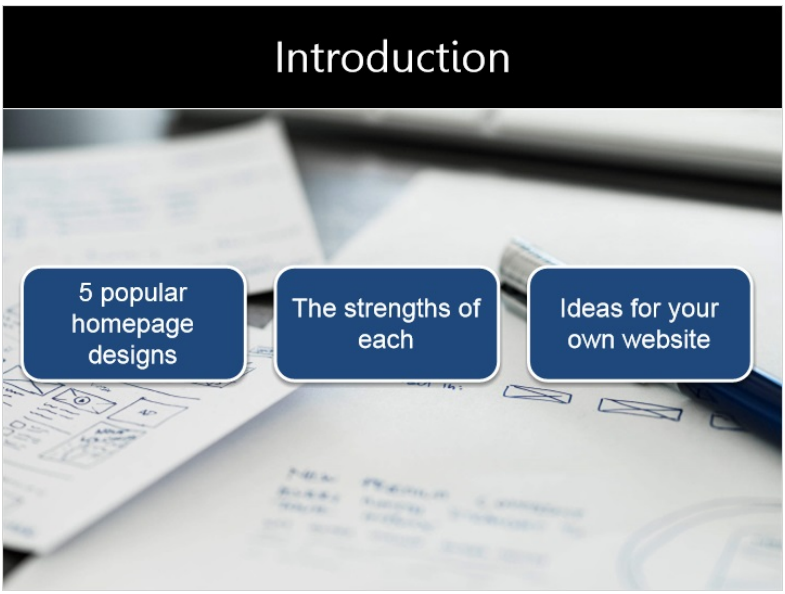
Homepage Design

1.2 Introduction



Notes:

This presentation features 5 popular homepage designs. We'll discuss the strengths of each one and show how they have been used in practice. Maybe you can find a similar template to use for your own website?

1.3 Full Screen Photo

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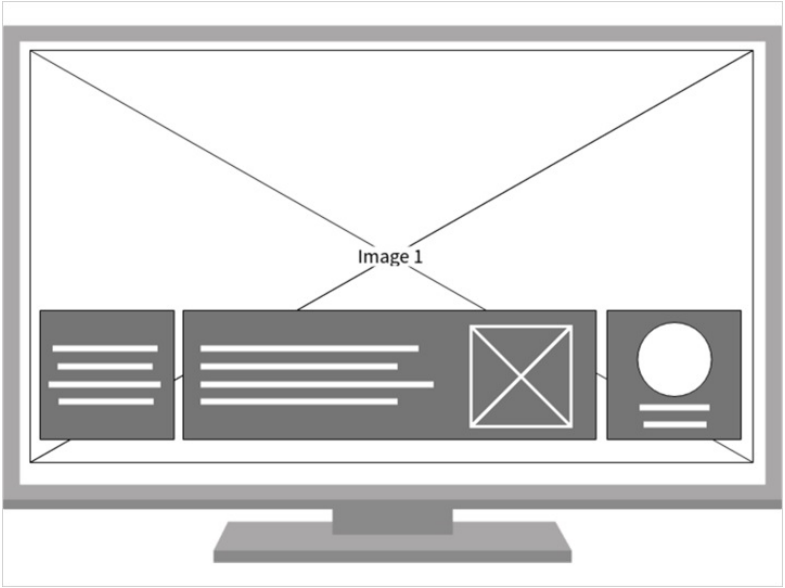
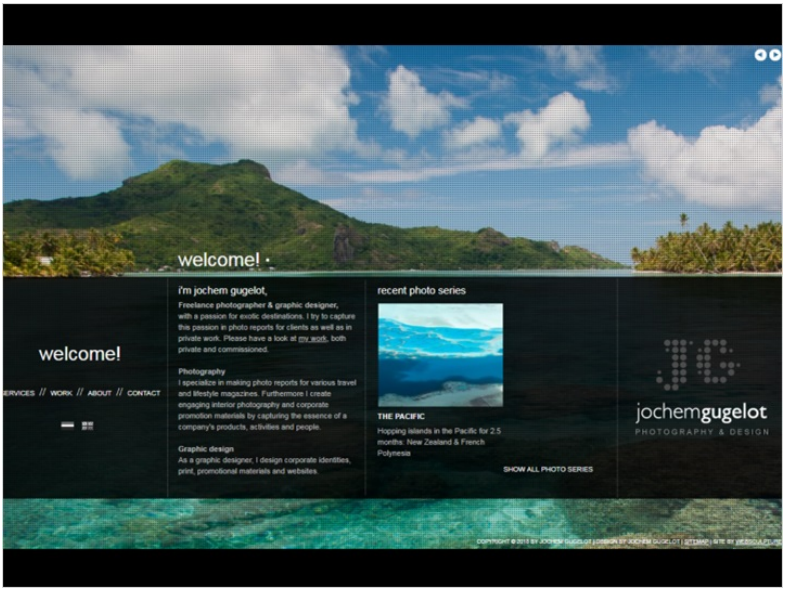


Notes:

Our first design is great for showcasing a big, attractive, background image. The design is often used by photographers to focus on their work. The written content is of secondary importance.

It can be hard to read text when it is laid over a background image, so the idea here is to create a semi-transparent horizontal block that sits on top of the image. This serves as a container for links, text, logos and other content.

1.5 Full Screen Photo

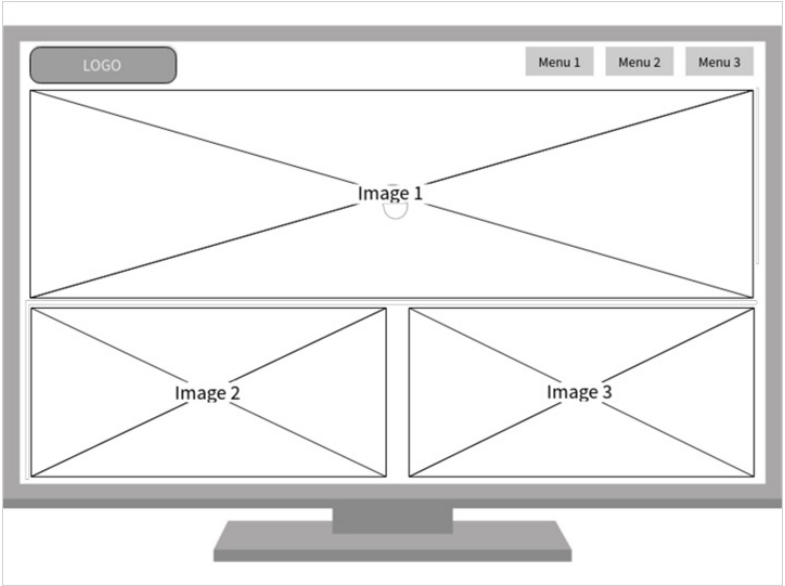


Notes:

With so little space for content, the design might initially feel rather restrictive. But here we see just how much it can hold. This example fills the content block with navigation, 'About us' text, a recent photo and a large logo. It achieves this in a very clean and uncluttered way.

1.6 The Power of Three

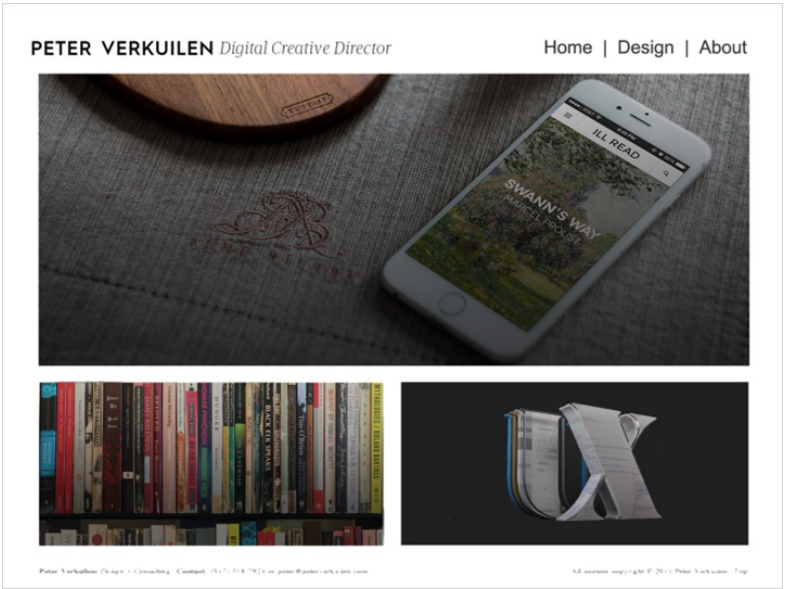
1.7 The Power of Three



Notes:

This design is extremely simple and effective. It features one main graphic area followed by two smaller boxes underneath. Each of these can be filled with a graphic, a block of text or a mixture of both. The narrow space on the top can be used for a logo, navigation or search box.

1.8 The Power of Three

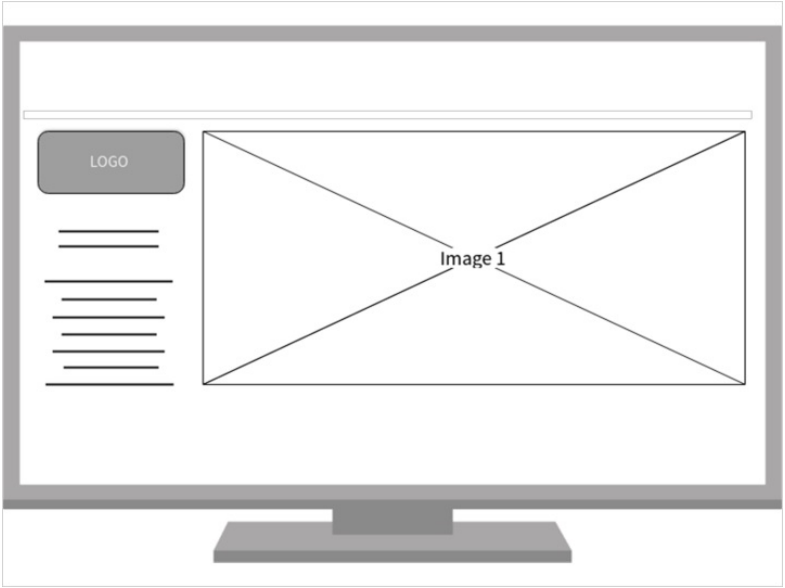


Notes:

This example shows work completed by a digital designer. The main graphic rotates and displays a number of recent projects. Clicking one of the boxes will display the project's dedicated page.

1.9 The Featured Photo

1.10 The Featured Photo



Notes:

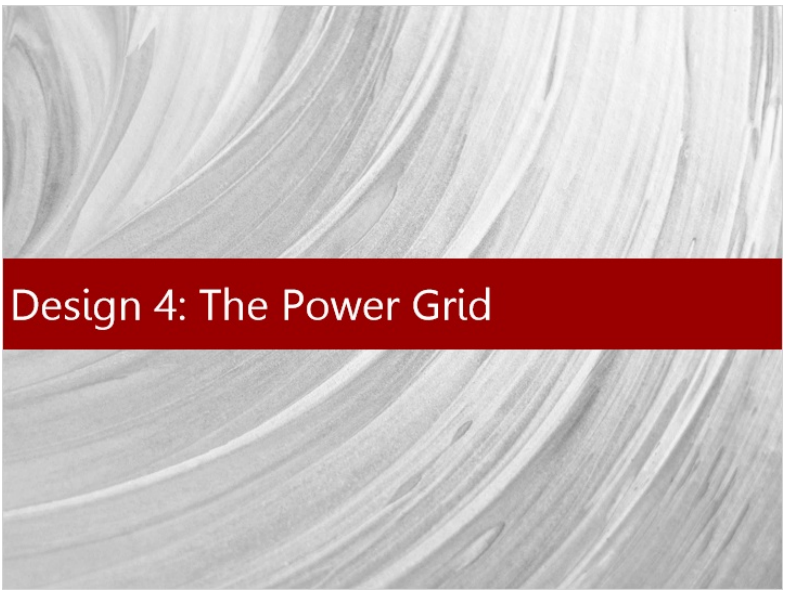
The design here is extremely common, especially among the photography community. The basic idea is to have a large image displaying your products. On the left is the logo and navigation.

1.11 The Featured Photo

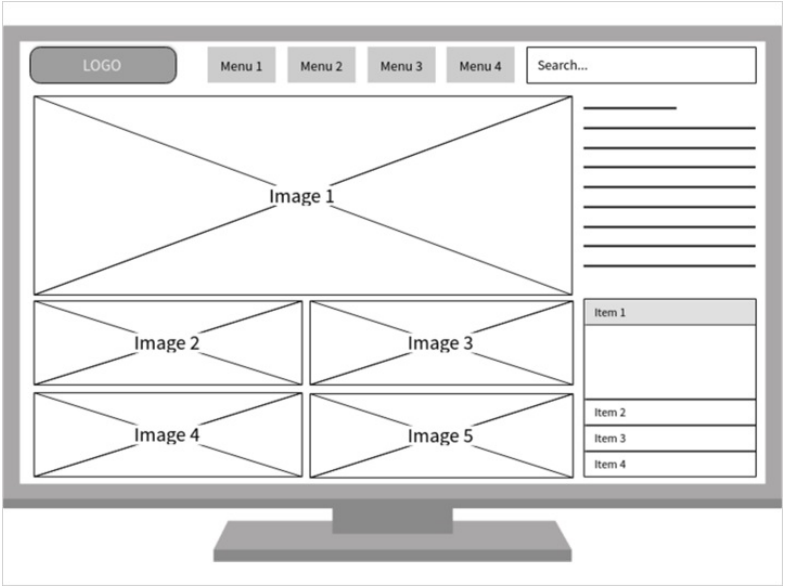
Notes:

This example makes the most of this design by turning the featured image into a horizontal slider. When you hover over this, an arrow appears allowing you to browse more illustrations.

1.12 The Power Grid



1.13 The Power Grid

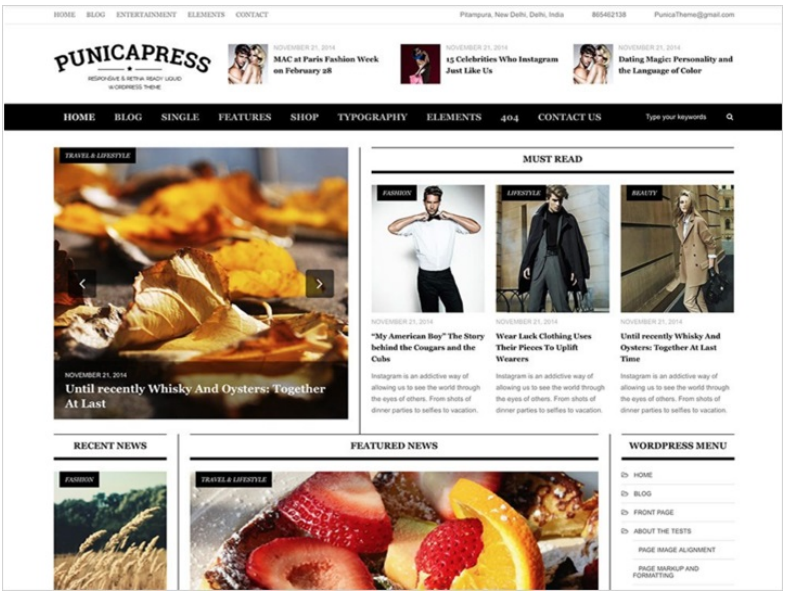


Notes:

The power grid is the most complex design we look at here. It's extremely versatile and can hold a wide range of content - images, text, videos, embedded media - without losing clarity.

Despite all this information, each section is balanced against the next, giving a clear boundary to each item.

1.14 The Power Grid

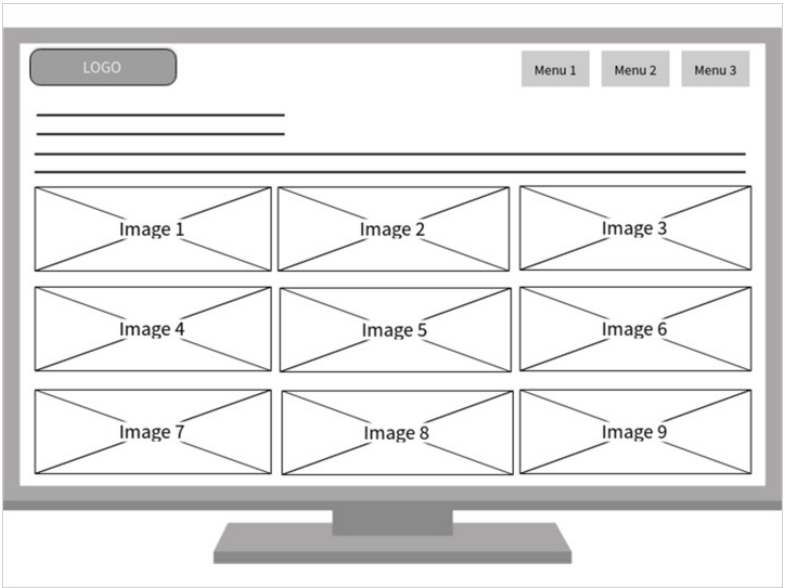


This example shows just what the design can do. The page is filled with media feeds, photos, lists, images and more. But it successfully fits inside the grid as intended. The design is easily extendable so that no matter how much content you cram in, the overall appearance should remain clear and uncluttered.

1.15 The Gallery

Notes:

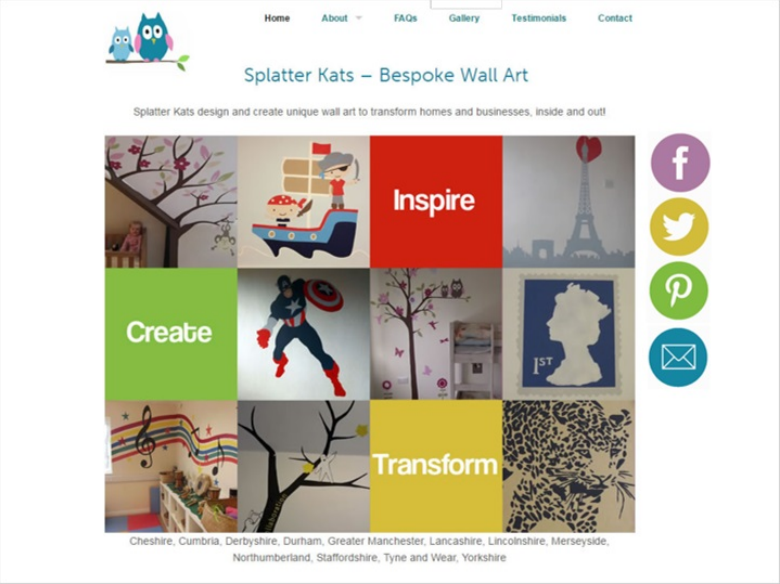
1.16 The Gallery



Notes:

Our final example is based on the gallery design. For this, all you need is a grid of images and some room for a heading and optional sub-heading. The top banner provides space for the logo and navigation

1.17 The Gallery



Notes:

Here the grid is made up of images highlighting the artist's work. These are complimented by keywords that reflect the company's values. Clicking each image provides more information on the project. And additional space has been found on the right-hand side to hold social media icons.