

WEBSITE LAYOUT

Desain Web

Ratno Suprapto

WEBSITE LAYOUT

Pengertian Layout / Tata Letak

Layout didalam bahasa memiliki arti **tata letak**.

Sedangkan menurut istilah, *layout* merupakan usaha untuk **menyusun, menata**, atau **memadukan elemen-elemen** atau **unsur-unsur** komunikasi grafis (teks, gambar, tabel dll) menjadikan komunikasi visual yang **komunikatif, estetik dan menarik**.

WEBSITE LAYOUT

HEADER

NAVIGATION

SIDE BAR

CONTENT

FOOTER

website layout

WEBSITE LAYOUT

Elemen Header

Seperti namanya, merupakan elemen yang berisi judul dan penjelasan lain dokumen. Biasanya elemen ini diisikan dengan logo website, menu-menu global (seperti login dan logout), maupun nama halaman yang sedang ditampilkan.

Elemen Navigation

Elemen navigasi, yang memberikan akses navigasi ke halaman-halaman lain dalam web.

Elemen Sidebar

Elemen pendukung konten, dapat berupa pembantu navigasi konten, ataupun berbagai hal lain seperti daftar konten lain, iklan, atau menu tambahan. Sidebar dapat berada di kiri atau kanan konten, atau bahkan di kiri dan kanan konten, sesuai dengan kreatifitas perancangnya.

Elemen Konten

Isi utama dari dokumen web. Pengguna biasanya datang ke web untuk melihat teks yang berada pada bagian ini.

Elemen Footer

Bagian penutup dari website, yang dapat saja berisi informasi lain tentang website, seperti lisensi penggunaan, sitemap, ataupun link ke website lain.

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Kesederhanaan

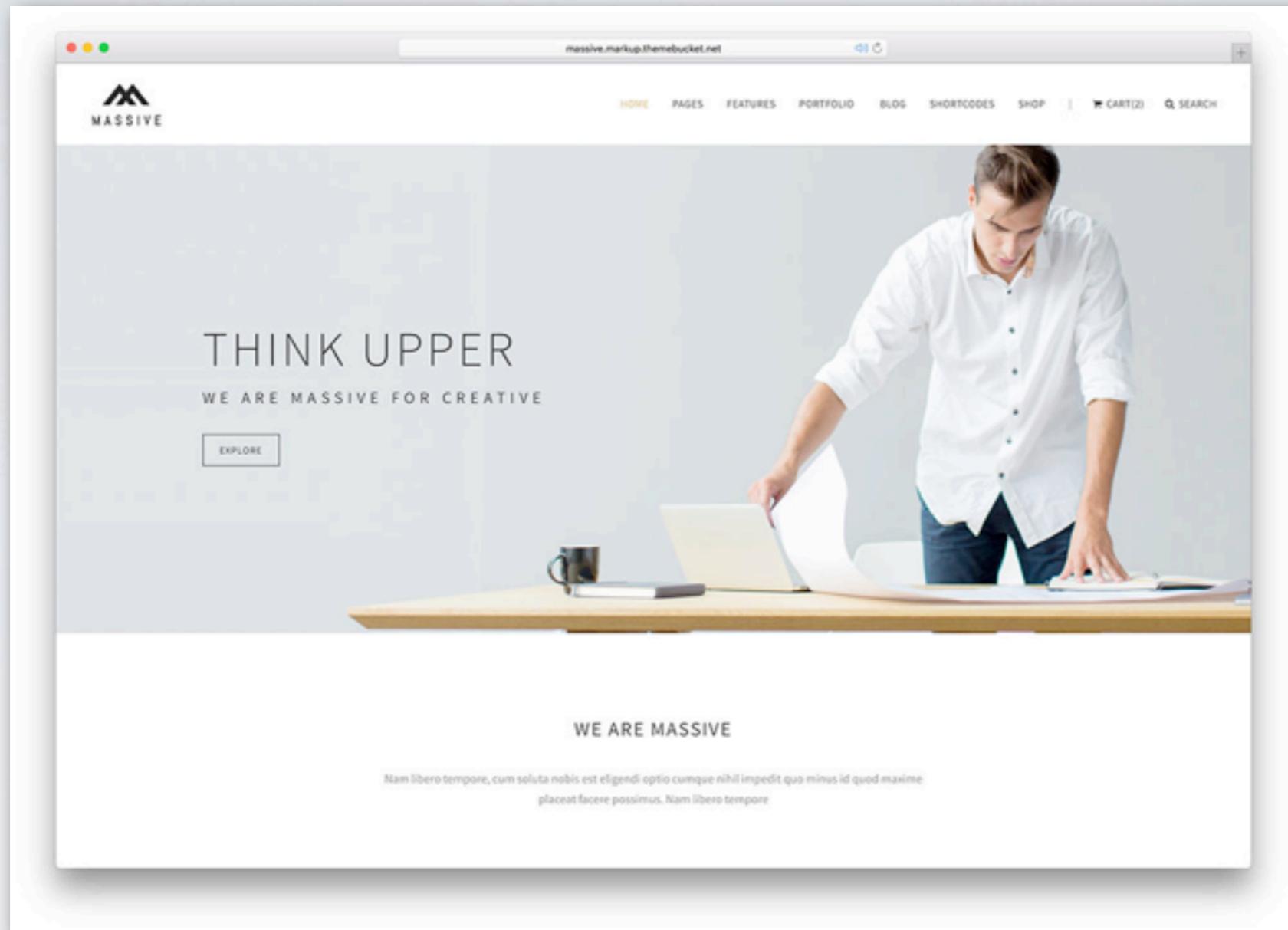
Prinsip ini berhubungan dengan kemampuan daya tangkap rata-rata manusia di dalam menerima informasi.

Secara insting manusia menginginkan **kesederhanaan** dalam menerima informasi.

Namun dalam penyederhanaan juga harus memperhatikan **segmen** kepada siapa informasi itu akan disampaikan.

web
site

WEBSITE LAYOUT



simple layout

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Kontras

Amat diperlukan guna menarik perhatian, memberi penekanan terhadap elemen atau pesan yang ingin disampaikan.

Berikut ini tips yang dapat menarik perhatian terhadap pesan yang akan disampaikan, yaitu menggunakan **style bold** dan **italic** pada body teks, memilihkan huruf display yang lebih atraktif, gunakan **kontras warna**, ada tekstur dalam **latar belakang**, memperbesar bagian tertentu yang ingin ditonjolkan.

WEBSITE LAYOUT

The **ARROGANT** cousin of **BAMBINO FONT**

Bambino New

by Mindburger Studio

14
DIFFERENT
styles

COMES
— in —
seven

WEIGHTS

contrast

WEBSITE LAYOUT

contrast layout



WEBSITE LAYOUT

Keseimbangan

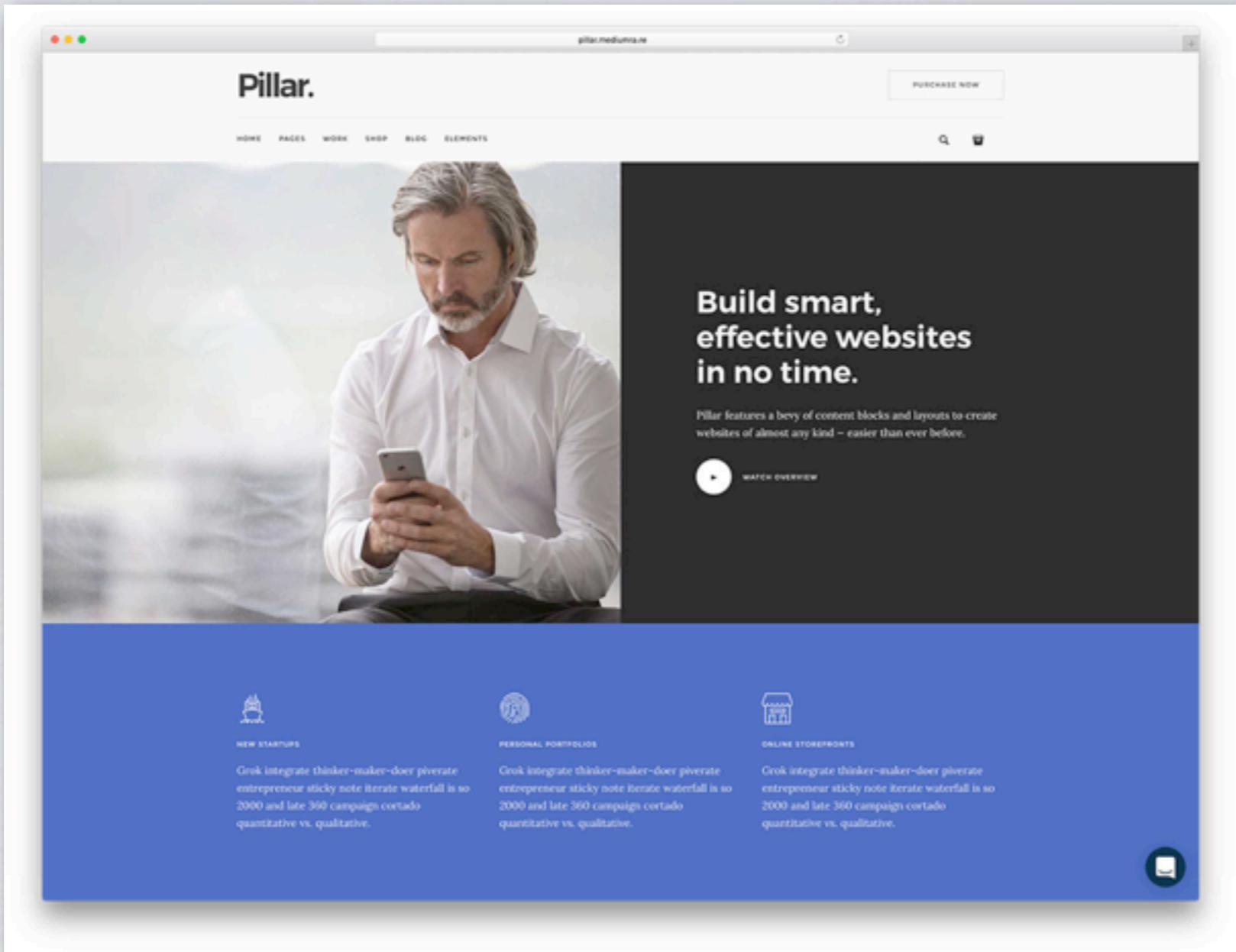
Suatu hal yang amat penting dalam penyampaian suatu informasi.

Keseimbangan dapat merupakan tampilan yang formal, dengan susunan yang simetris.

Susunan yang **simetris** mampu memberi kesan yang formal, seimbang, dapat dipercaya dan mapan.

Sebaliknya susunan yang **asimetris** sering dipergunakan untuk menggambarkan suatu dinamika, energi serta pesan yang tidak formal.

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simetris layout

WEBSITE LAYOUT

The screenshot shows the homepage of The Enterprise Foundation's website. At the top, there is a navigation bar with links: HOME (highlighted in pink), ABOUT, OUR CENTRES, WHO, HOW & WHAT?, CASE STUDIES, BECOME A PARTNER, NEWS, and GET IN TOUCH. Below the navigation bar is the foundation's logo, which consists of three overlapping triangles in blue, purple, and yellow, followed by the text "THE ENTERPRISE FOUNDATION". To the right of the logo is a search bar with a magnifying glass icon. The main visual features a young man in a blue shirt standing on the left, and a large yellow graphic on the right containing the text "NOT JUST..." in bold black letters, with "any old enterprise initiative" written in a smaller, colorful, cursive font below it. A pink triangle points upwards from the end of the word "JUST", and a blue triangle points downwards from the end of the word "enterprise". At the bottom of the yellow graphic, there is a small paragraph of text: "The Enterprise Foundation is a new charity that seeks to support those who are...". To the right of this text is a blue arrow pointing to the right with the word "next" written in white.

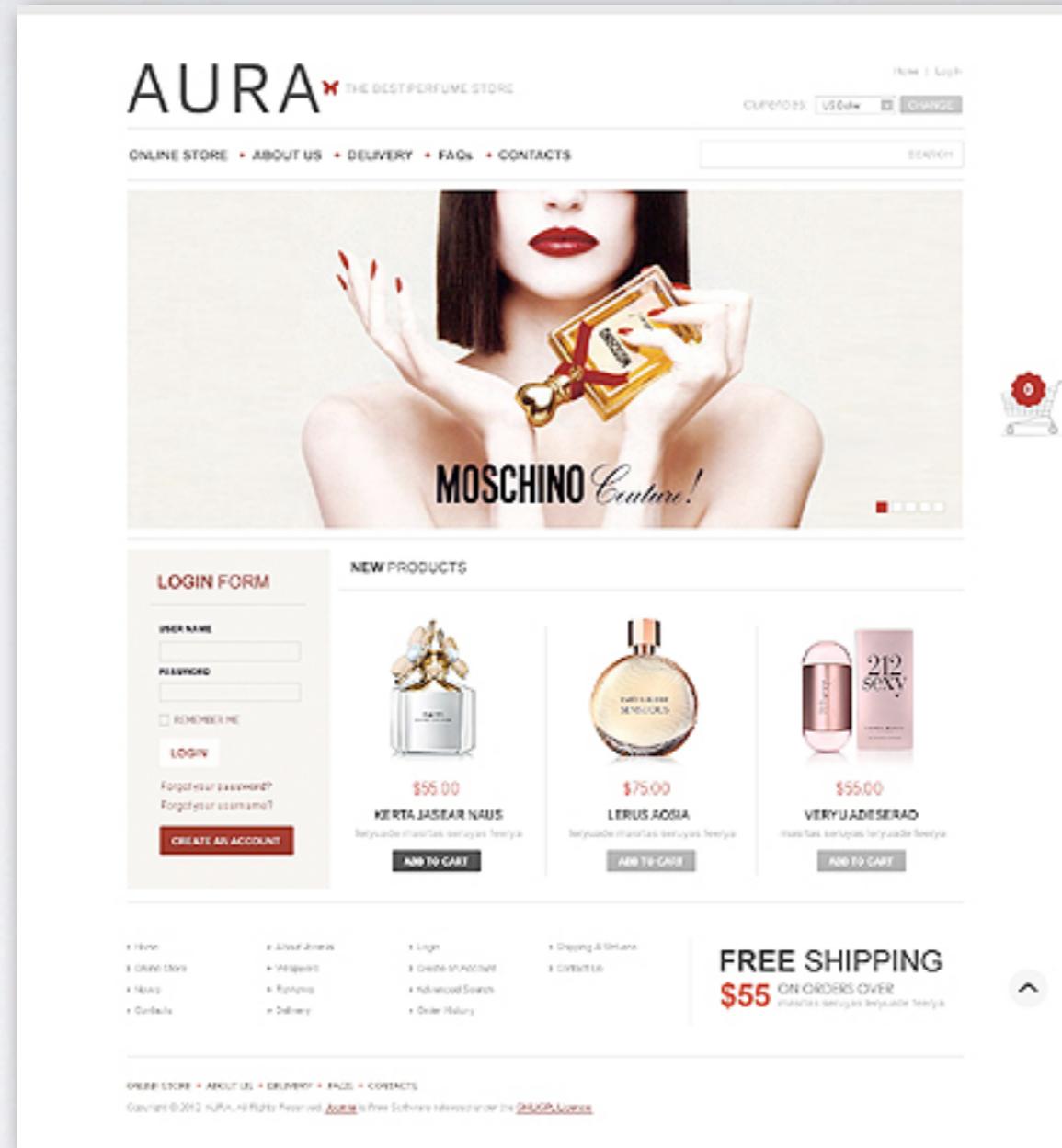
simetris layout

WEBSITE LAYOUT

Keharmonisan

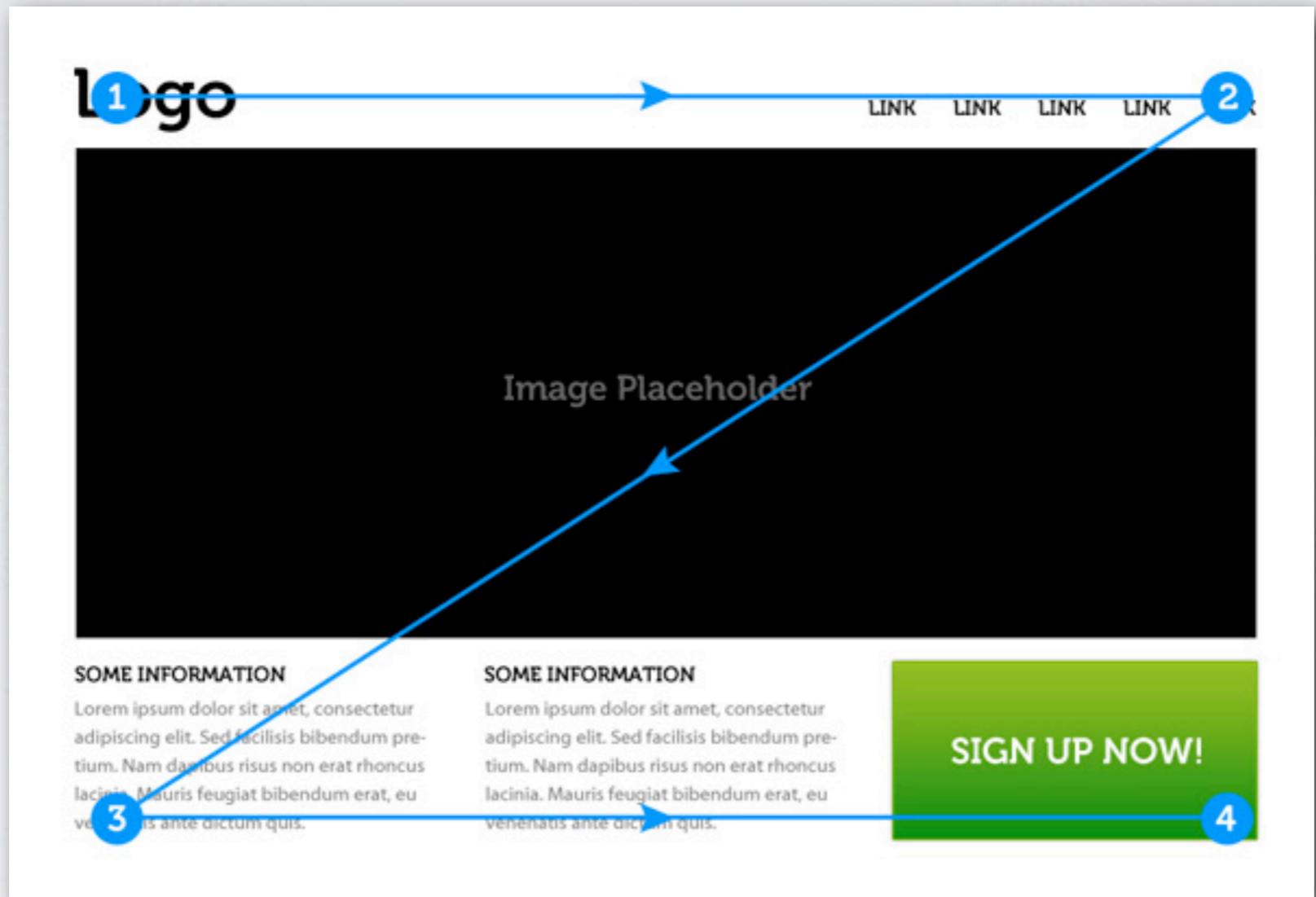
Maksud dari harmoni adalah memiliki **keselarasan antara satu elemen dengan elemen grafis yang lain.**

WEBSITE LAYOUT



harmony layout

WEBSITE LAYOUT



Z - layout

WEBSITE LAYOUT

Grid System

Sebuah grid diciptakan sebagai solusi terhadap permasalahan penataan elemen-elemen visual dalam sebuah ruang.

Grid systems digunakan sebagai perangkat untuk mempermudah menciptakan sebuah komposisi visual.

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Melalui grid system seorang perancang grafis/web dapat membuat sebuah sistematika guna menjaga konsistensi dalam melakukan repetisi dari sebuah kompisisi yang sudah diciptakan.

Tujuan utama dari penggunaan grid systems dalam desain grafis adalah untuk menciptakan suatu rancangan yang komunikatif dan memuaskan secara estetik.

WEBSITE LAYOUT



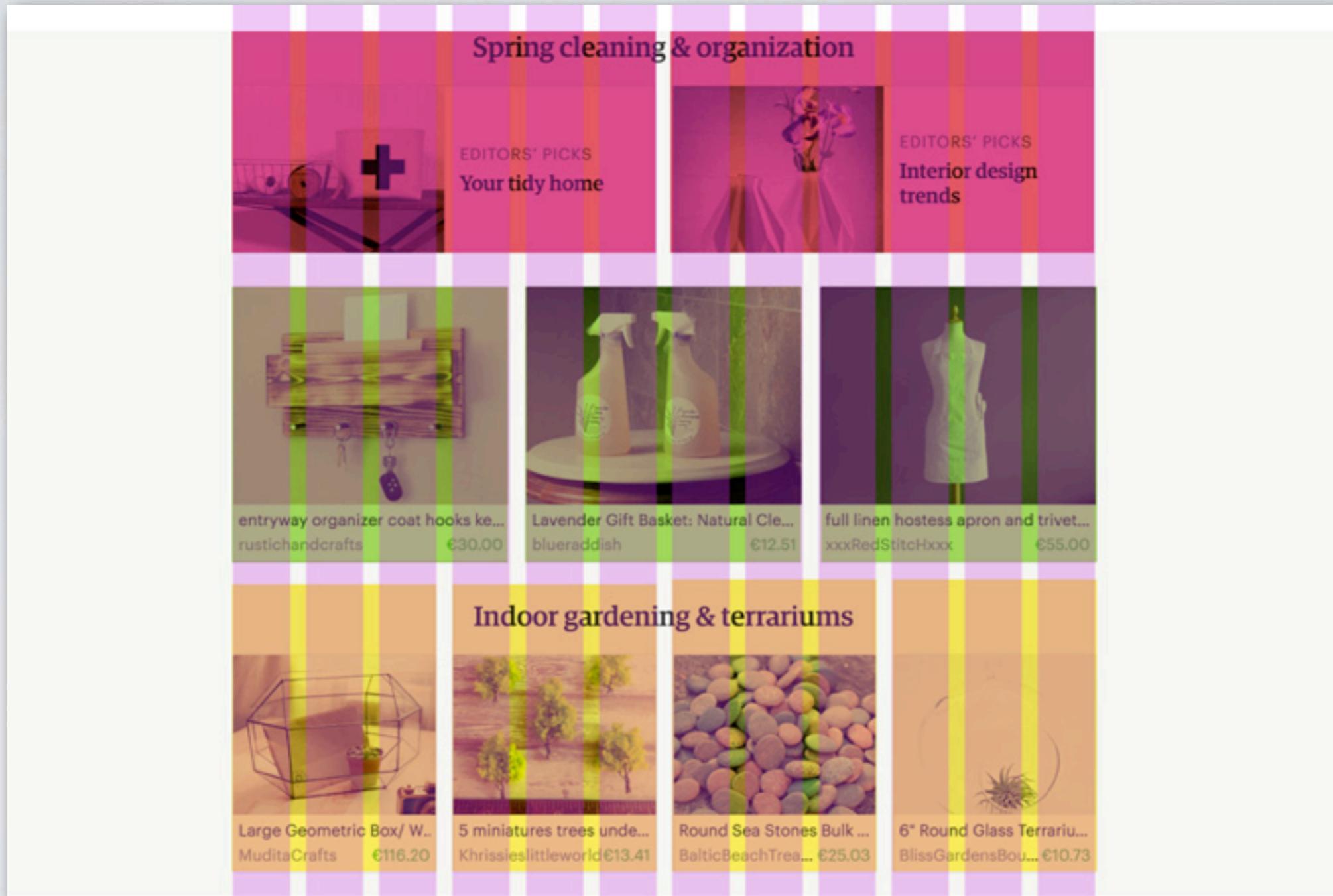
grid system

WEBSITE LAYOUT



grid system

WEBSITE LAYOUT



grid system

WEBSITE LAYOUT

The screenshot shows the BBC.com homepage using a grid system for layout. The top navigation bar is black with white text, featuring the BBC logo, a sign-in icon, and links for News, Sport, Weather, Shop, Earth, Travel, Capital, More, a search bar, and a magnifying glass icon.

The main content area is organized into a grid:

- Top Left Column (Yellow):** A large image of John Kasich, with the headline "Last Trump rival quits Republican race" and a sub-headline: "John Kasich ends his campaign for the Republican nomination, leaving Donald Trump as sole candidate in his party's presidential race." Below the headline is a link to "US & CANADA".
- Top Middle Column (Pink):** An image of a football player, with the headline "Real Madrid 1-0 Manchester City (agg 1-0)" and a sub-headline: "EUROPEAN FOOTBALL".
- Top Right Column (Pink):** An image of a person with a tattoo, with the headline "The dying art of headhunting tattoos" and a sub-headline: "INDIA".
- Middle Row (Pink):** An image of a hand, with the headline "Reinventing China's hated 'abortion police'" and a sub-headline: "MAGAZINE".
- Middle Row (Pink):** An image of Donald Trump and Hillary Clinton, with the headline "Six reasons the election will make history - no matter who wins" and a sub-headline: "US ELECTION 2016".
- Bottom Row (White):** Three news cards:
 - Left Card:** Image of a wildfire, headline: "Canada wildfire threatens entire city", sub-headline: "A 'catastrophic' wildfire that has forced the evacuation of all 88,000 people from Fort McMurray could destroy".
 - Middle Card:** Image of Prince on stage, headline: "Addiction doctor made Prince 911 call", sub-headline: "Prince's team requested emergency support from a leading addiction specialist just a day before the singer".
 - Right Card:** Image of a destroyed building, headline: "Syria truce 'extended to Aleppo'", sub-headline: "A partial, shaky truce between Syria and non-jihadist rebels is extended to embattled Aleppo, after US and".

grid system

WEBSITE LAYOUT

Golden Grid System
A folding grid for responsive design.

Four features
Columns, gutters, a baseline and a script.

Folding columns

Golden Grid System (GGS) splits the screen into 18 even columns. The leftmost and rightmost columns are used as the outer margins of the grid, which leaves 16 columns for use in design.

Now, 16 columns sounds a bit much for anything other than huge widescreen monitors. This is where the folding, inspired by the DIN paper system and Unigrid, comes in. The 16 columns can be combined, or folded, into 8 columns for tablet-sized screens, and into 4 columns for mobile-sized ones. This way GGS can easily cover any screen sizes from 240 up to 2560 pixels.

grid system

WEBSITE LAYOUT

The Grid System

The ultimate resource in grid systems.

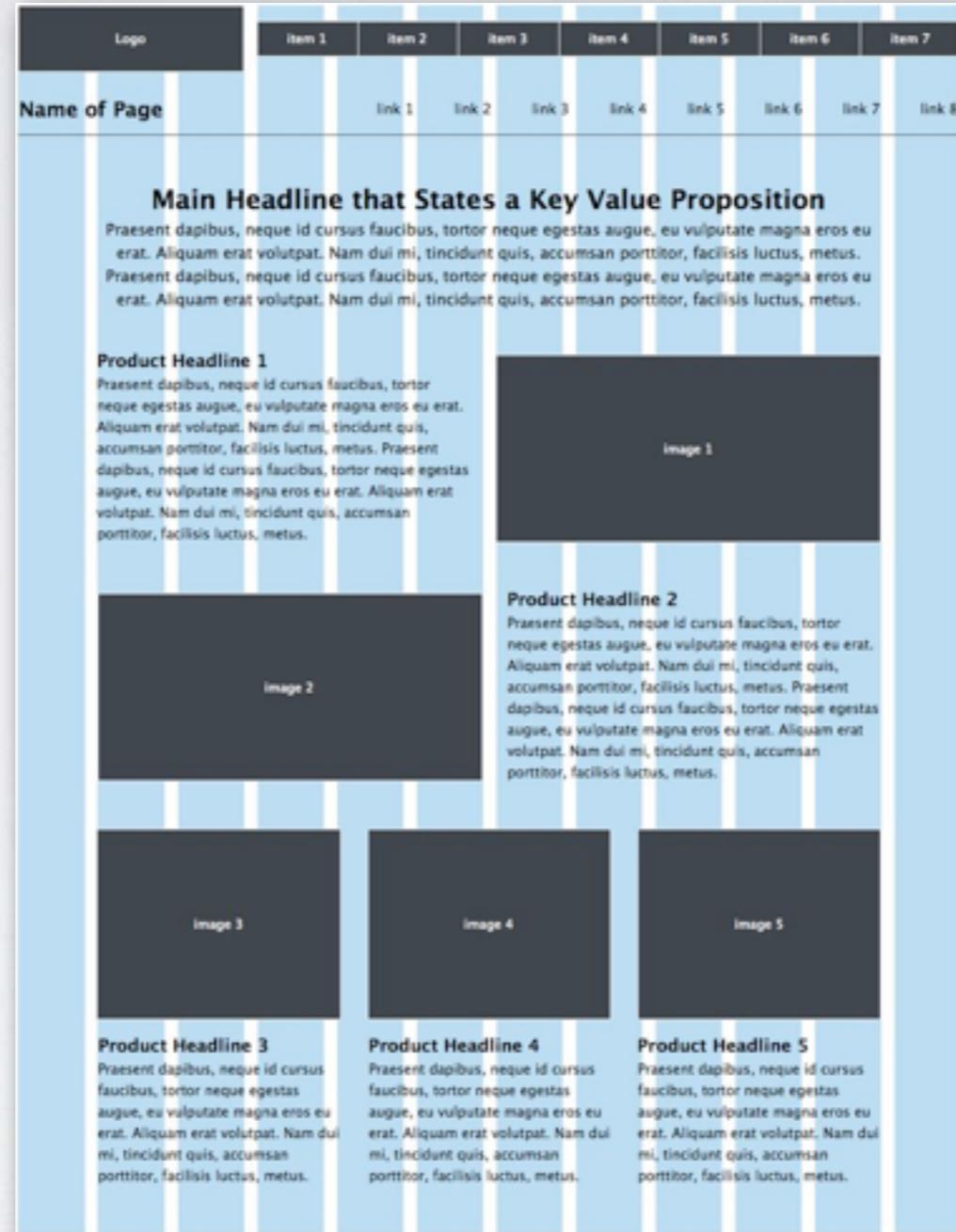
"The grid system is an aid, not a guarantee. It permits a number of possible uses and each designer can look for a solution appropriate to his personal style. But one must learn how to use the grid; it is an art that requires practice."

Josef Müller-Brockmann

Articles	Tools	Books	Templates
Applying Divine Proportion to Your Web Designs This article explains what is the Divine proportion and what is the Rule of Thirds and describes how you can apply both of them effectively to your designs. 01.Dec.2008	Syncotype Syncotype is a simple tool to help align your text to a baseline grid. Enter your line height and offset in pixels in the Syncotype control box and click "Syncotype it" to overlay a baseline grid in red. 01.Dec.2008	The Typographic Grid We consider this to be the academic part two to "Grid Systems." Hans Rudolf Bosshard tackles a deeper understanding of the complex grid. 30.Nov.2008	InDesign 8.5x11 Grid System (12) Adobe InDesign file with a grid system for an 8.5"x11" page that is divided into 12 columns and rows using the Rule of Thirds (Golden Ratio). Includes a 12pt baseline grid. 29.Nov.2008

grid system

WEBSITE LAYOUT



grid system

SOAL UTS WEB DESIGN

SIFAT UJIAN: TAKE HOME

PENGUMPULAN TUGAS: SAAT UTS

SOAL

1. Buatlah Desain Tata Letak/Layout Design untuk Web Interface Design dengan mengangkat Tema **Personal Layout Website Design**.
2. Layout Design Web terdiri dari unsur: **Konsep/Sketsa/Draft Layout/Navigasi/Fix and Final Layout Desain**.
3. Prinsip dan Unsur perancangan Ui Web: **Simple/Balance/Contrast/Harmony/Clear Design**.

SOAL UTS WEB DESIGN

SIFAT UJIAN: TAKE HOME
PENGUMPULAN TUGAS: SAAT UTS

SOAL

4. Unsur Perancangan Ui Web; **Header/Navigation/Content/Footer/Grid System/Sidebar (jika dibutuhkan).**
5. Unsur Konten: **Visual/Teks/Gambar/Ikon/Simbol/**
- 6 File UTS dikumpulkan dalam bentuk File: **Low PDF**

web
site

GOOD LUCK