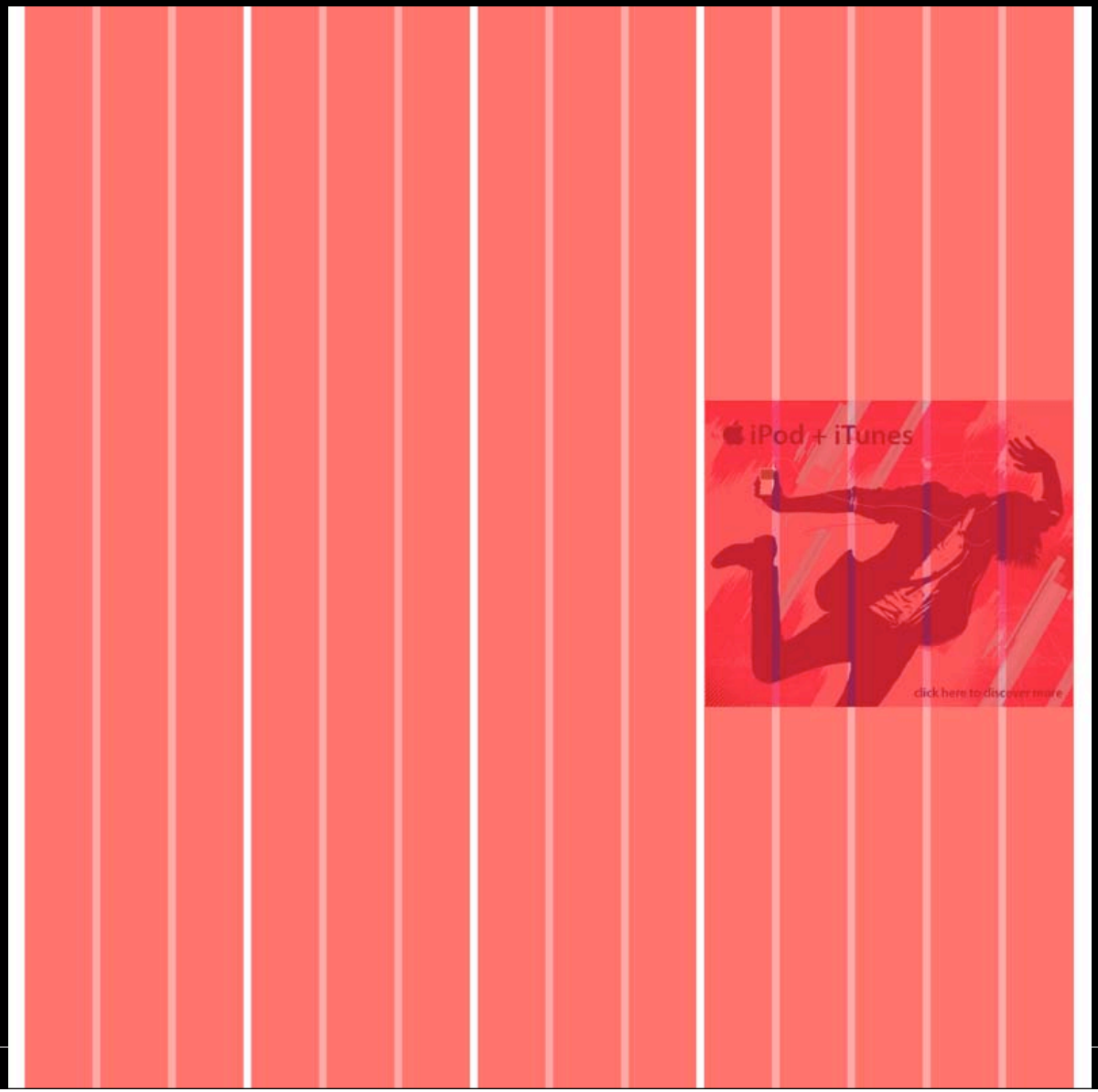
Extrapolate Units



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

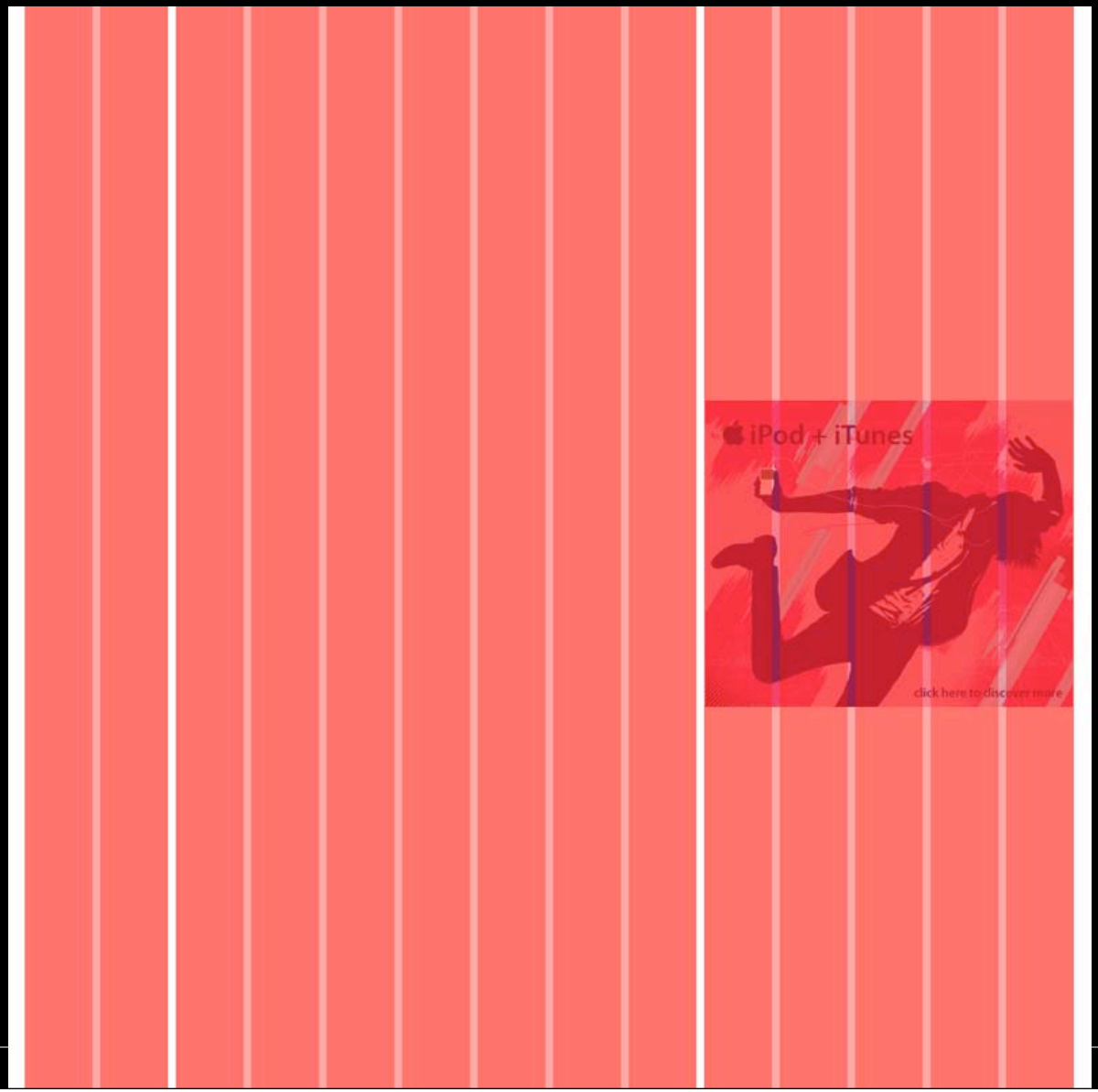
Fourteen is a strange number, but sometimes that makes things more interesting.

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

SXSW

Time to design.

SXSW

Layout

Header

Header Placement

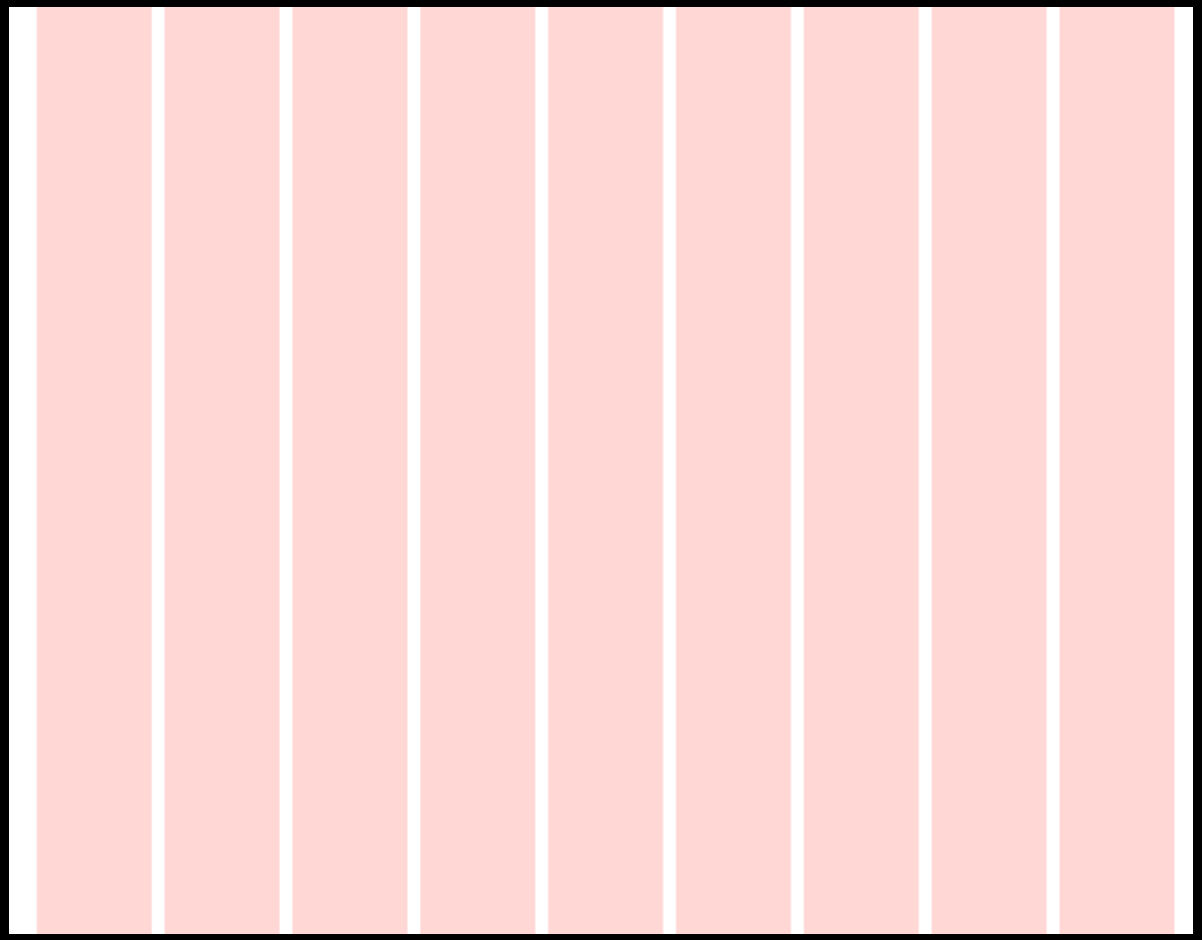
Search Region

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

SXSW

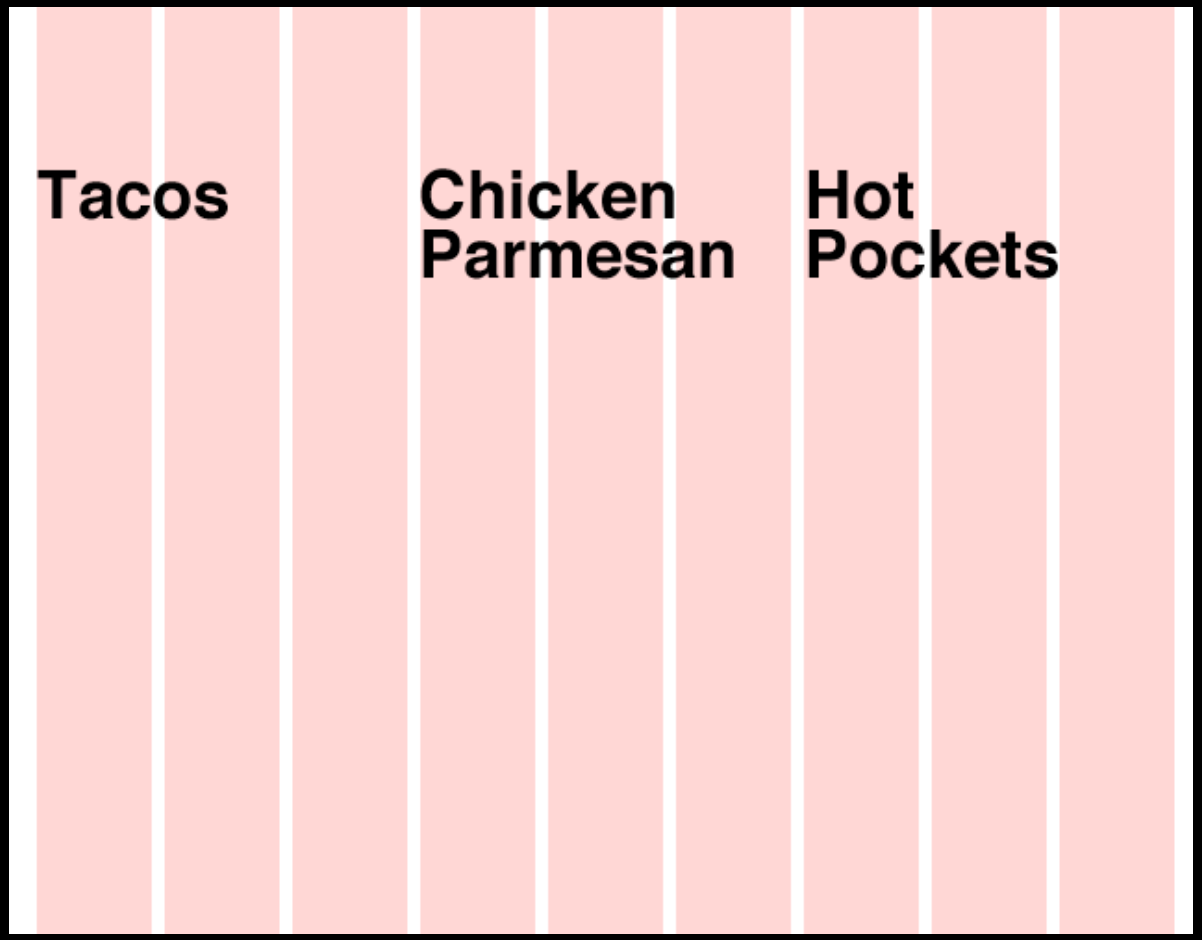
The Box Model

Grid Usage



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

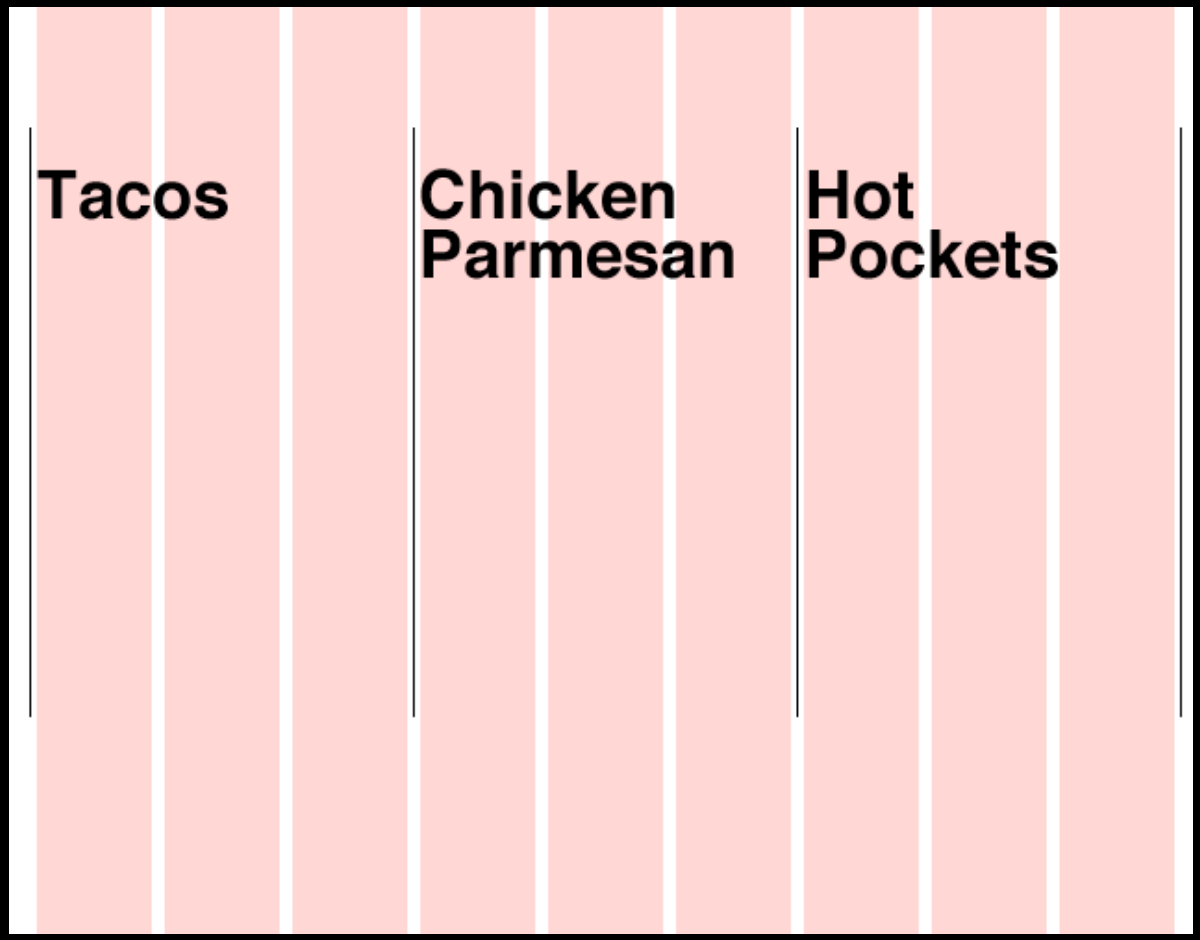
Example



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

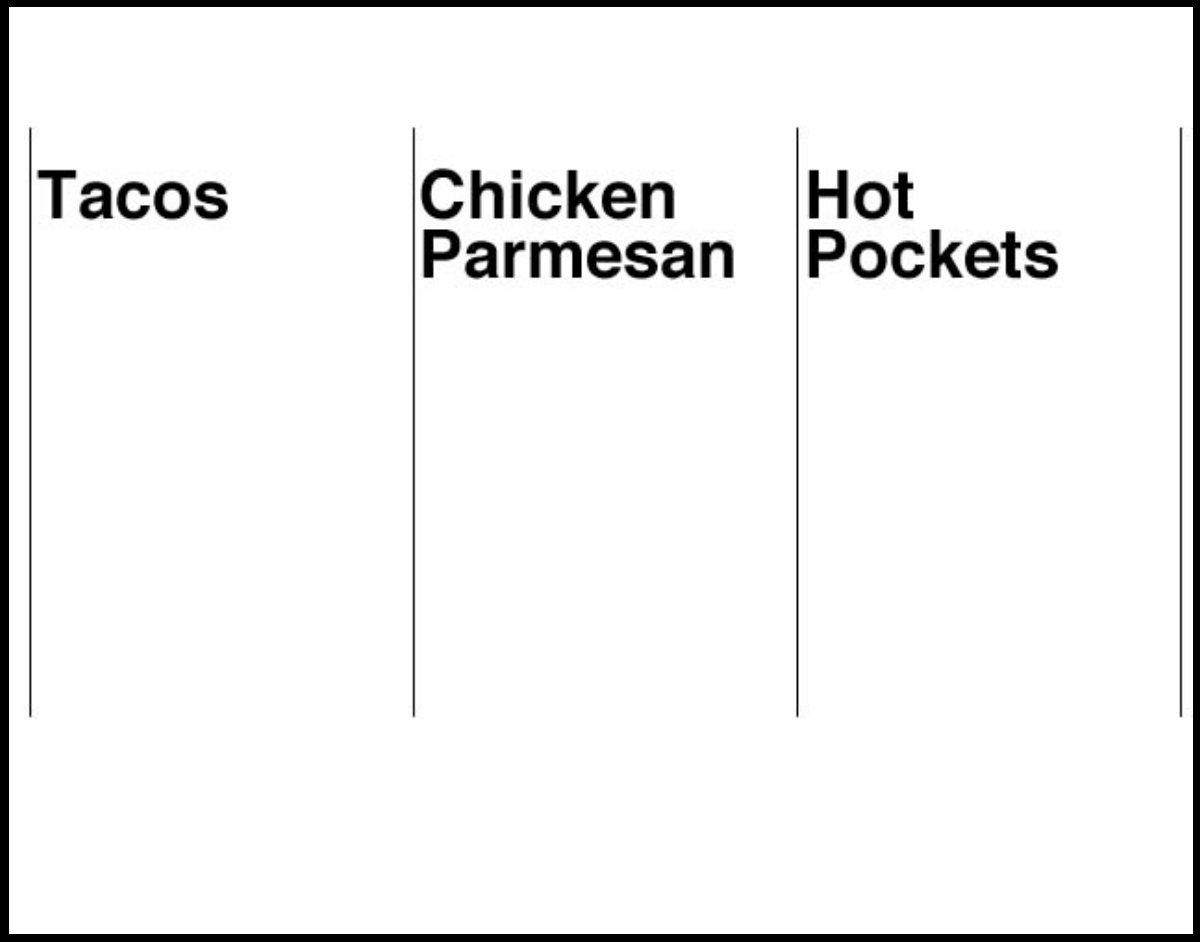
The instinct is to left-align each right on the edge of each column.

Add Grid Lines



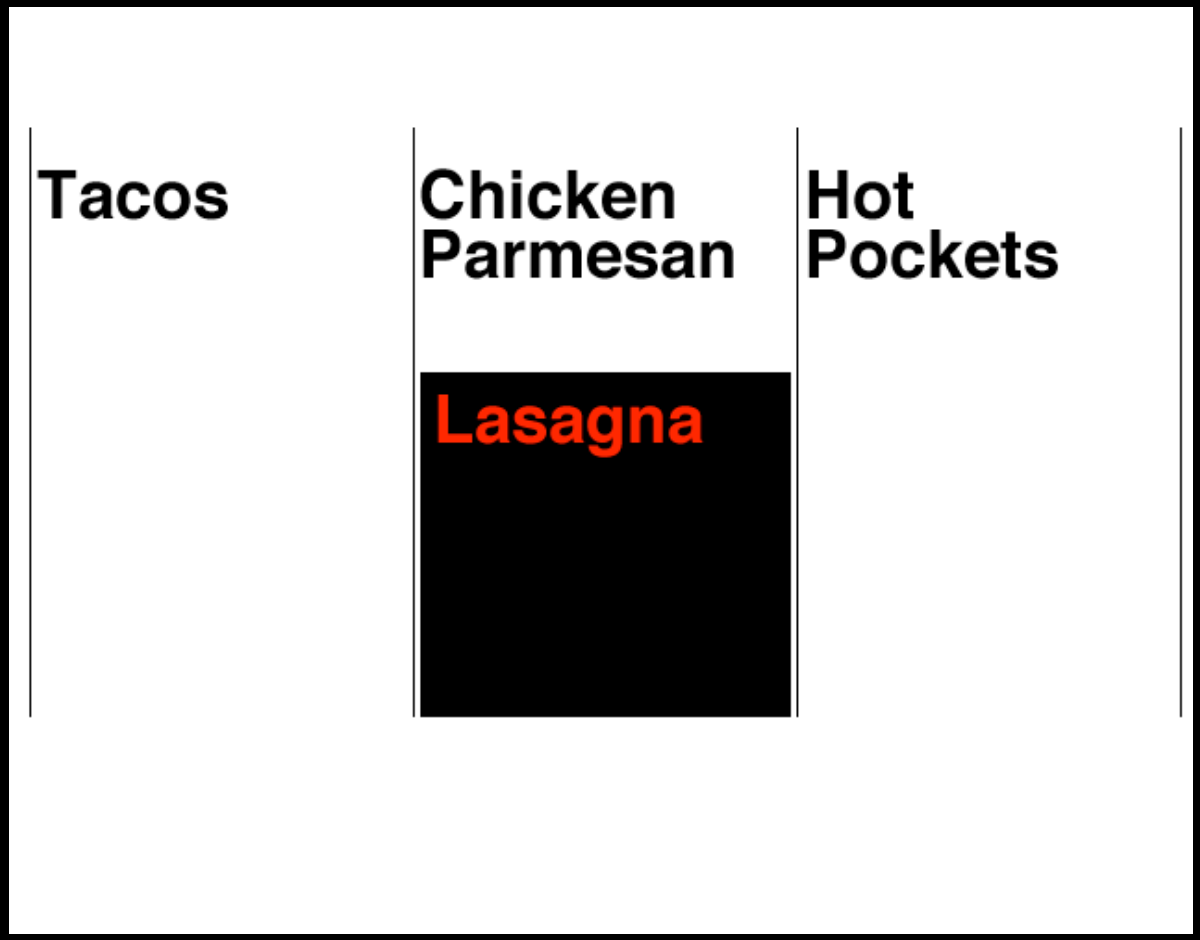
Divide the columns with simple rules.

Visual Tightness



Such strict adherence to the grid causes visual tension.

Another Problem



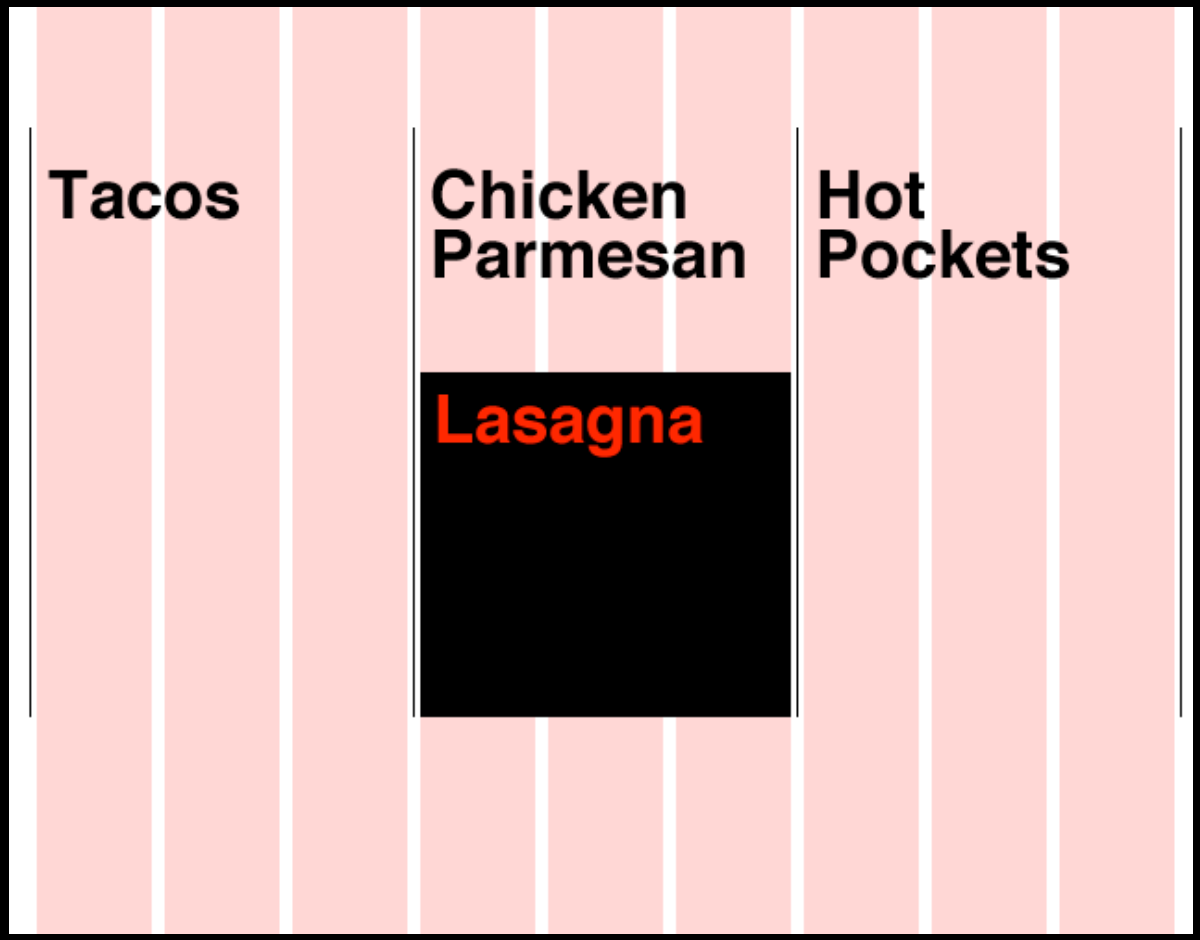
What happens when type needs to be inset inside a box?

Accounting for Behavior

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

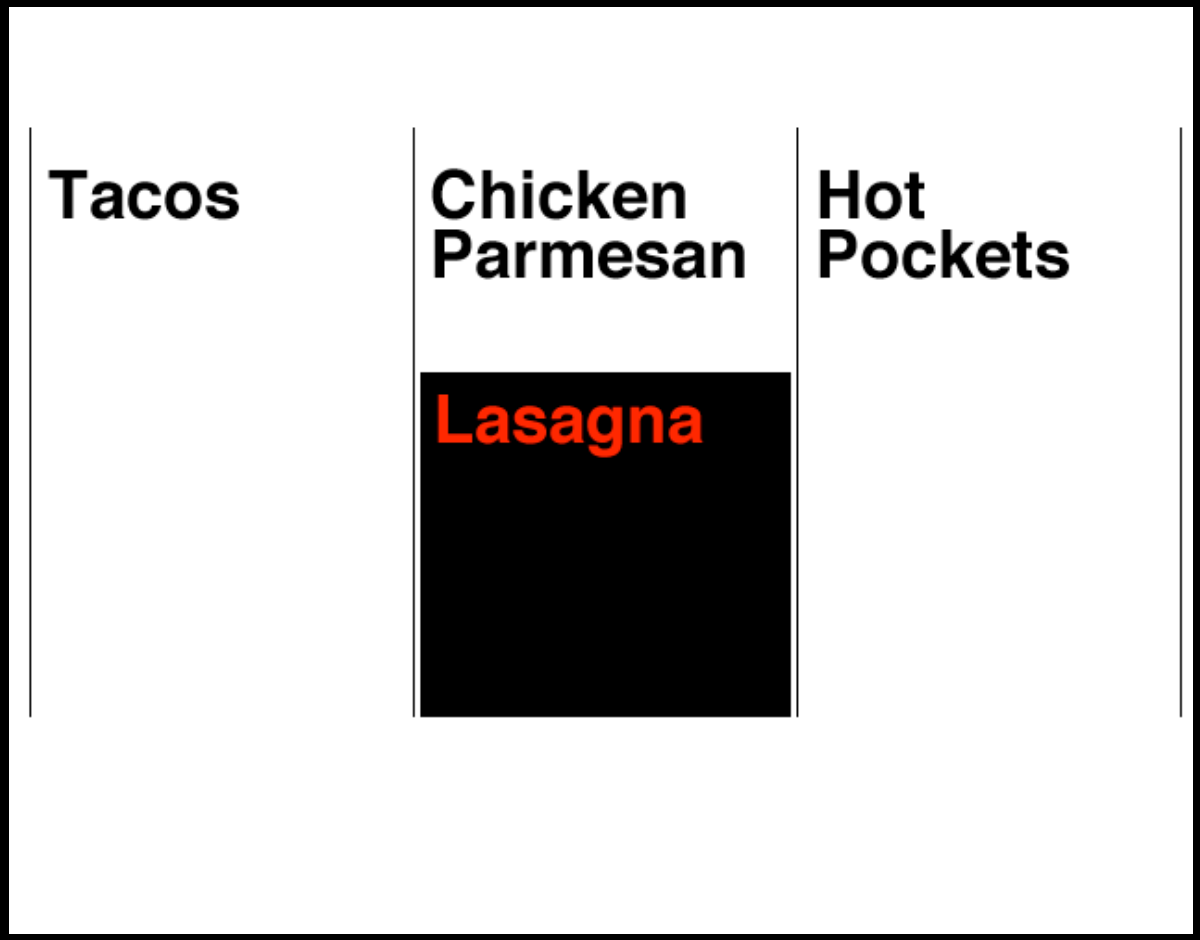
When they're not there, it can cause visual misalignment.

Correcting Alignment



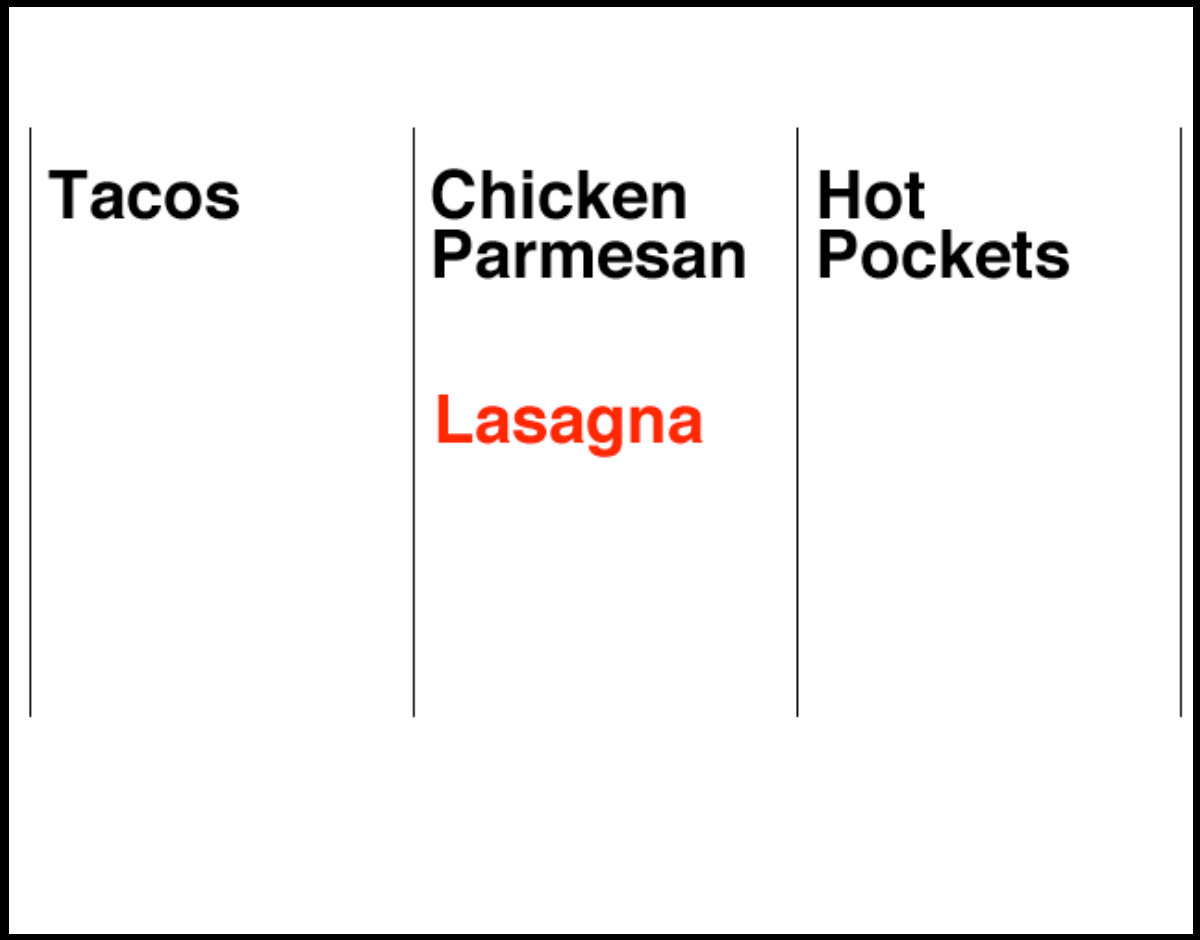
The answer is to assume some sort of inset for all elements.

Visual Consistency

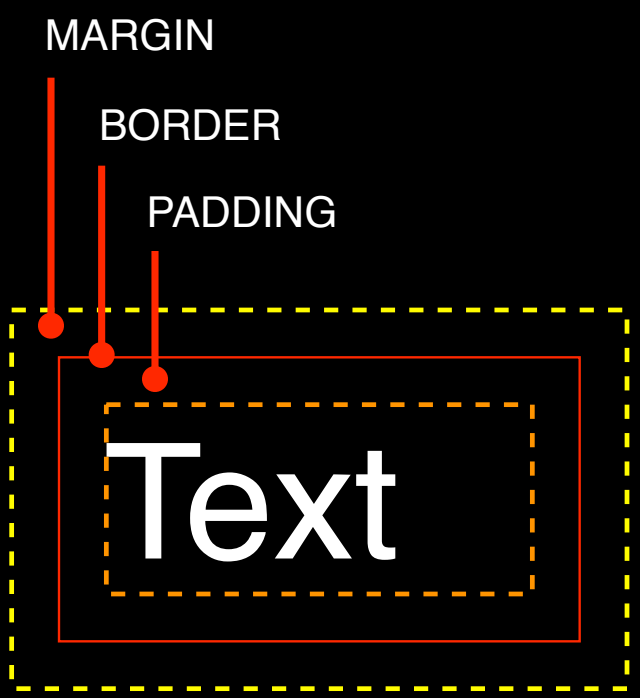


This achieves visual consistency up regardless of whether text is inset, and allows breathing room next to the grid lines.

Visual Consistency

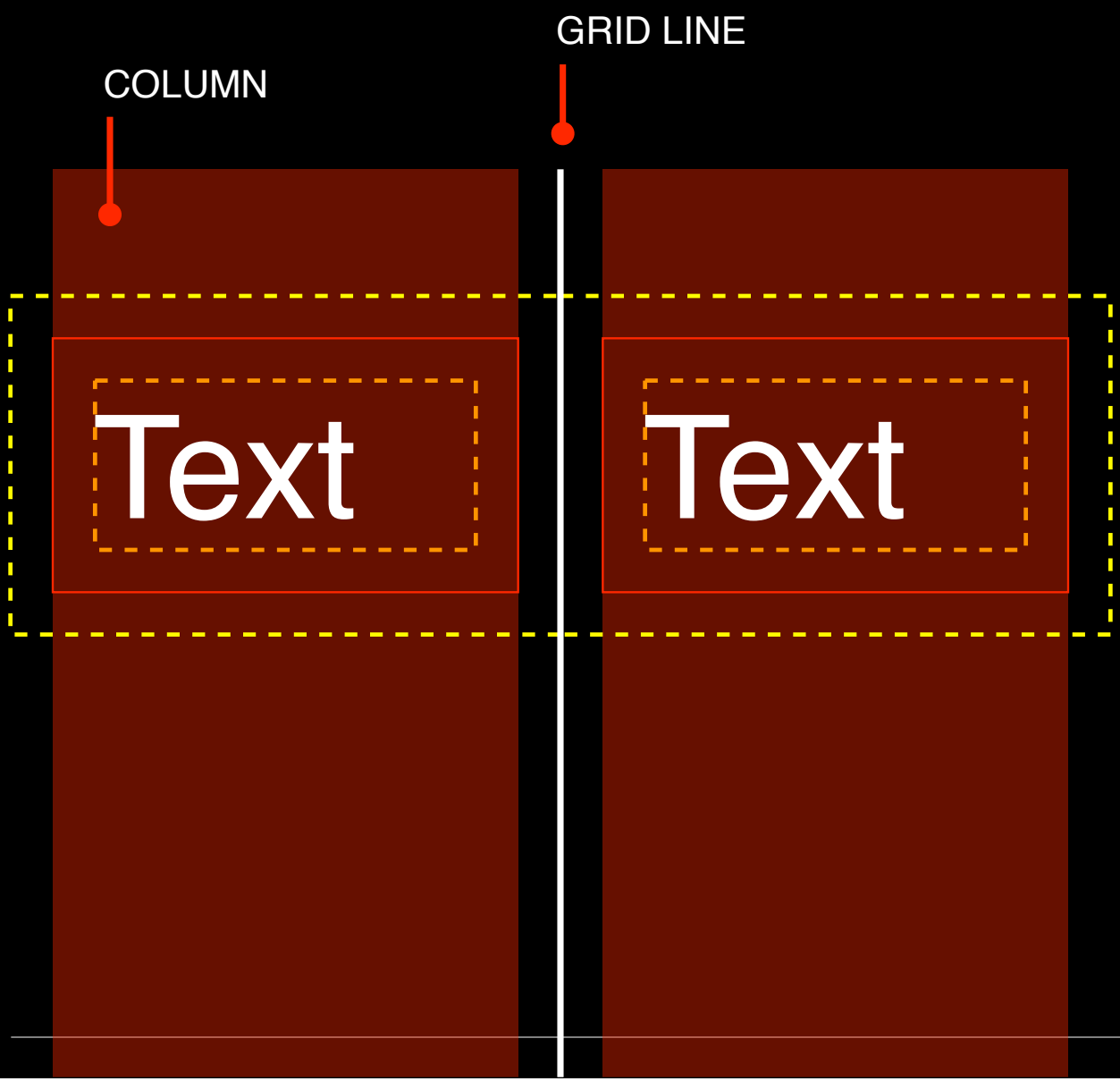


The Box Model



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



SXSW

Back to Search

Search Region

SXSW

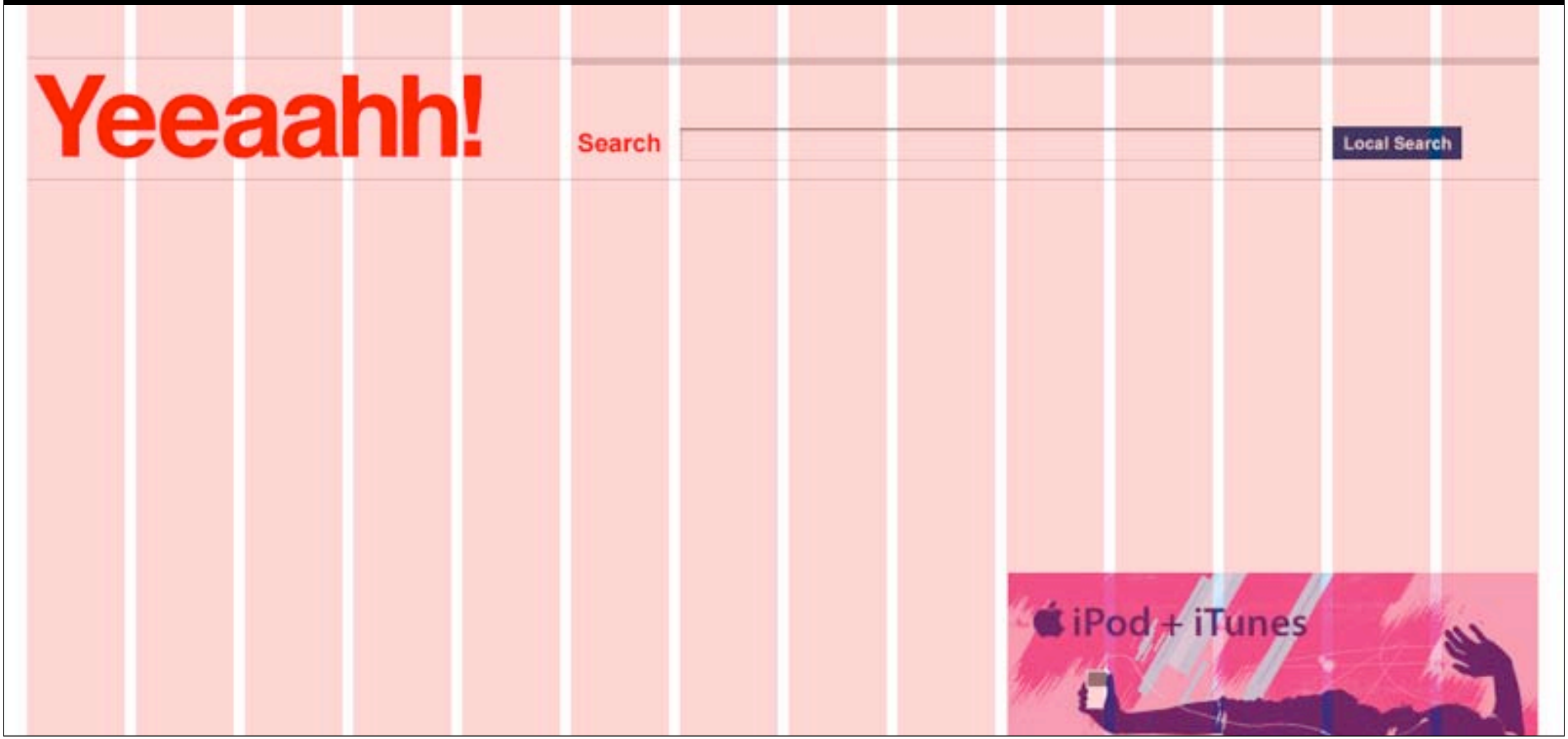
Yeeaahh!

Search Placement

Search Options

SXSW

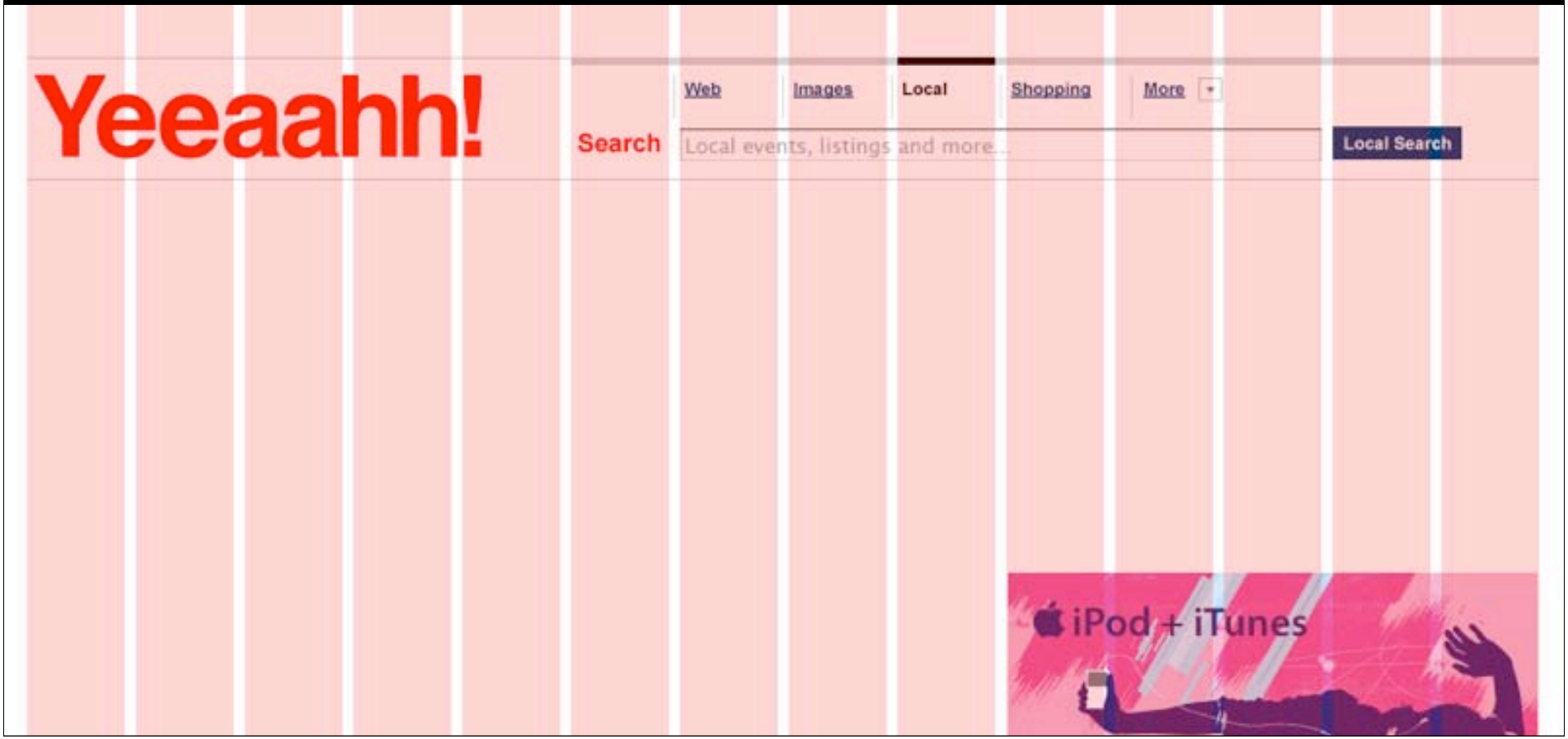
Also need to add search options: **Web, Images, Video, Local, Shopping** and **More**.



Options Aligned on the Grid

SXSW

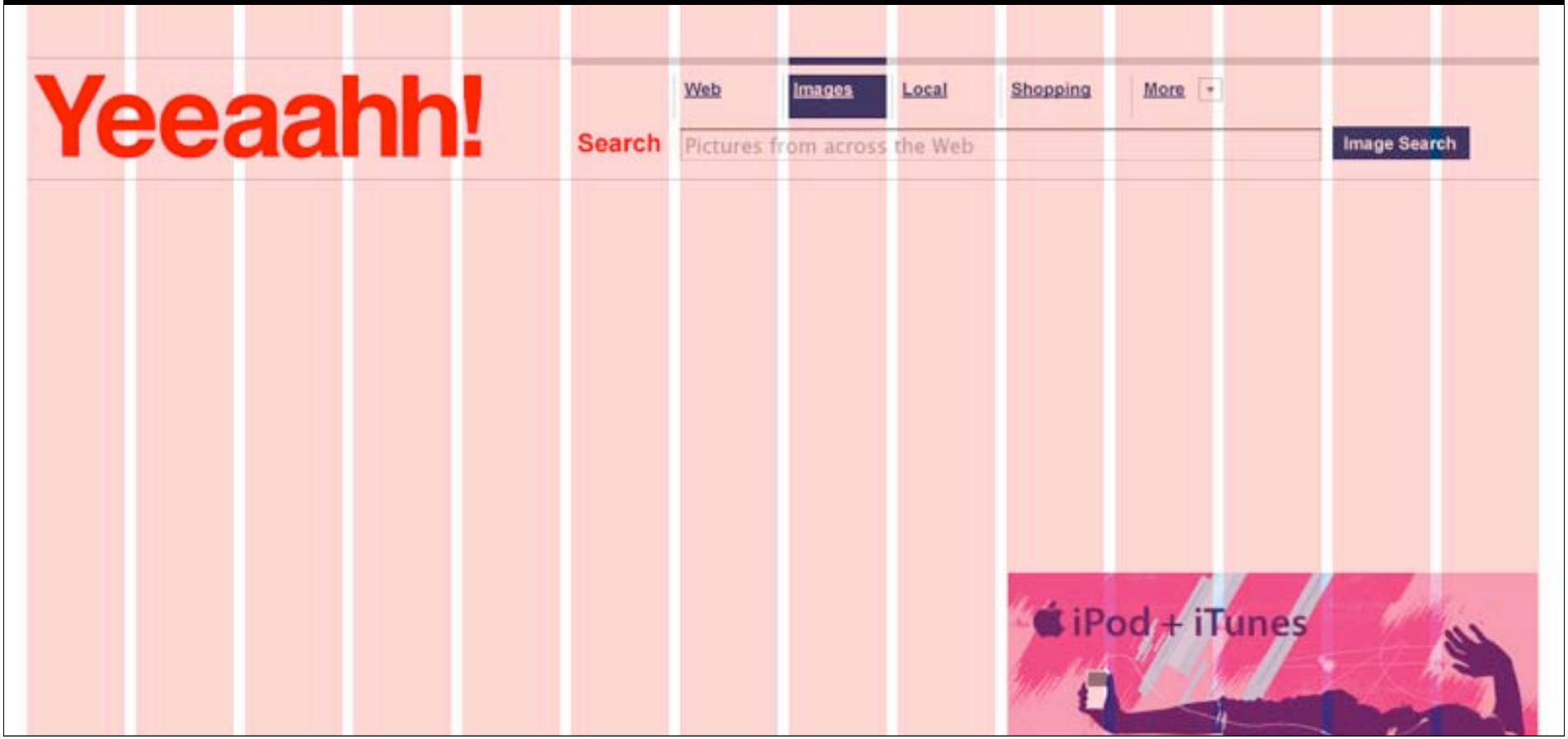
Admittedly, probably not the most usable display, but it'll do for now.



Roll-over Behavior

SXSW

Note the roll-over state aligns with the grid.



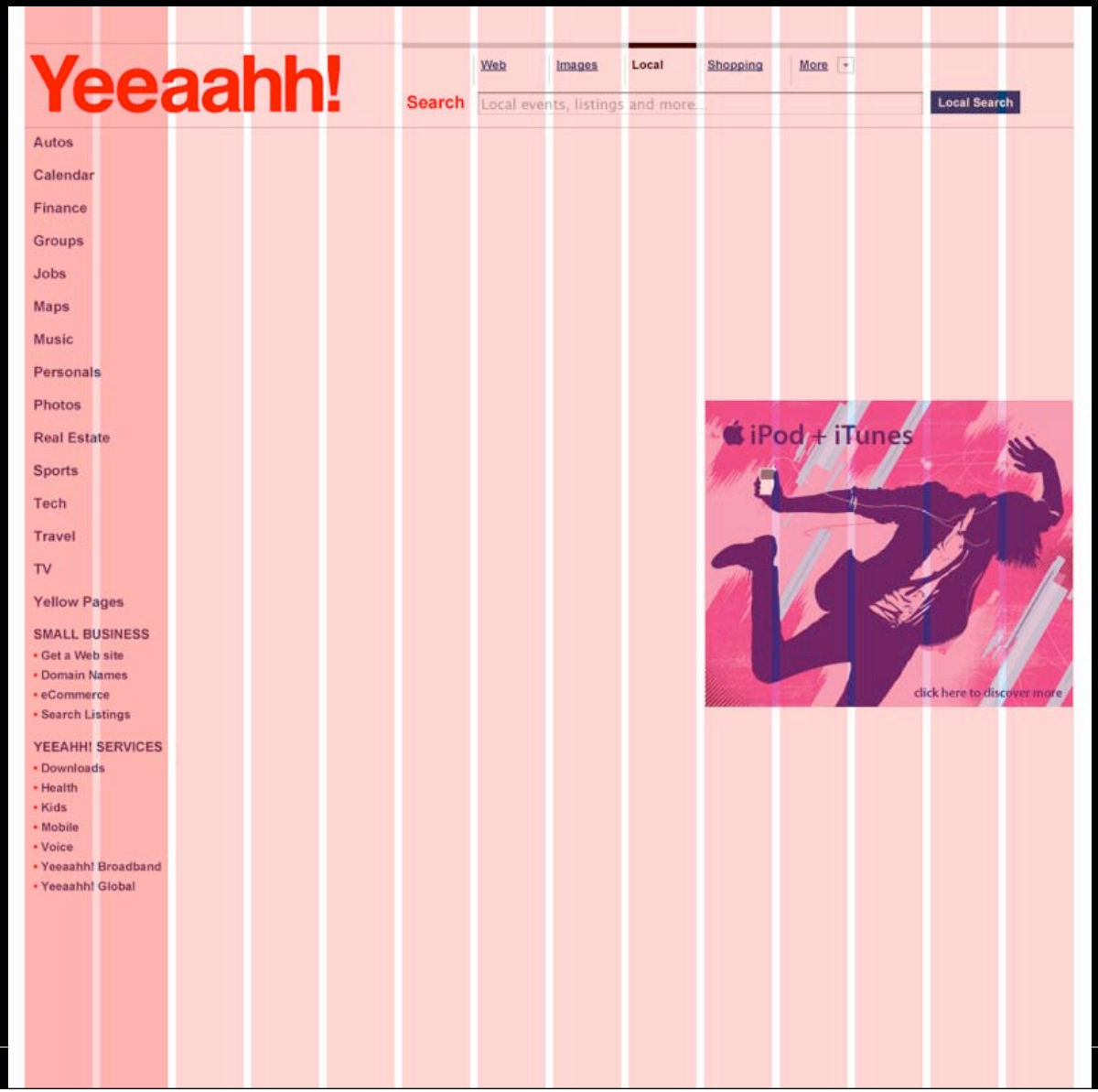
SXSW

Navigation (and Framing)

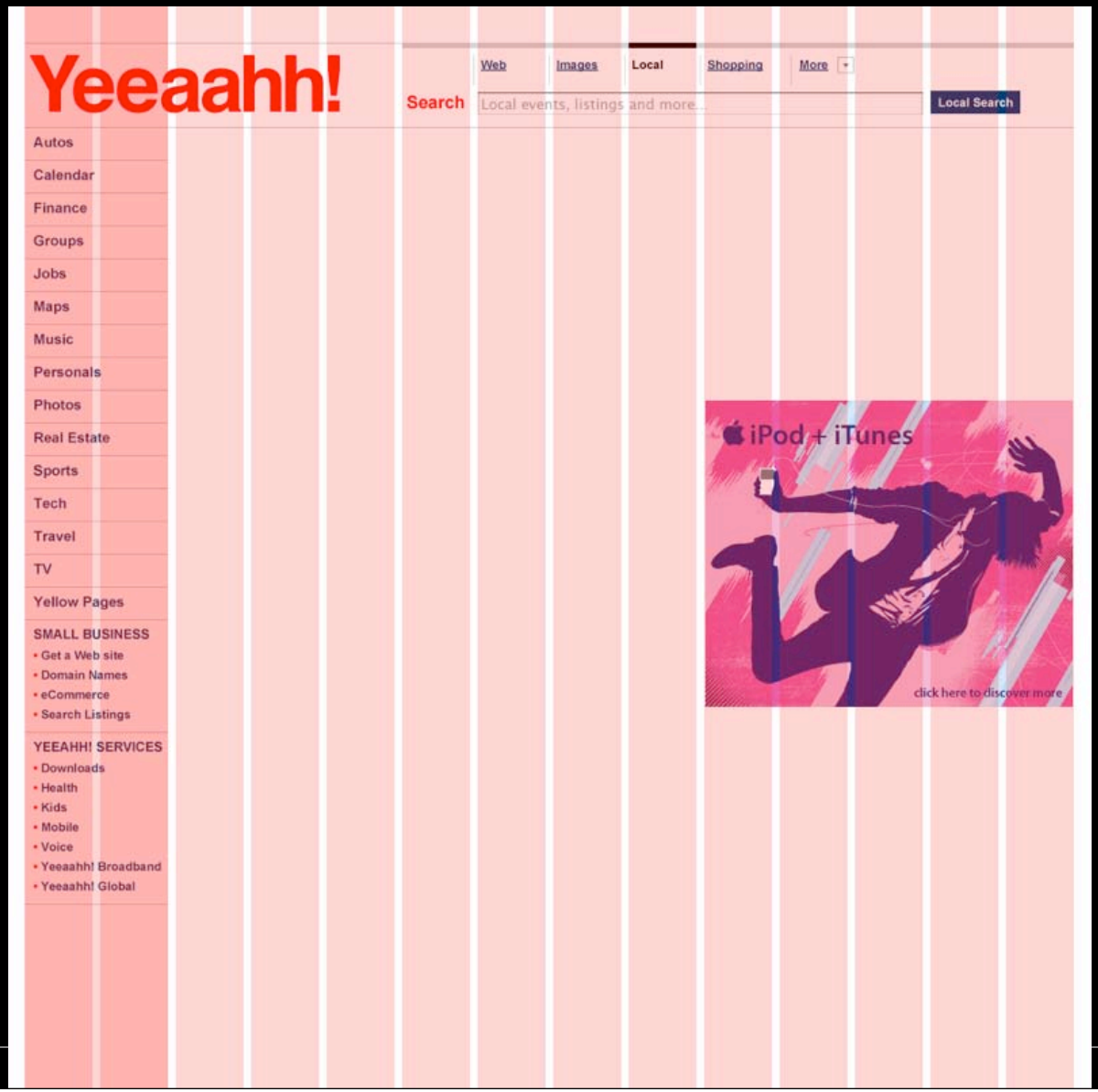
Left-Hand Navigation Column

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

Nav Items in Place



Visual Grouping through Rules

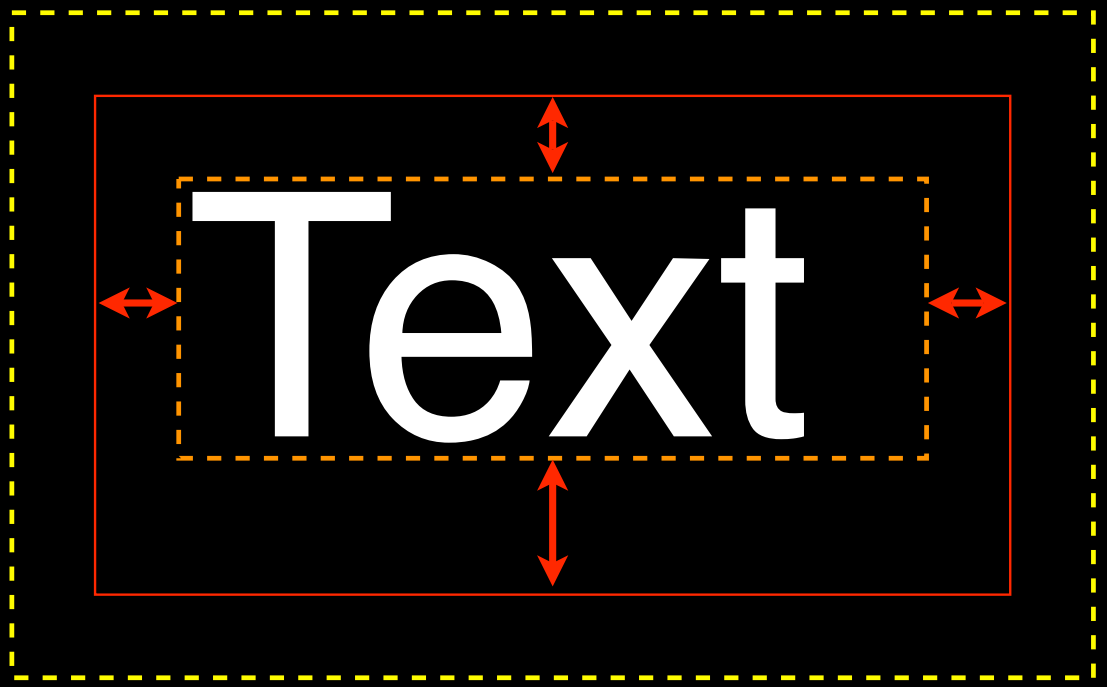


Add rules between most nav items and to visually combine multi-item groups like Small Business and Services together.

Items and Rules

Take a closer look at the placement of rules.

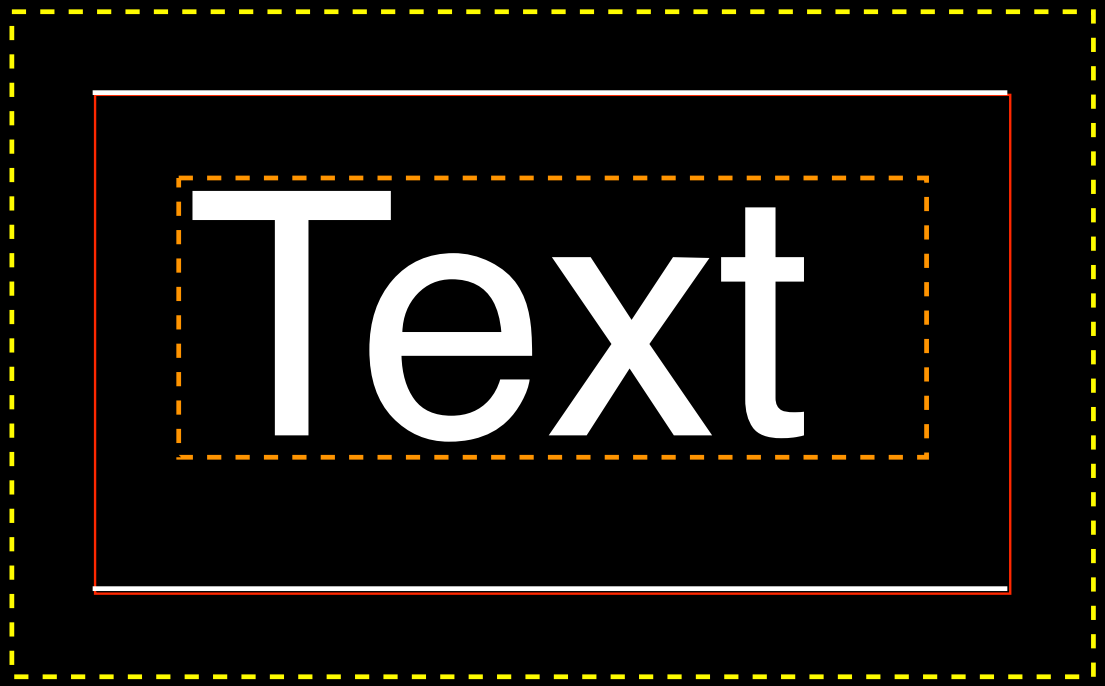
Adjunct to the Box Model



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

Applicable to All Elements

Text

Text

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

Items and Rules

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

- Photos
- Real Estate
- Sports
- Tech
- Travel
- TV
- Yellow Pages

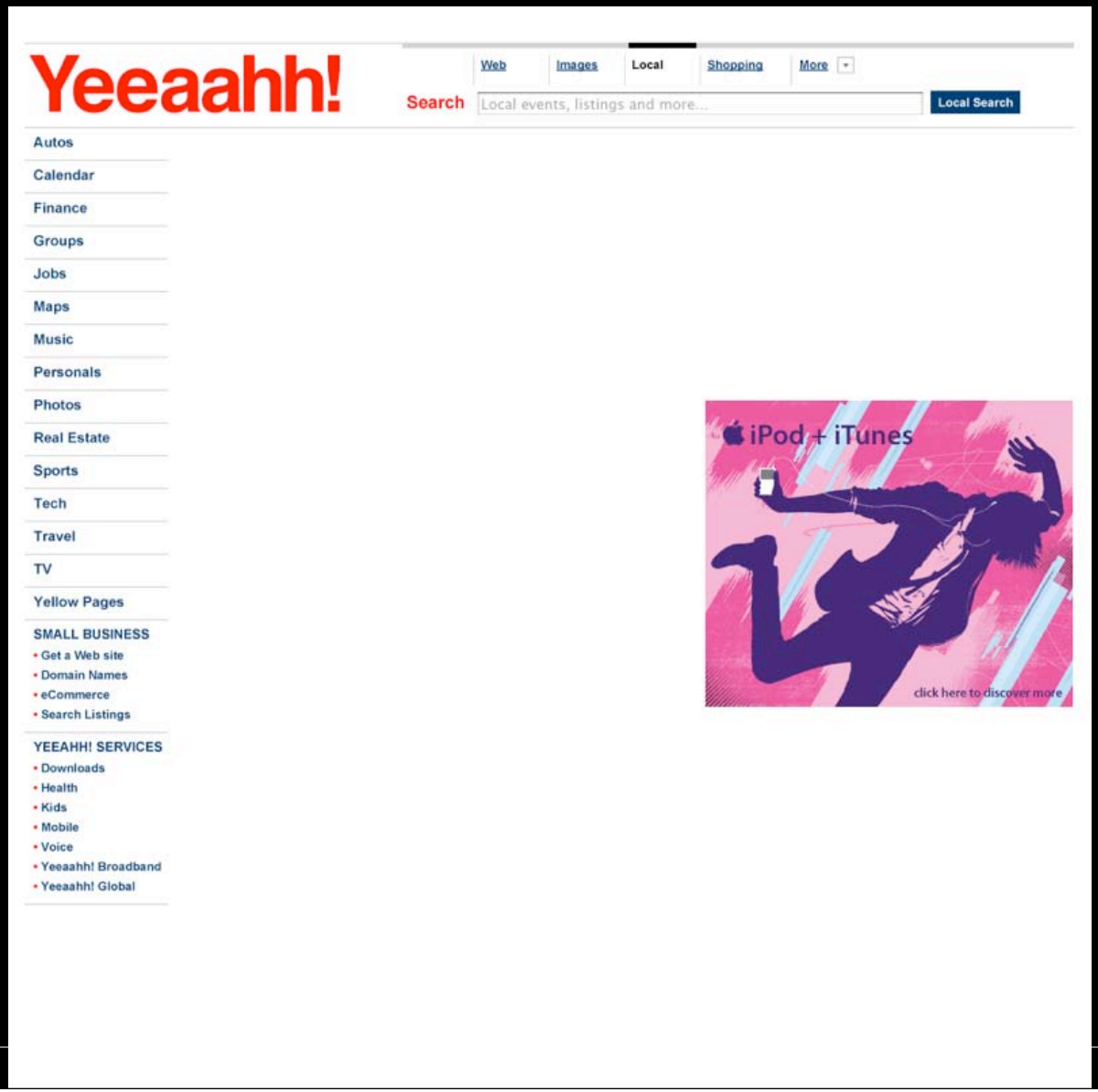
SMALL BUSINESS

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

YEEAHH SERVICES

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

Nav in Place


Yeeaahh!
Web
Images
Local
Shopping
More
Search
Local events, listings and more...
Local Search
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
• Yeeaahh! Broadband
• Yeeaahh! Global
iPod + iTunes
click here to discover more

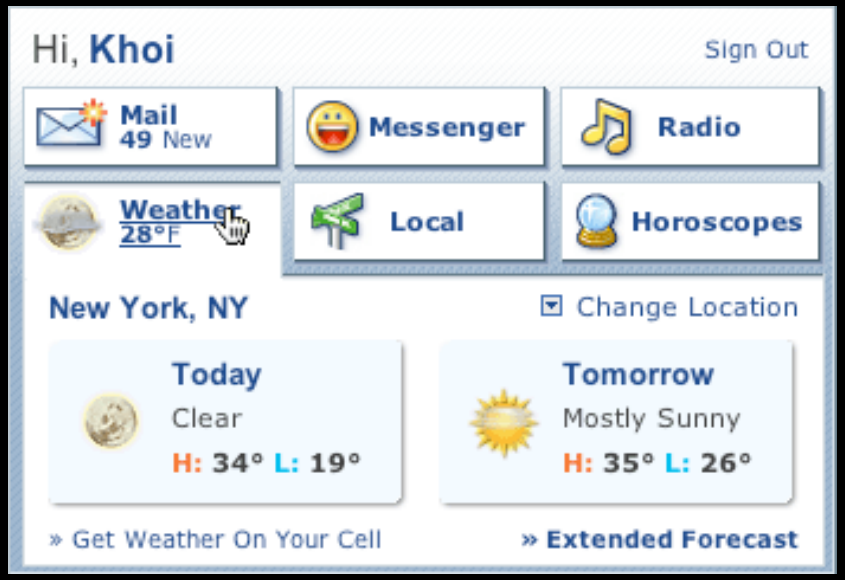
SXSW

Widgets

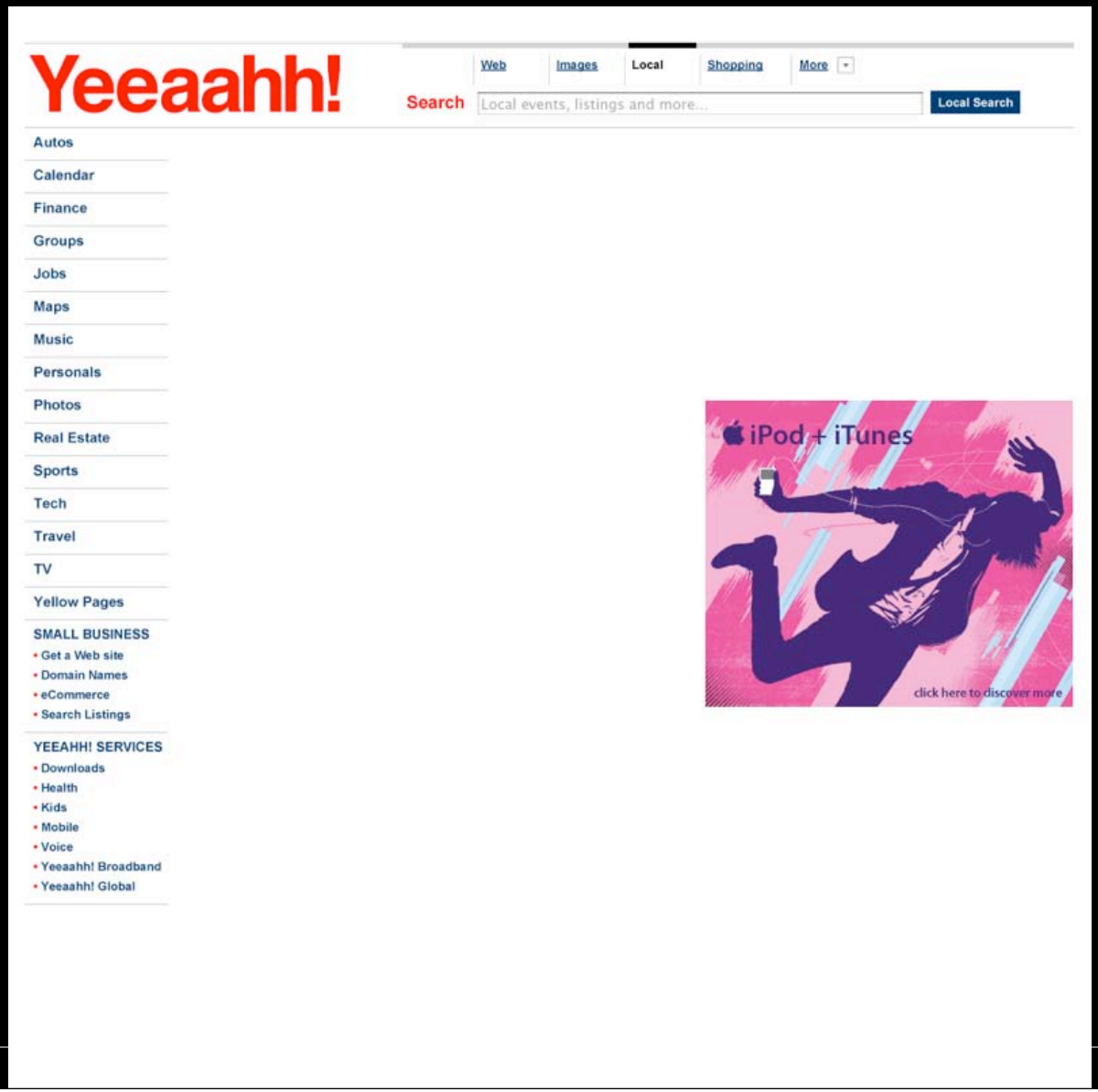
Widgets

Hi, Khoi
Sign Out
Mail
49 New
Messenger
Radio
Weather
28°F
Local
Horoscopes

Hidden Functionality



Nav in Place


Yeeaahh!
Web
Images
Local
Shopping
More
Search
Local events, listings and more...
Local Search
Autos
Calendar
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Jobs
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YEEAHH! SERVICES
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• Health
• Kids
• Mobile
• Voice
• Yeeaahh! Broadband
• Yeeaahh! Global
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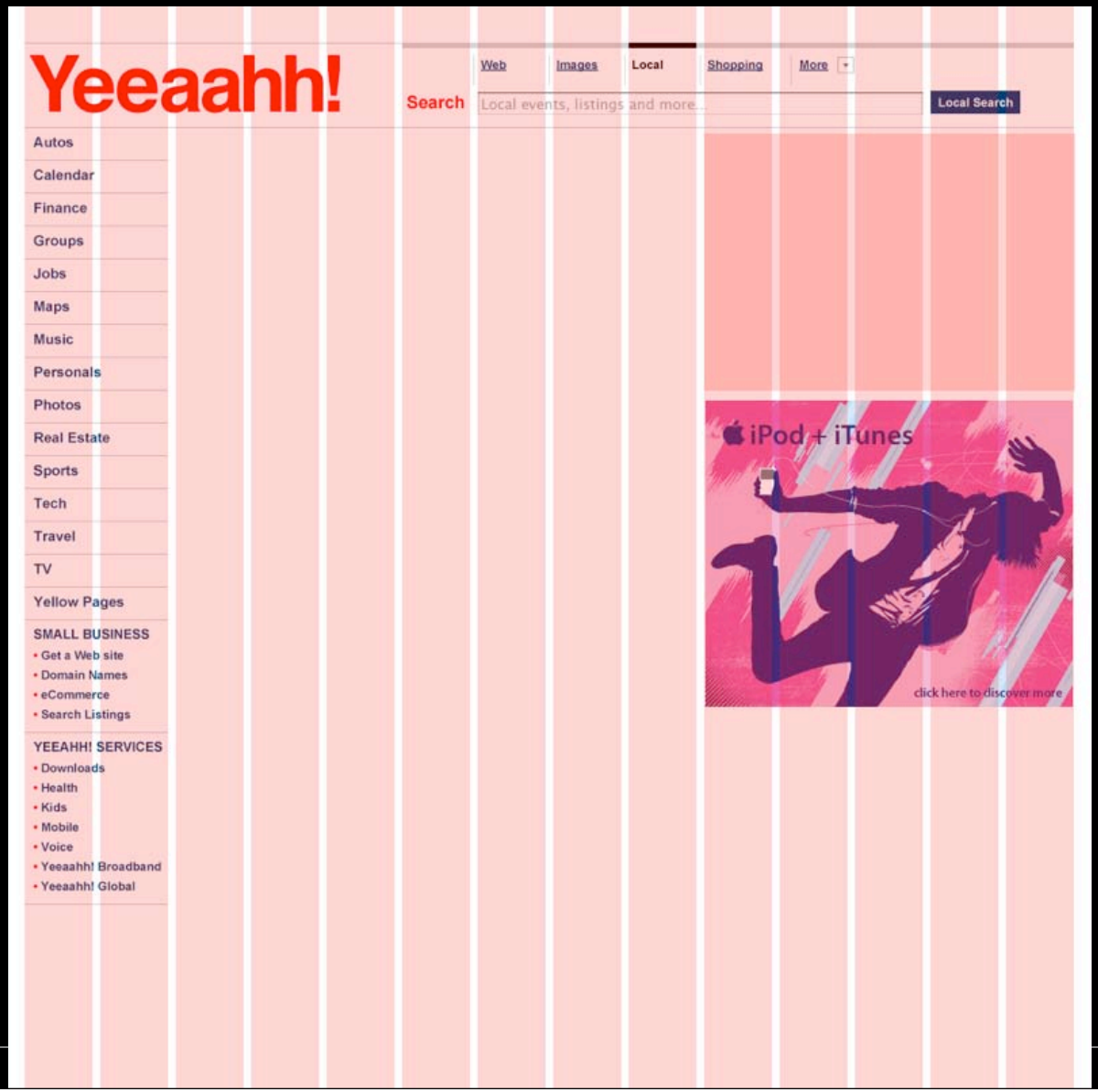
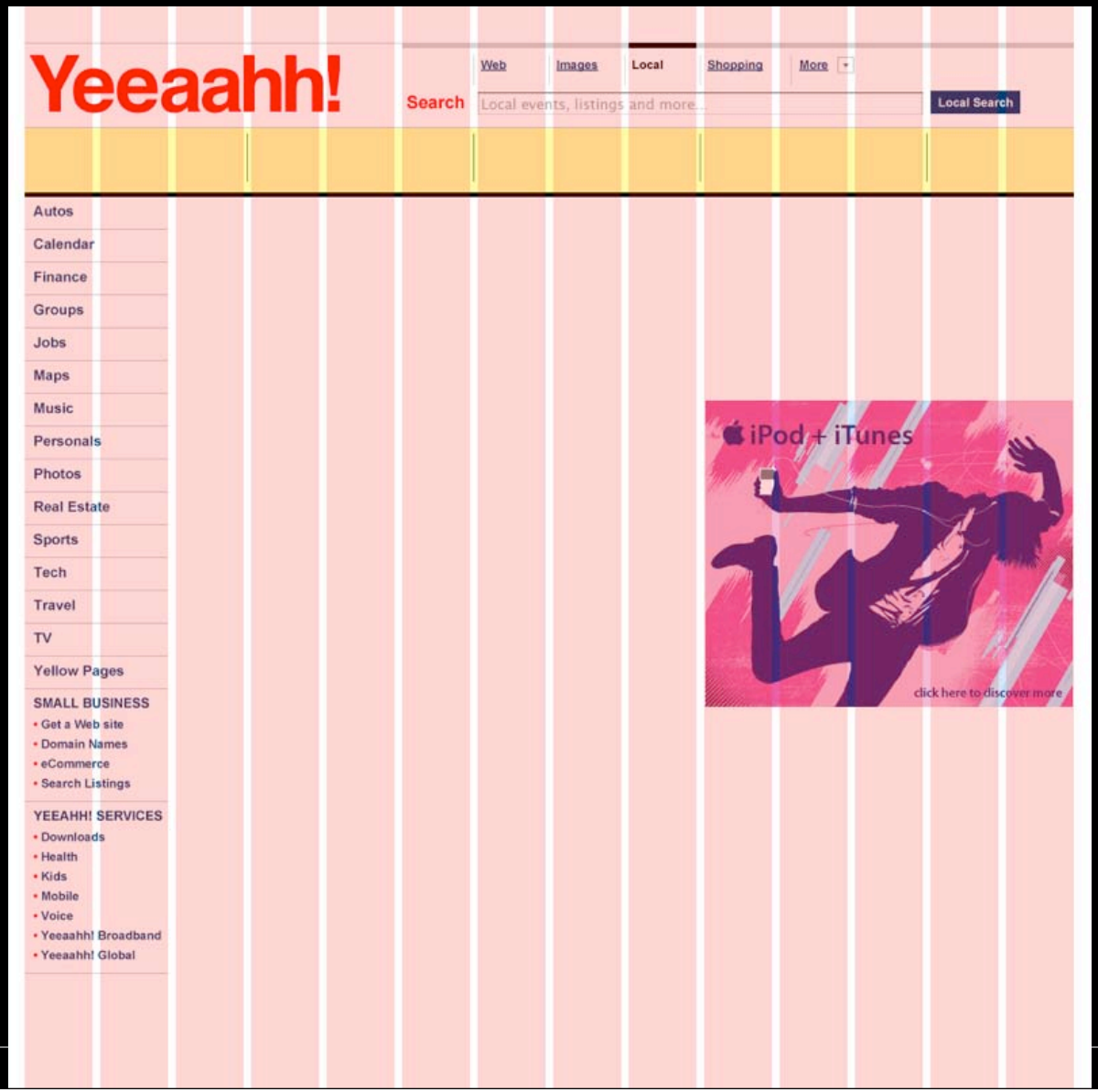
Widget Region



Alternate Region

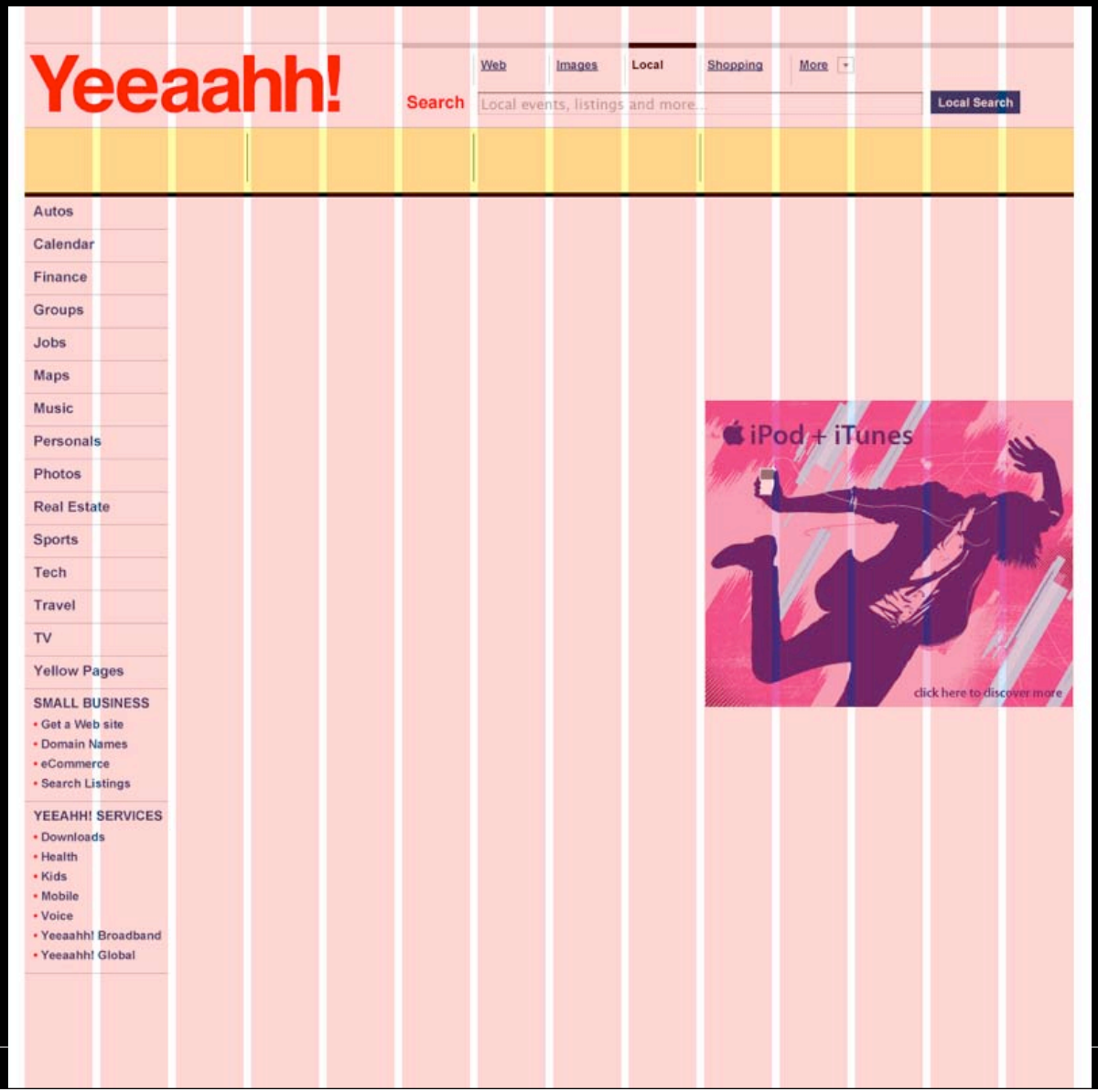
Carve out a layer across the top and shift navigation down lower.

Dress Up the Layer

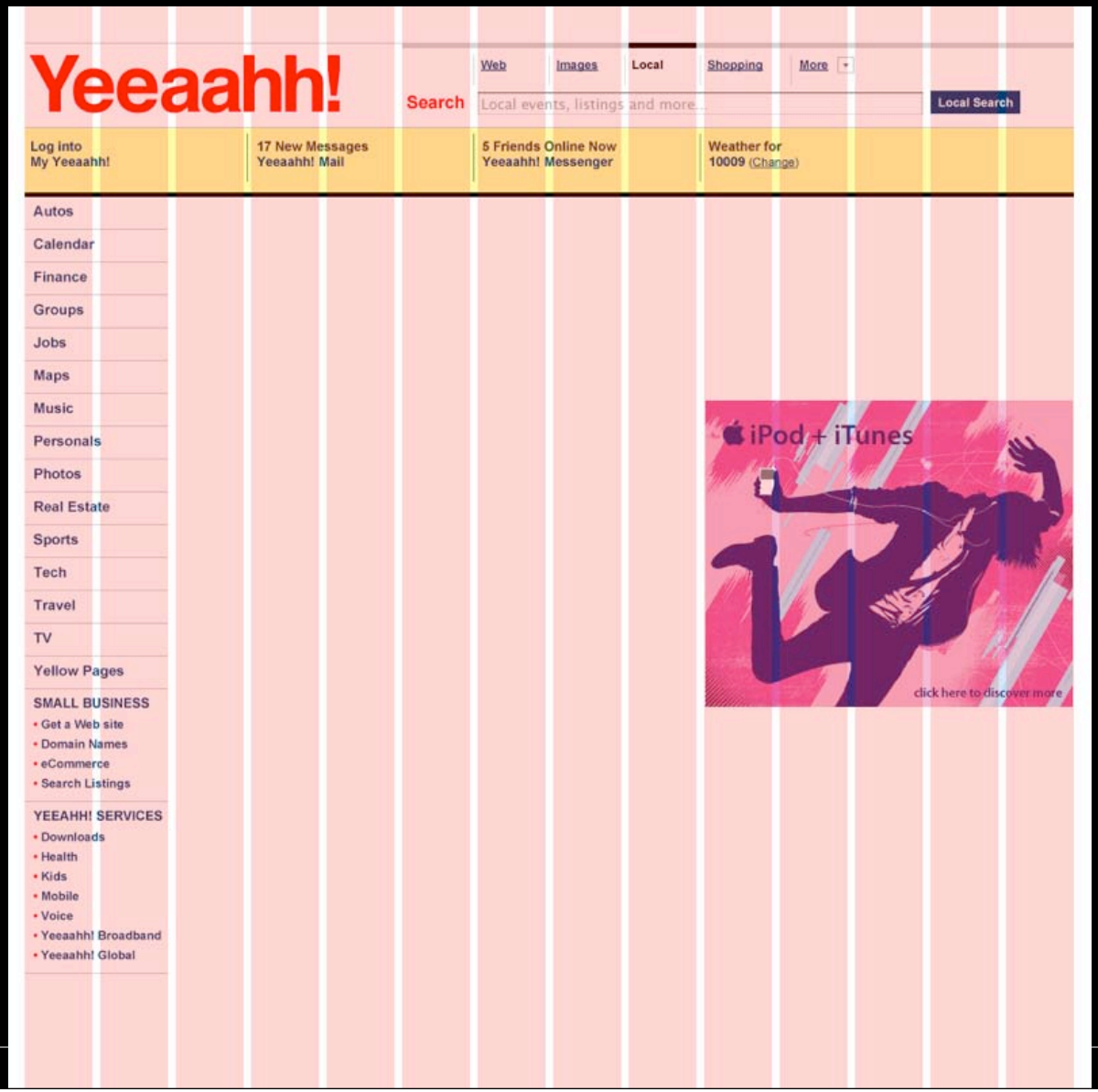


Add a light yellow layer and divide up the area into equal areas — except the number of units don't easily divide.

Asymmetry Isn't Bad



Add Labels


Yeeaahh!
Search
Web
Images
Local
Shopping
More
Local events, listings and more...
Local Search
Log into My Yeeaahh!
17 New Messages Yeeaahh! Mail
5 Friends Online Now Yeeaahh! 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
YEEAHH! SERVICES
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Add Icons

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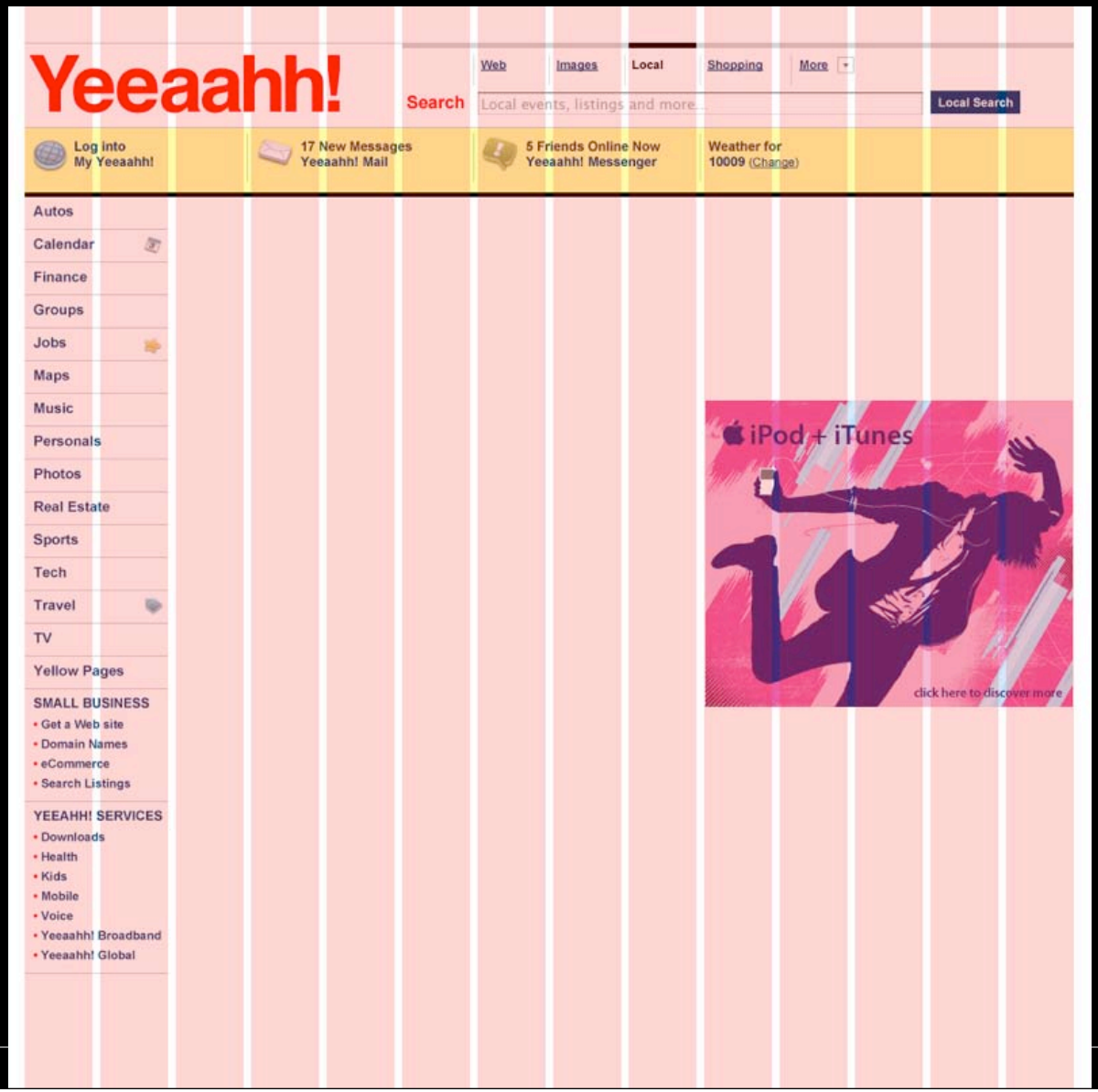
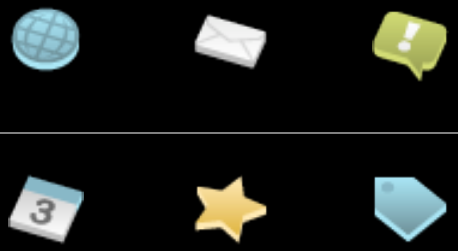
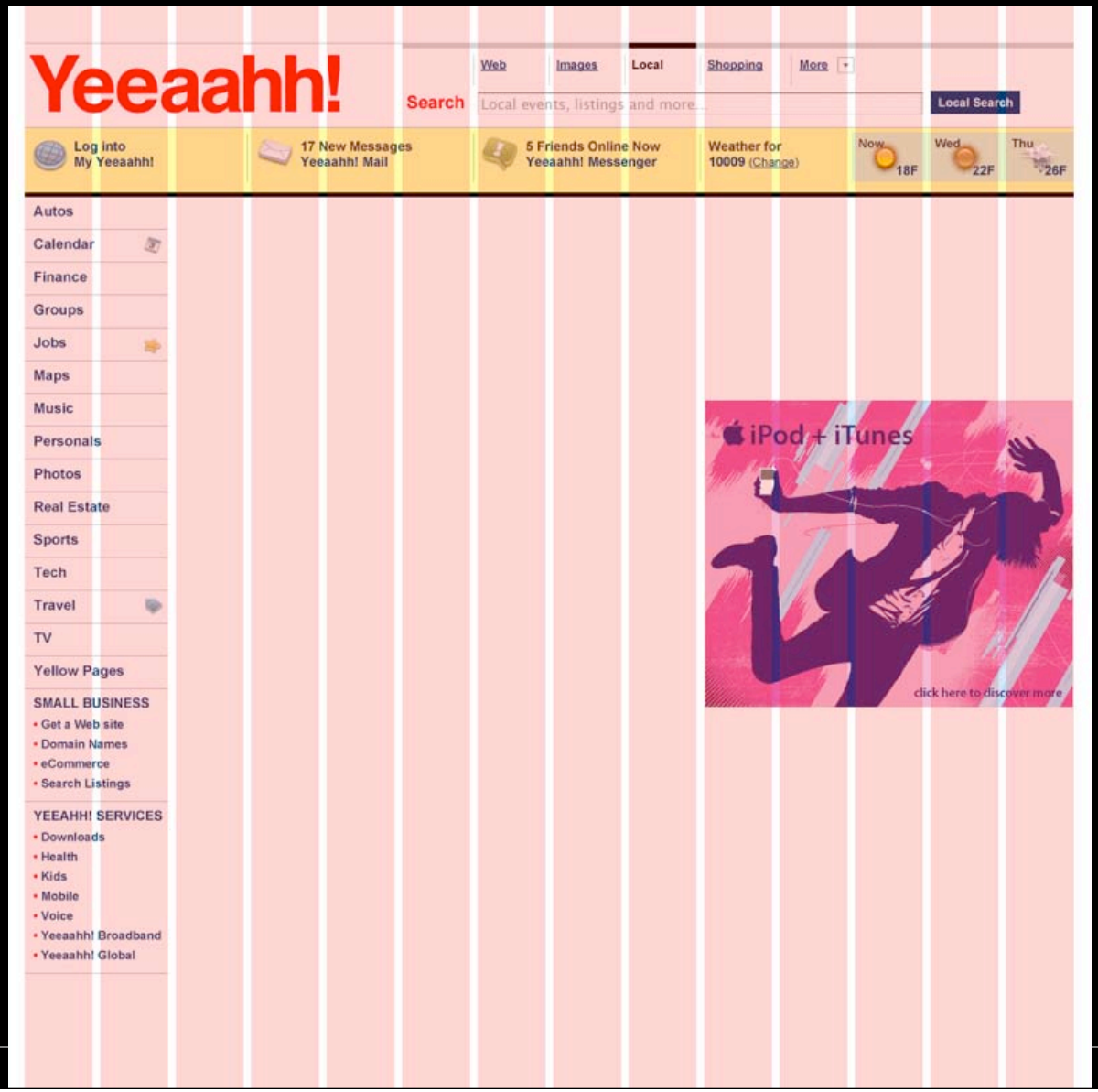


Icons from IconBuffet.com.

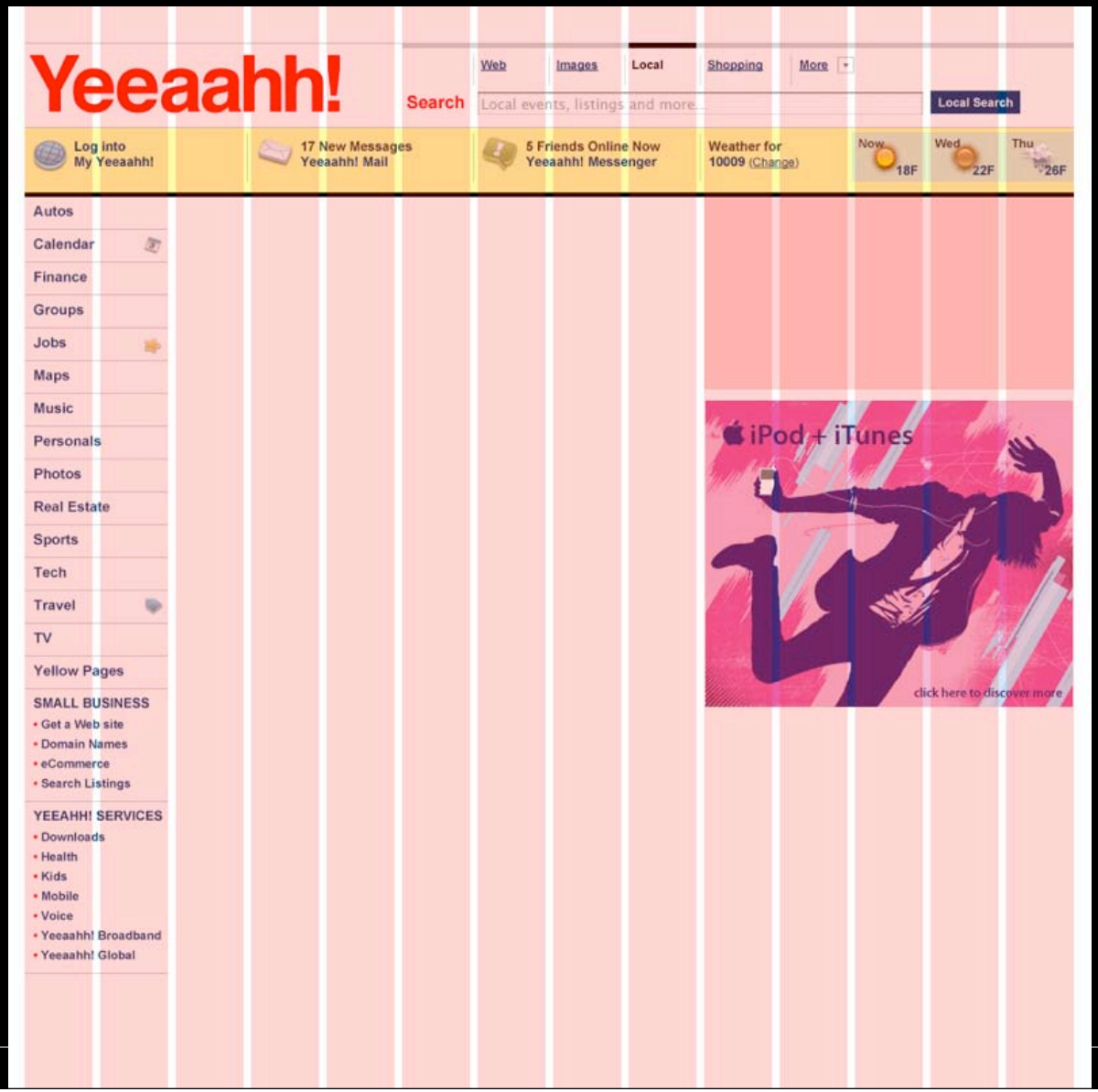


iconbuffet

Odd-size Column for Weather

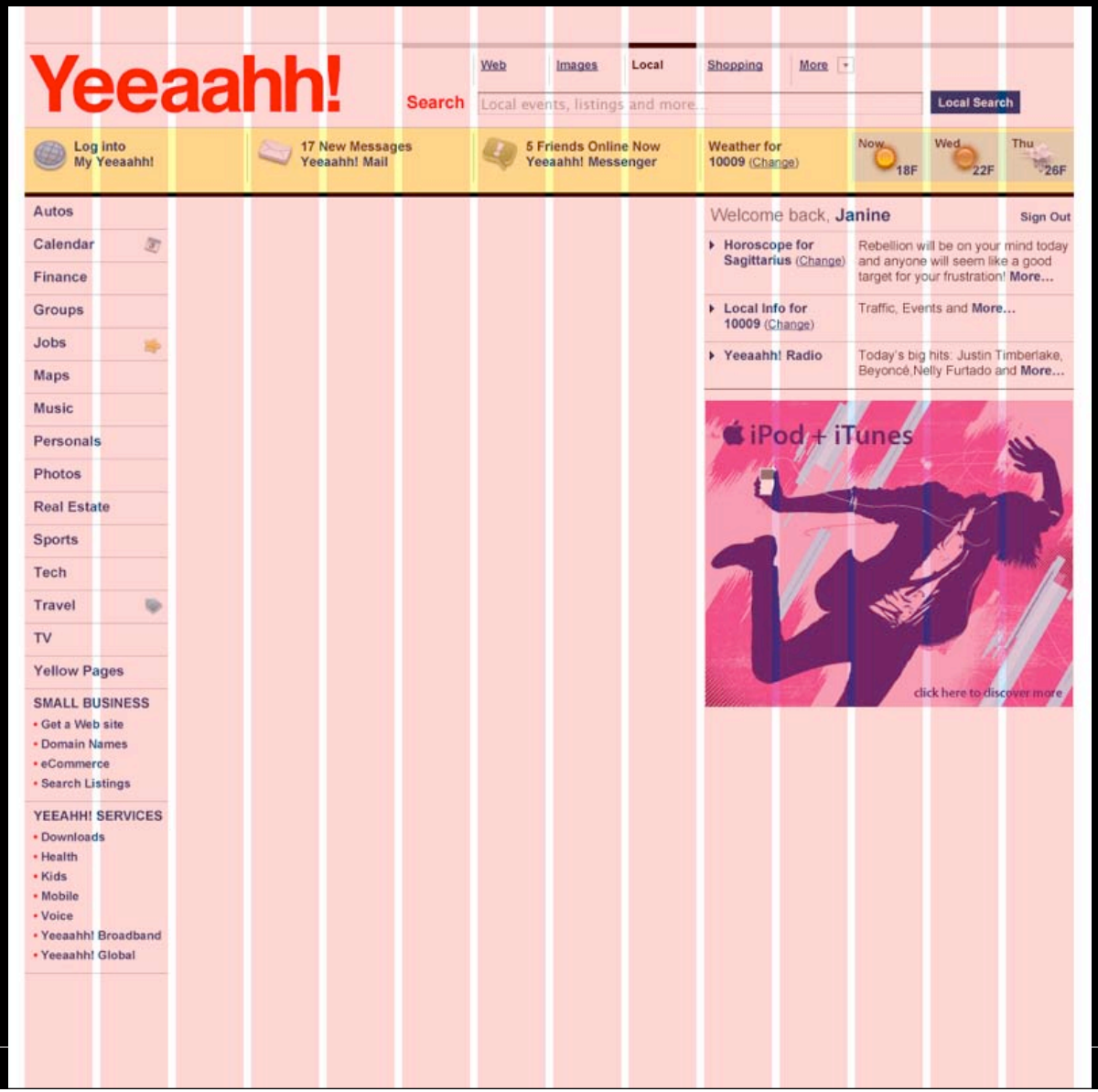


Remaining Widgets



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

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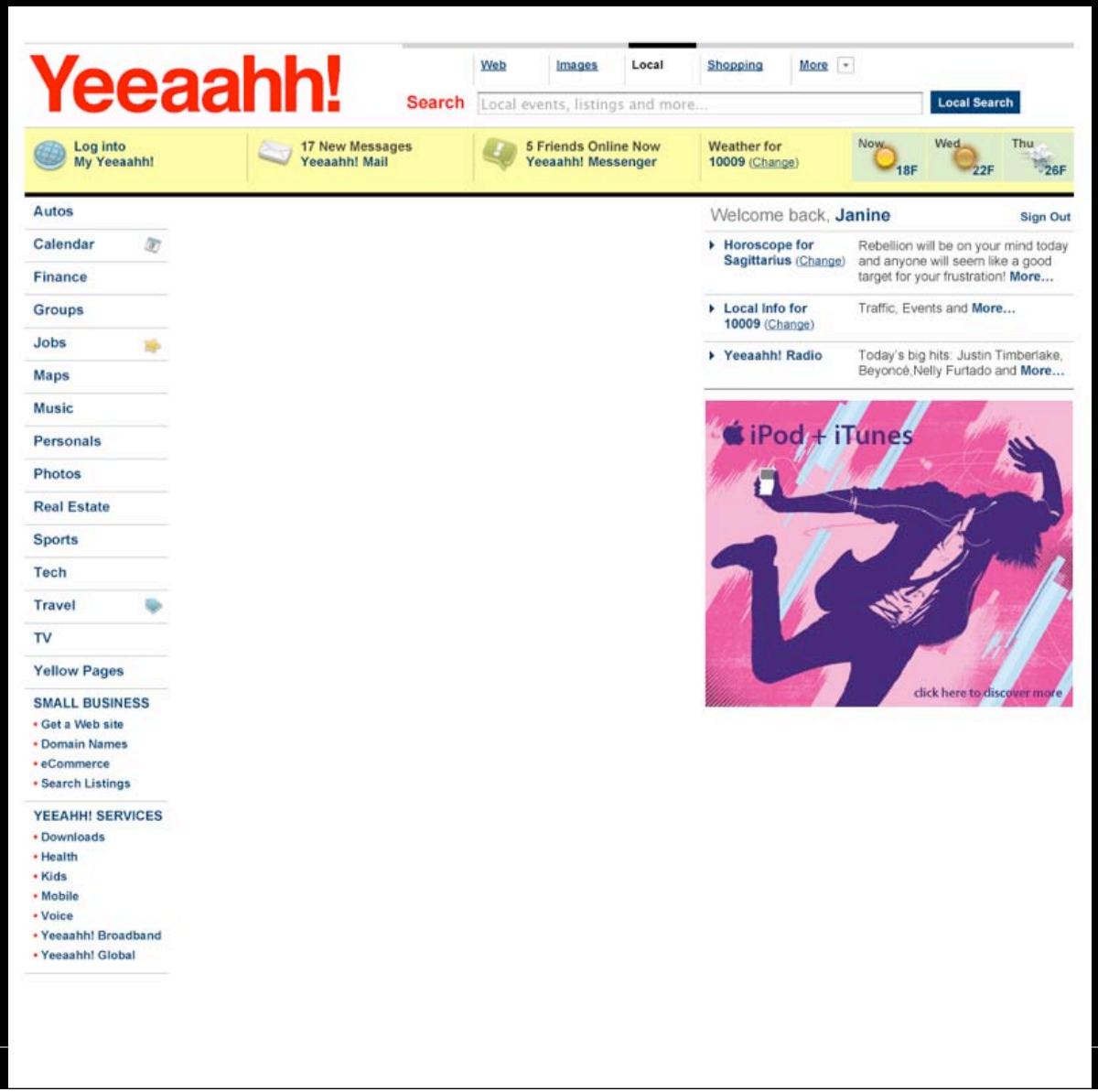
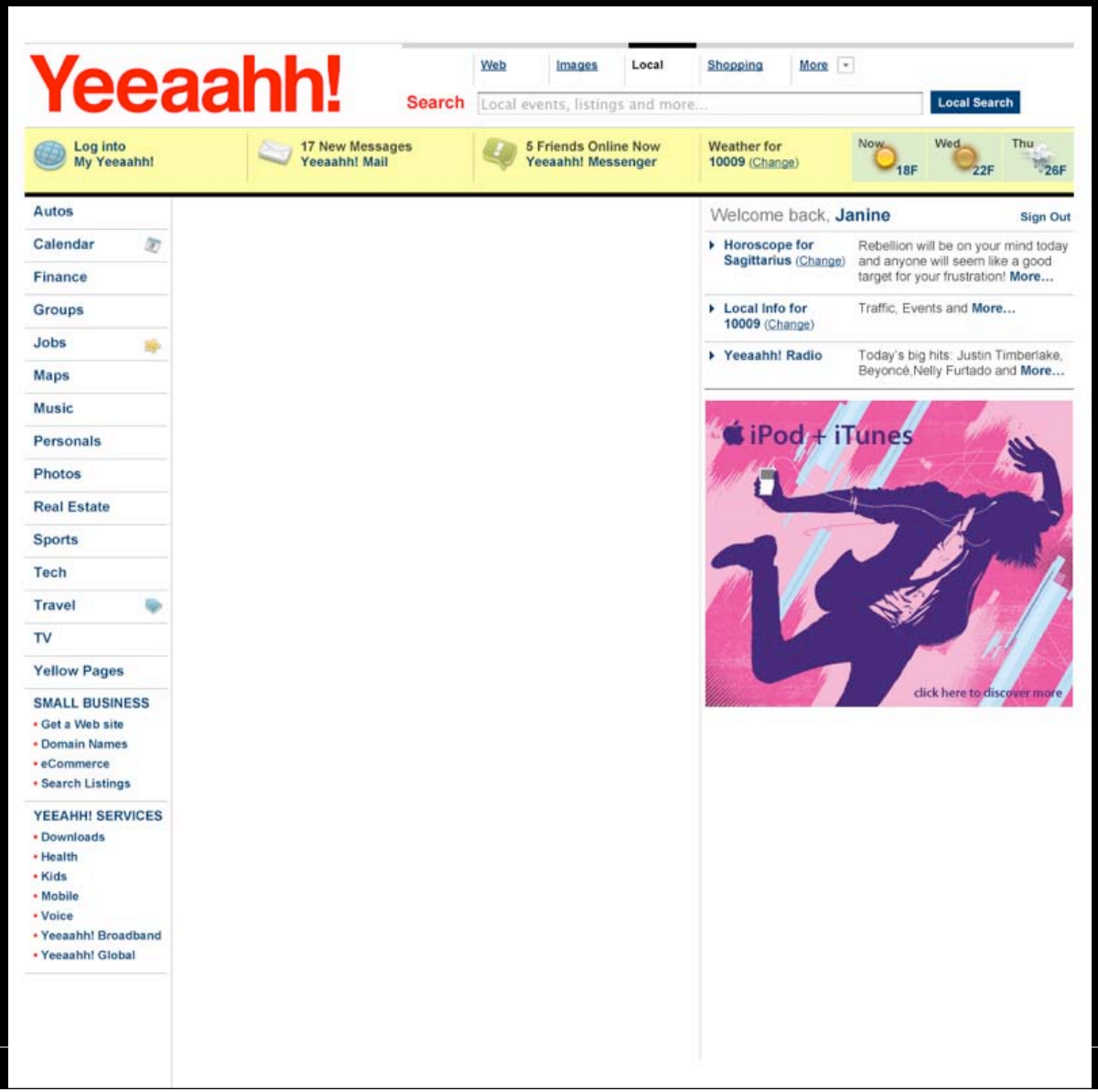


Add Grid Lines



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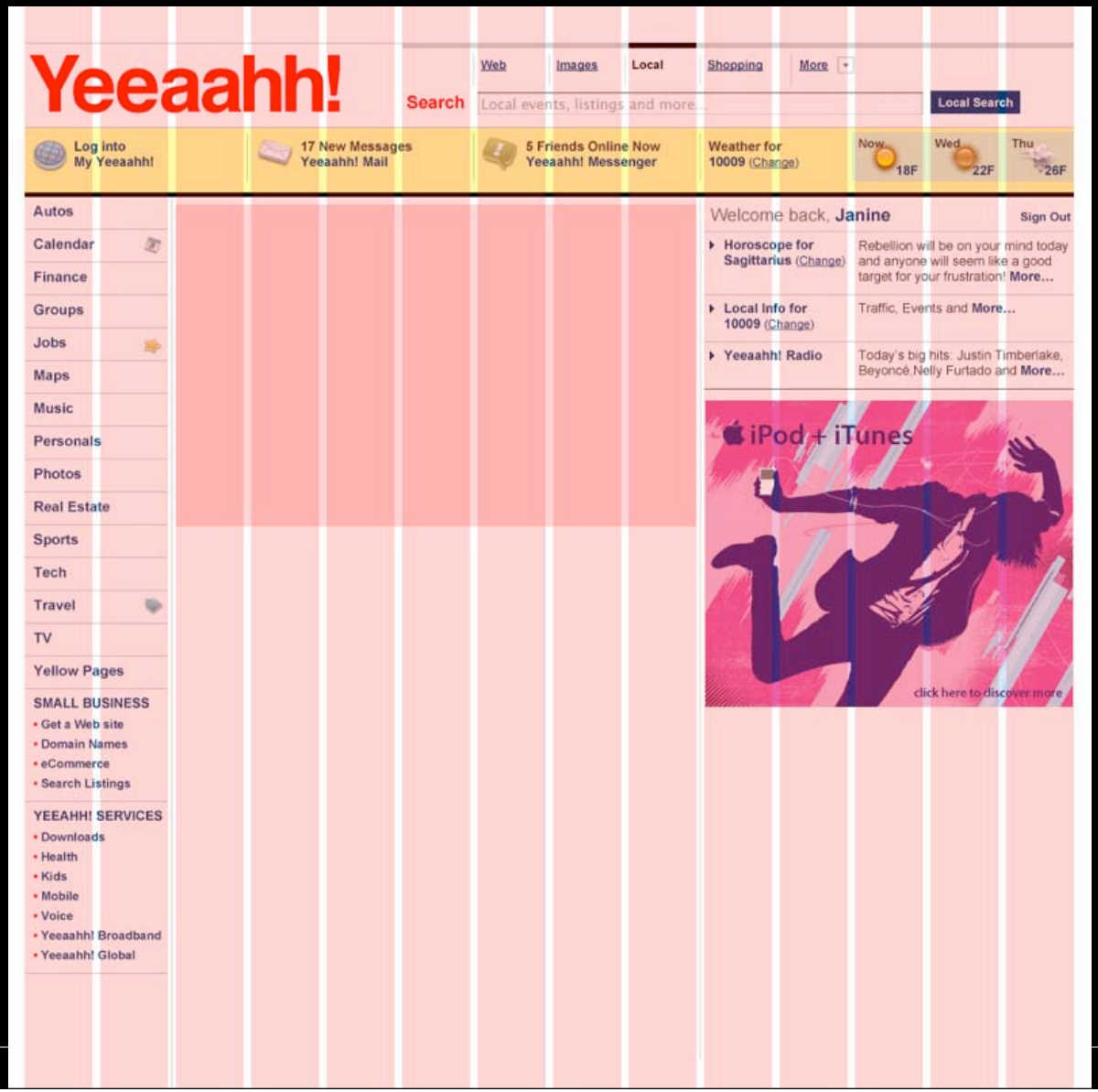
Features Area

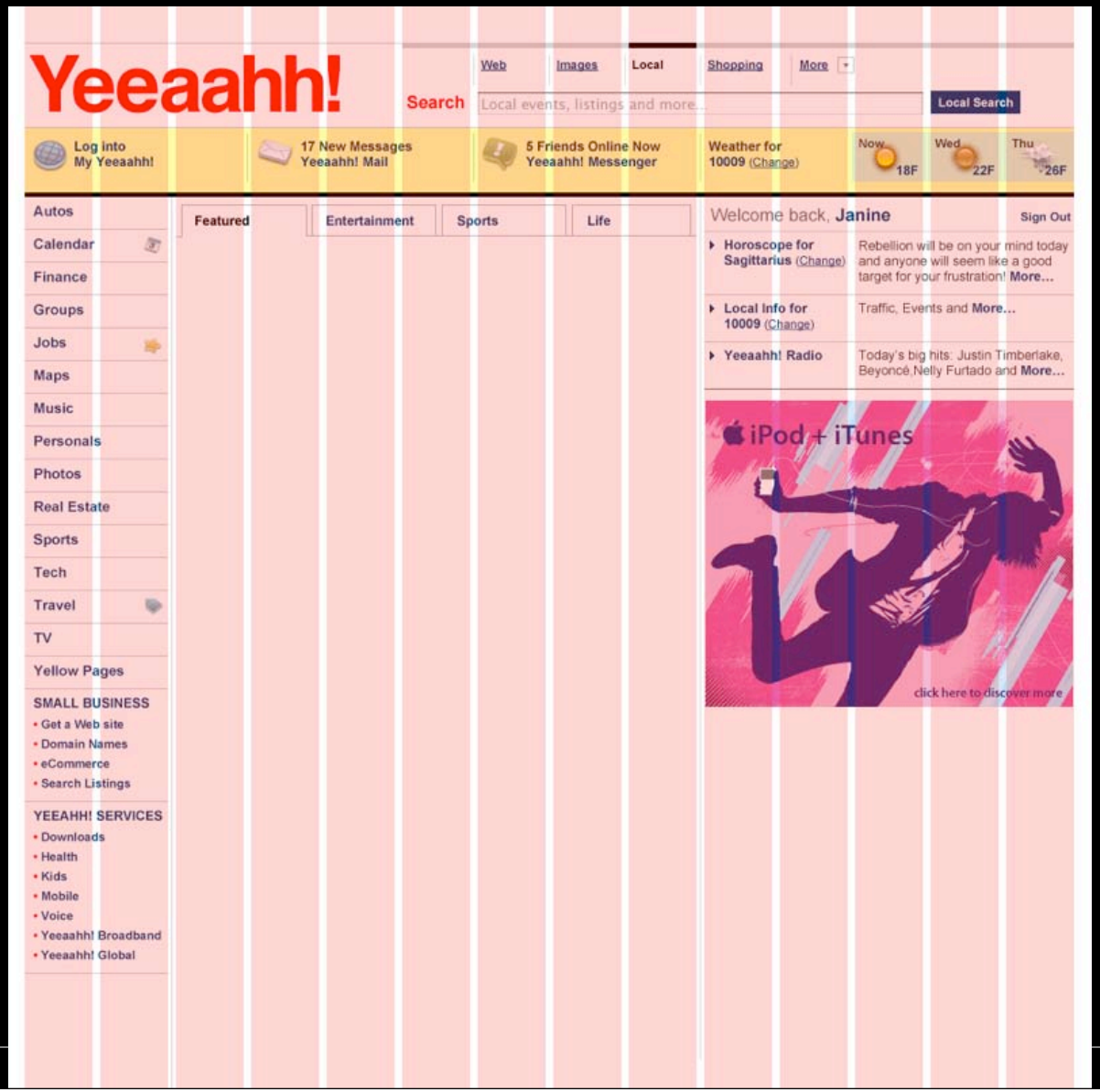
Features Area



Consolidate seven units into a Features marquee area.

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

Add Tabs


Yeeaahh!
Search
Web
Images
Local
Shopping
More
Local events, listings and more...
Local Search
Log into My Yeeaahh!
17 New Messages Yeeaahh! Mail
5 Friends Online Now Yeeaahh! Messenger
Weather for 10009 (Change)
Now 18F
Wed 22F
Thu 26F
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Calendar
Finance
Groups
Jobs
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• Yeeaahh! Global
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Sports
Life
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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...
Yeeaahh! Radio
Today's big hits: Justin Timberlake, Beyoncé,Nelly Furtado and More...
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click here to discover more

Tabs

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Tabs are off the grid.

Let tabs be tabs.

Lead Story Layout

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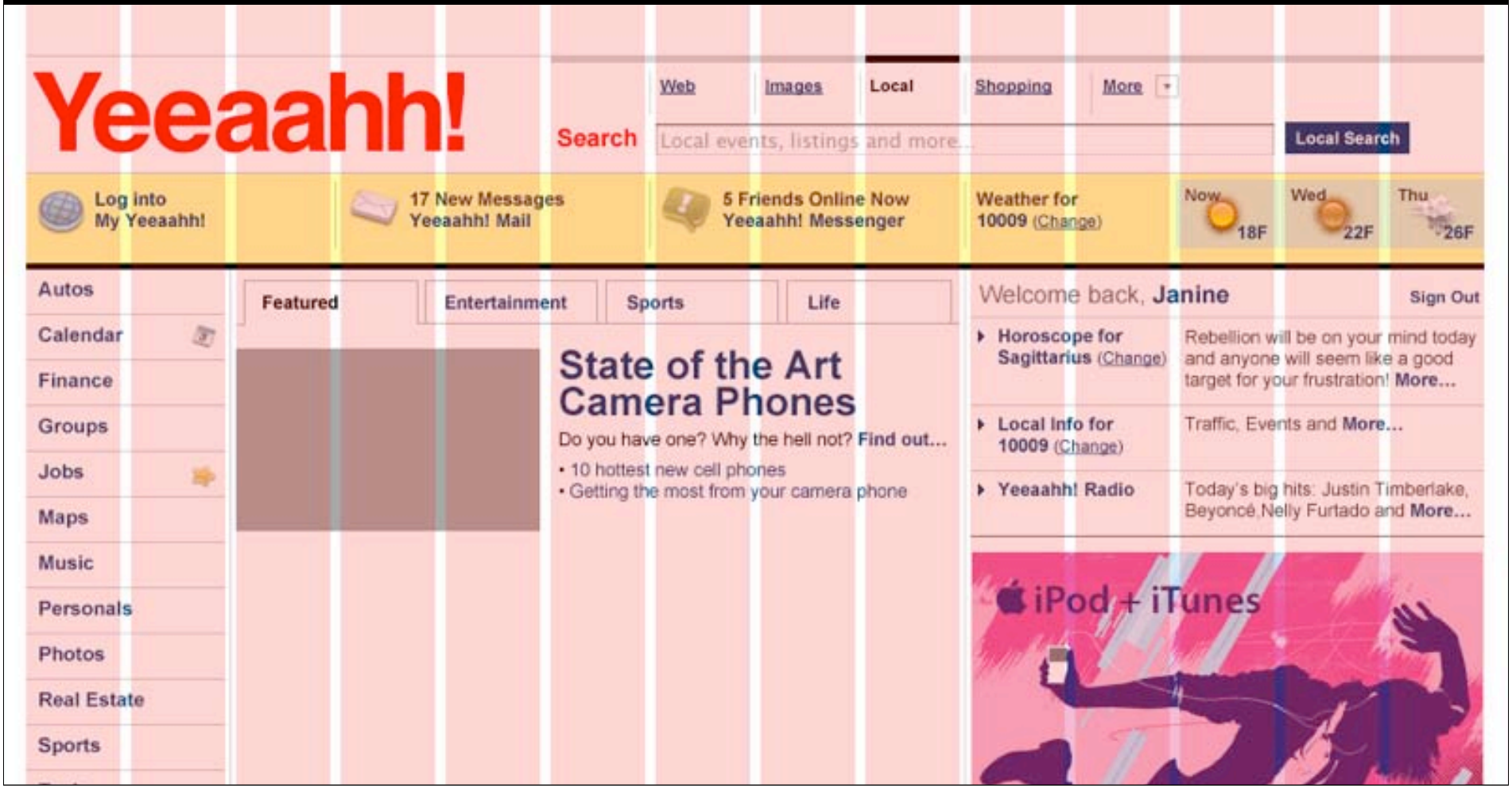
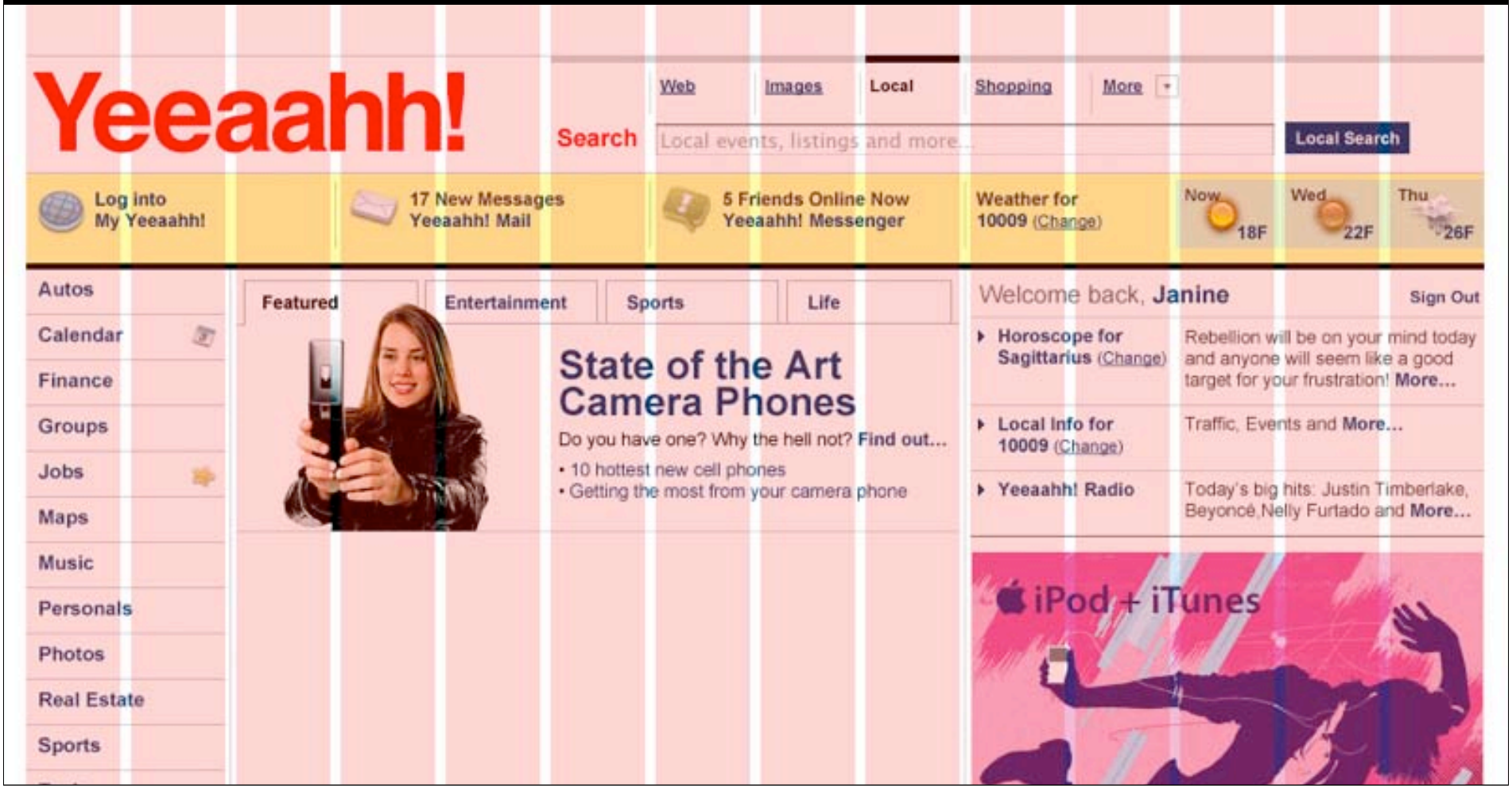
Image Sizes

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



Marquee Image

Breaking out of tabs for more interest.



Other Stories

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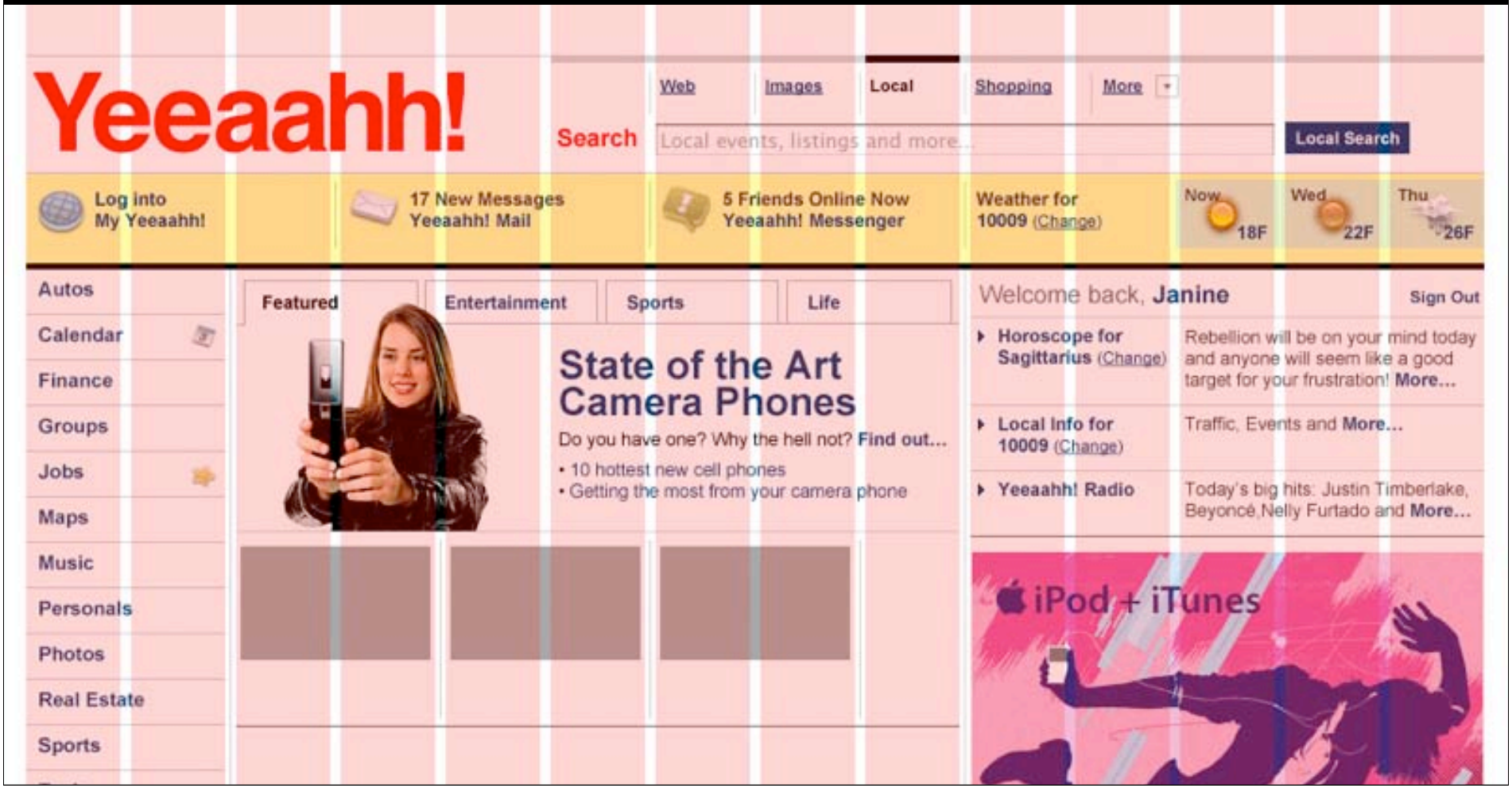
Proportional photo regions below.



A Use for the Spare Unit

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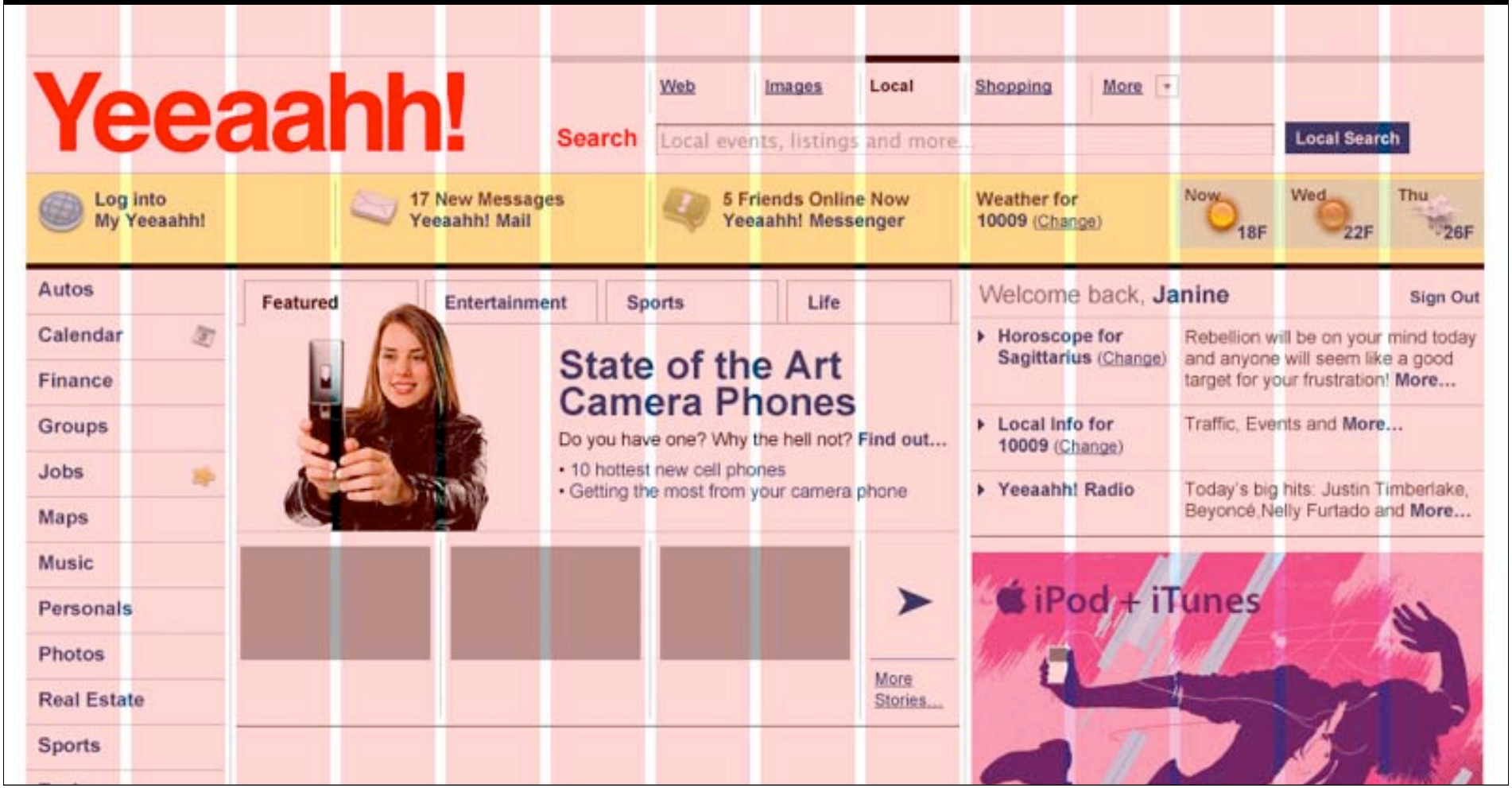
Large ‘More Stories…’ area.



Nearly Complete

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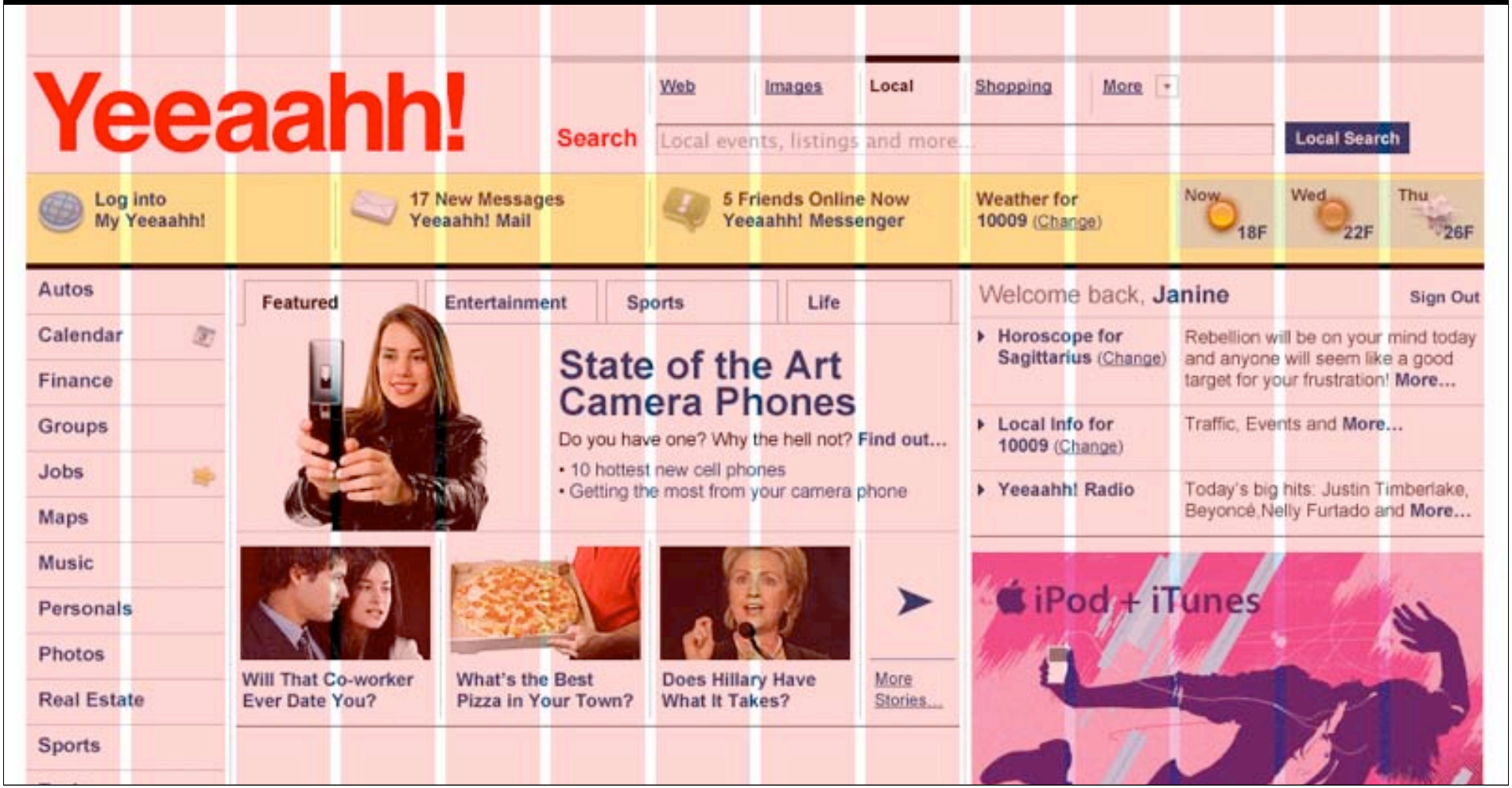
With images in place.



Add More Interest

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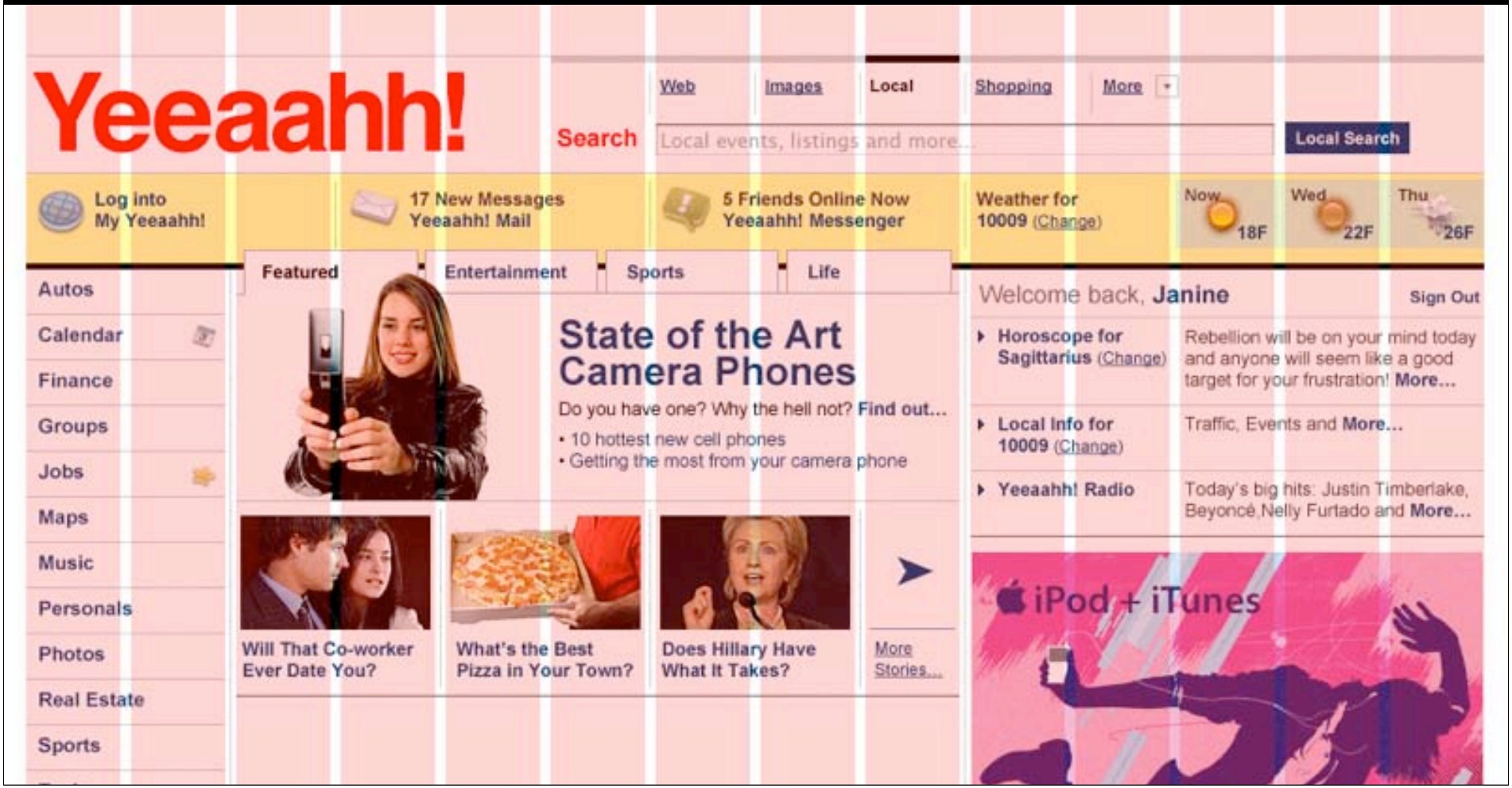
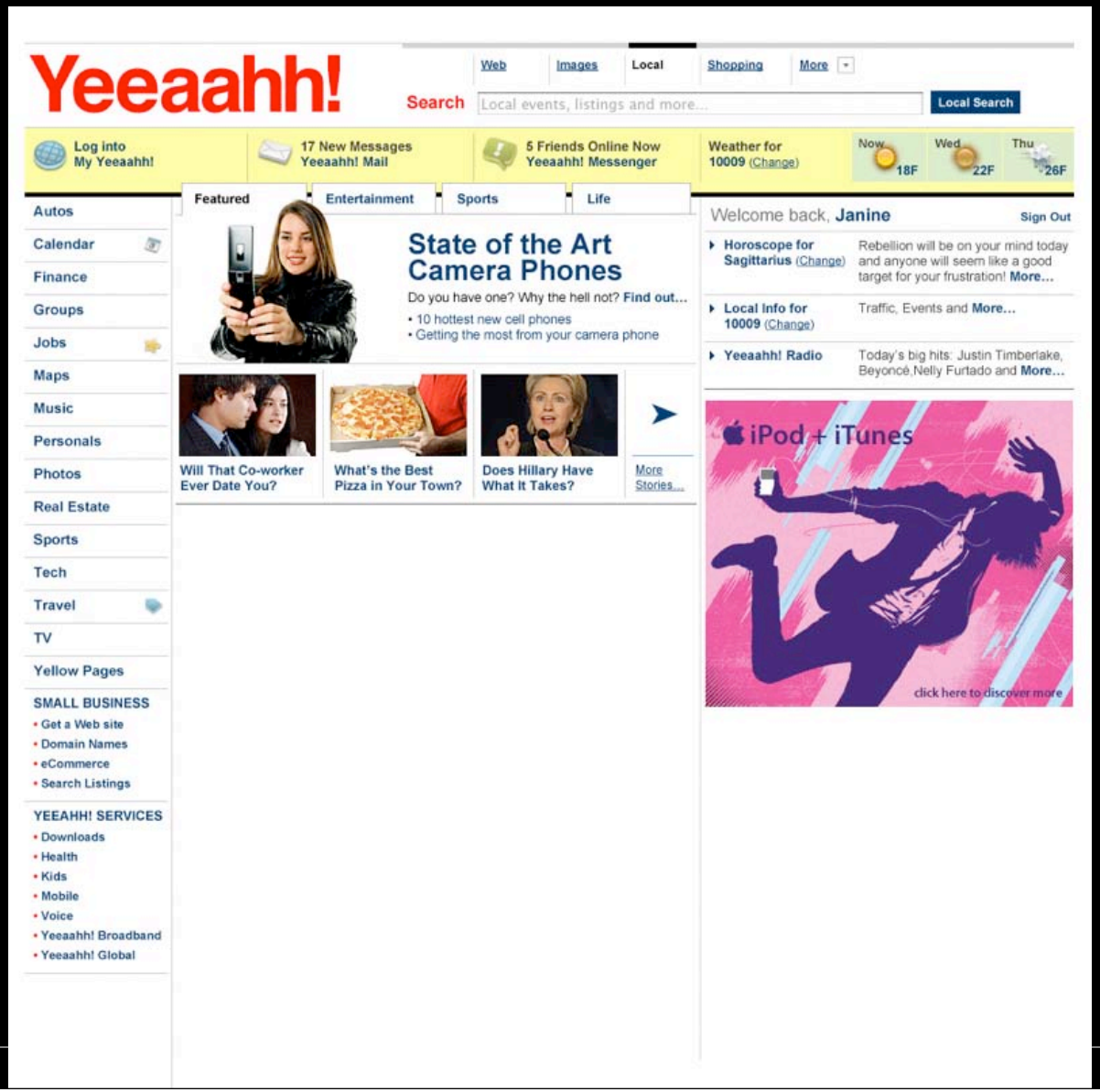
Shift tabs up to ‘pop’ them.



Completed Feature Stories Area



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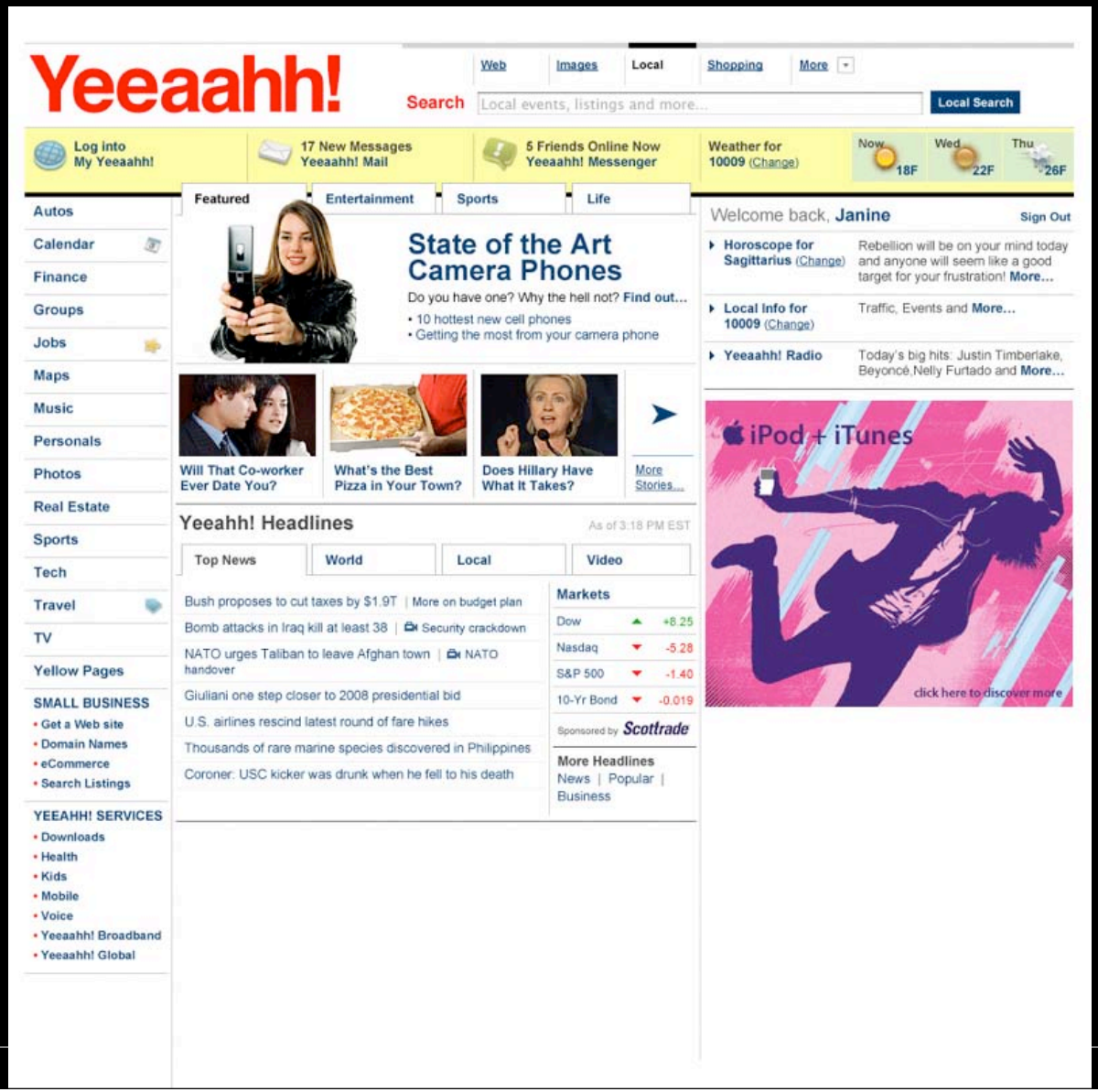
Headlines & Other Modules

Replicate Tab Structure

Flow Headlines in a List

Markets Data in Right-Hand Column

Appraise the Overall Effect



Problems parsing the Headlines tabs from the marquee above.

Embellish with a Subtle Background

Similar Approach for Markets Area

Autos

Four un-aligned columns.

More Features

Not necessary to stick too closely to the grid here.

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Most Popular

Simple, Familiar

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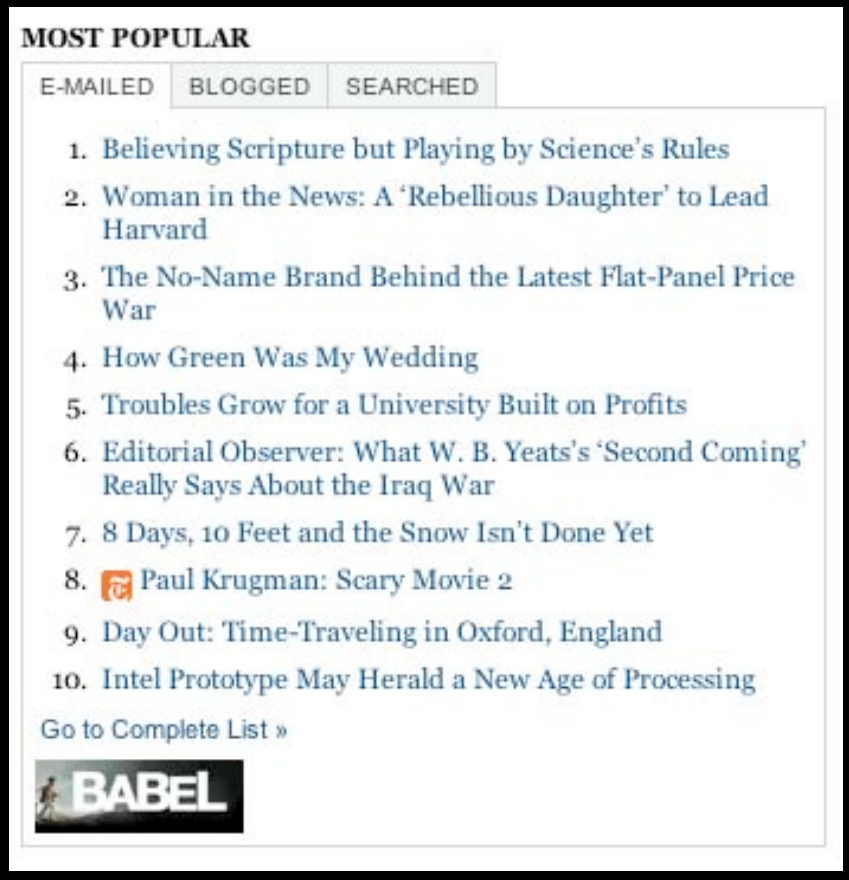
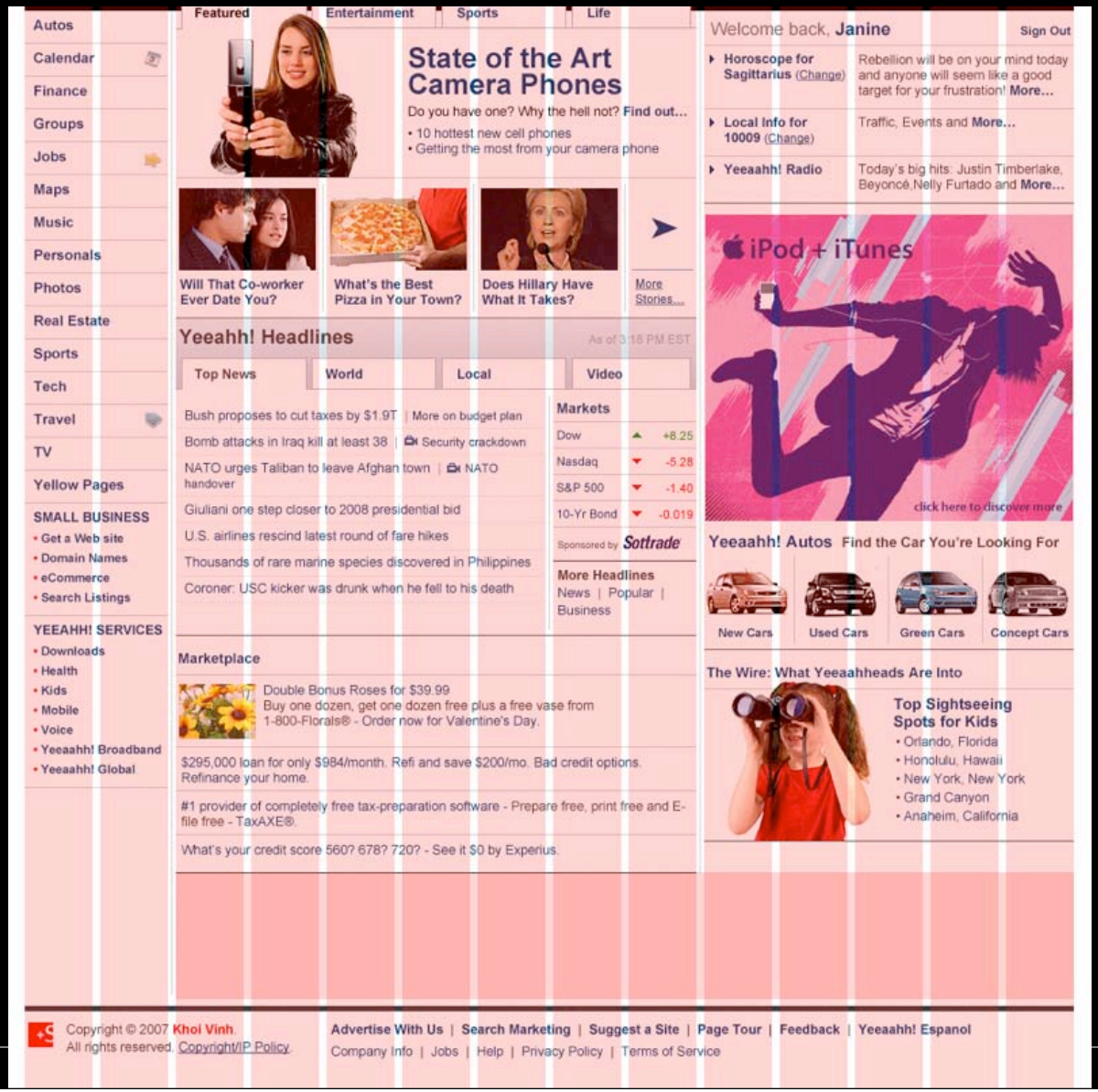
Straightforward lists. Can we make it more interesting?

Yahoo.com



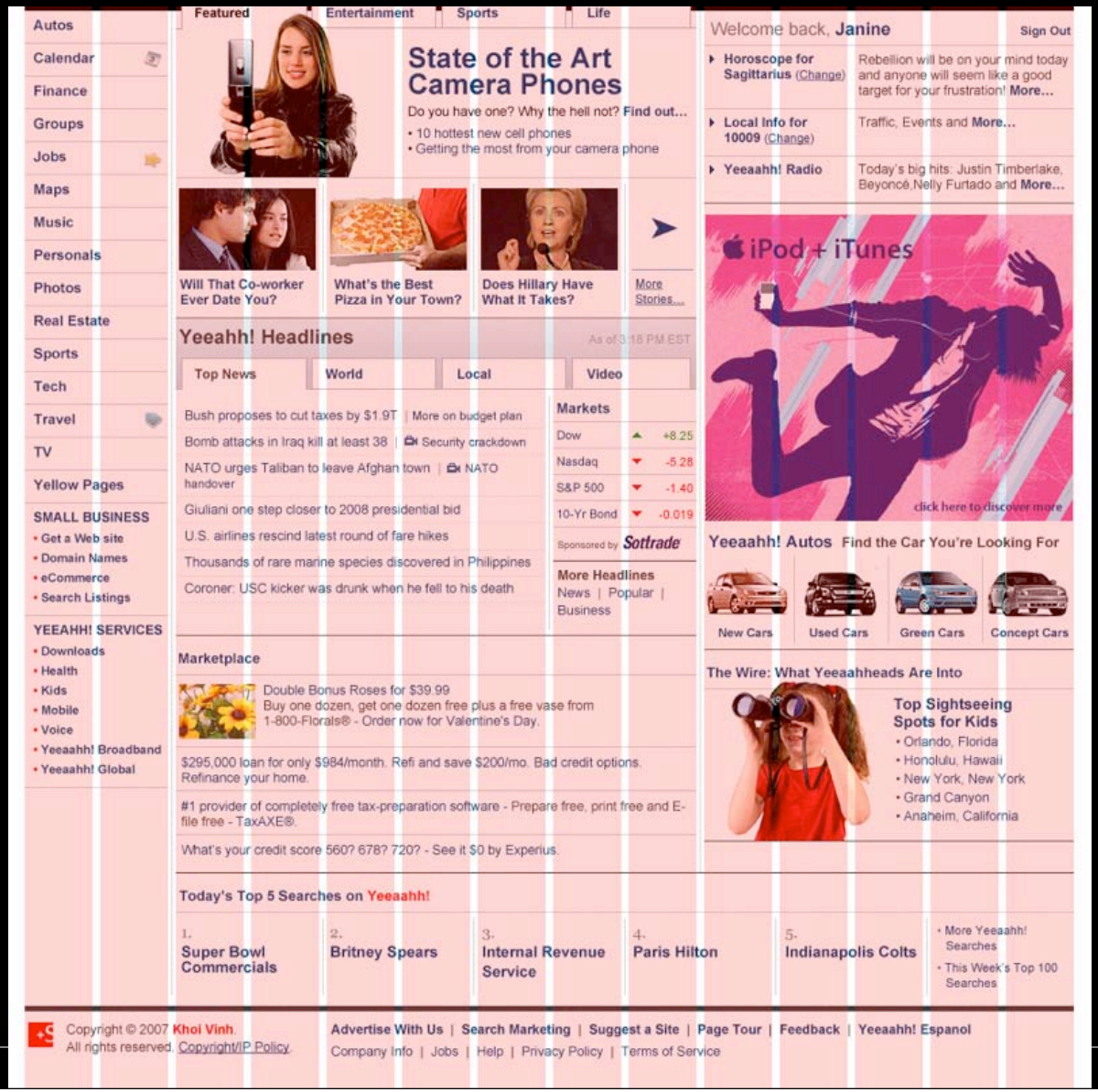
NYTimes.com

A Different Orientation



Change orientation to change up display.

Horizontal Ordered Listing



Done!

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Local events, listings and more...
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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?
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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
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What's your credit score 560? 678? 720? - See it $0 by Experius.
The Wire: What Yeeaahheads Are Into
Top Sightseeing Spots for Kids
Orlando, Florida
Honolulu, Hawaii
New York, New York
Grand Canyon
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2. Britney Spears
3. Internal Revenue Service
4. Paris Hilton
5. Indianapolis Colts
More Yeeaahh! Searches
This Week's Top 100 Searches
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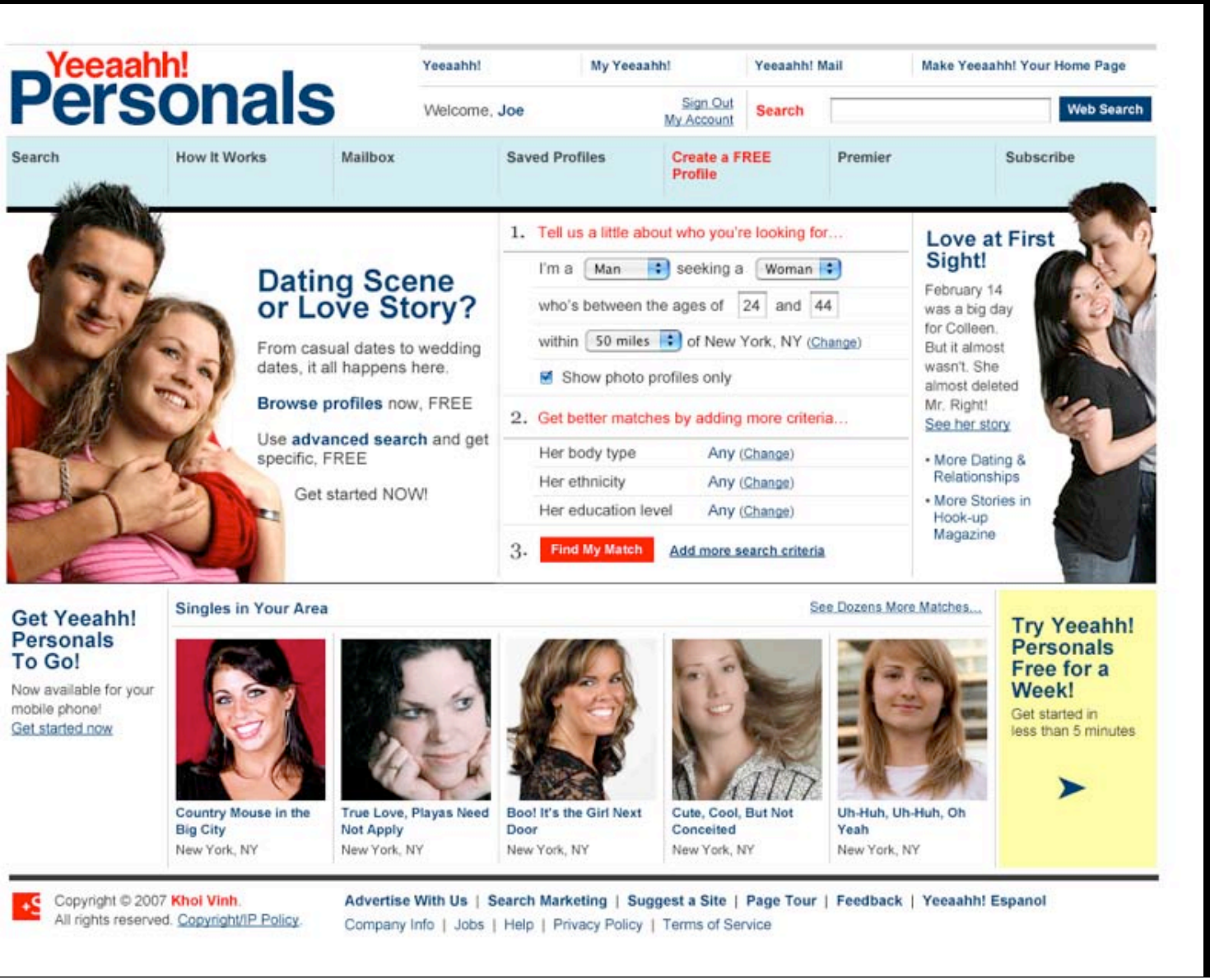
Sibling Sites

Personals


Yeeaahh! Personals
Yeeaahh!
My Yeeaahh!
Yeeaahh! Mail
Make Yeeaahh! 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!
1. Tell us a little about who you're looking for...
I'm a Man seeking a Woman
who's between the ages of 24 and 44
within 50 miles of New York, NY (Change)
Show photo profiles only
2. Get better matches by adding more criteria...
Her body type Any (Change)
Her ethnicity Any (Change)
Her education level 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!
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• More Dating & Relationships
• More Stories in Hook-up Magazine
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Now available for your mobile phone!
Get started now
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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
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Same Units

Yeeaahh! Personals
Yeeaahh!
My Yeeaahh!
Yeeaahh! Mail
Make Yeeaahh! 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!
1. Tell us a little about who you're looking for...
I'm a Man seeking a Woman
who's between the ages of 24 and 44
within 50 miles of New York, NY (Change)
Show photo profiles only
2. Get better matches by adding more criteria...
Her body type Any (Change)
Her ethnicity Any (Change)
Her education level 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!
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• More Stories in Hook-up Magazine
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Get started now
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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
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Get started in less than 5 minutes
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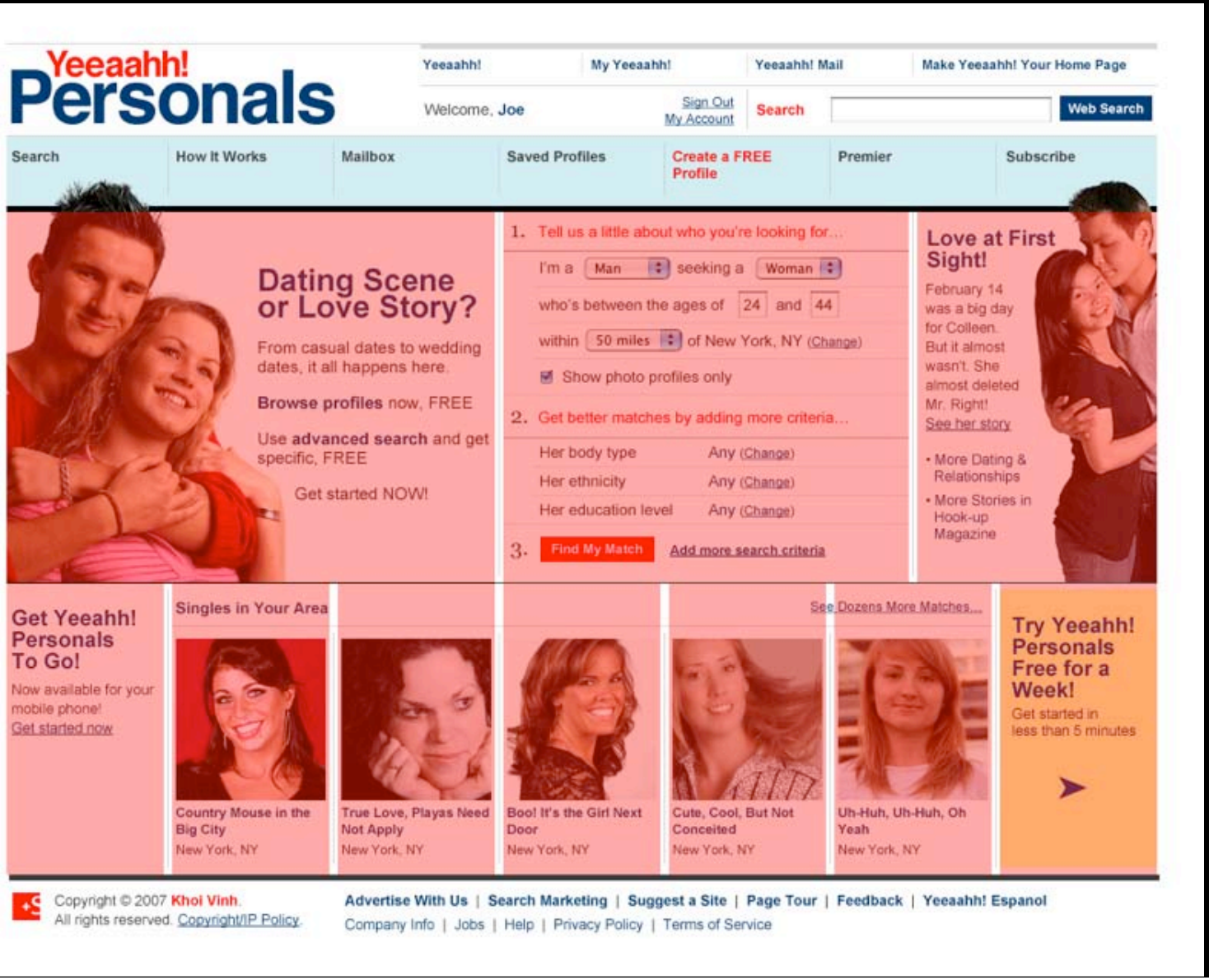
Mixing Column Structures

Mixing Column Structures



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End

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