

DESIGN

by the

NUMBERS

@SachaGreif

16 px

font-size



ABOUT

- Profile
- Projects
- Contact

KNOW HOW

- Articles
- Speaking
- Google+

STORE

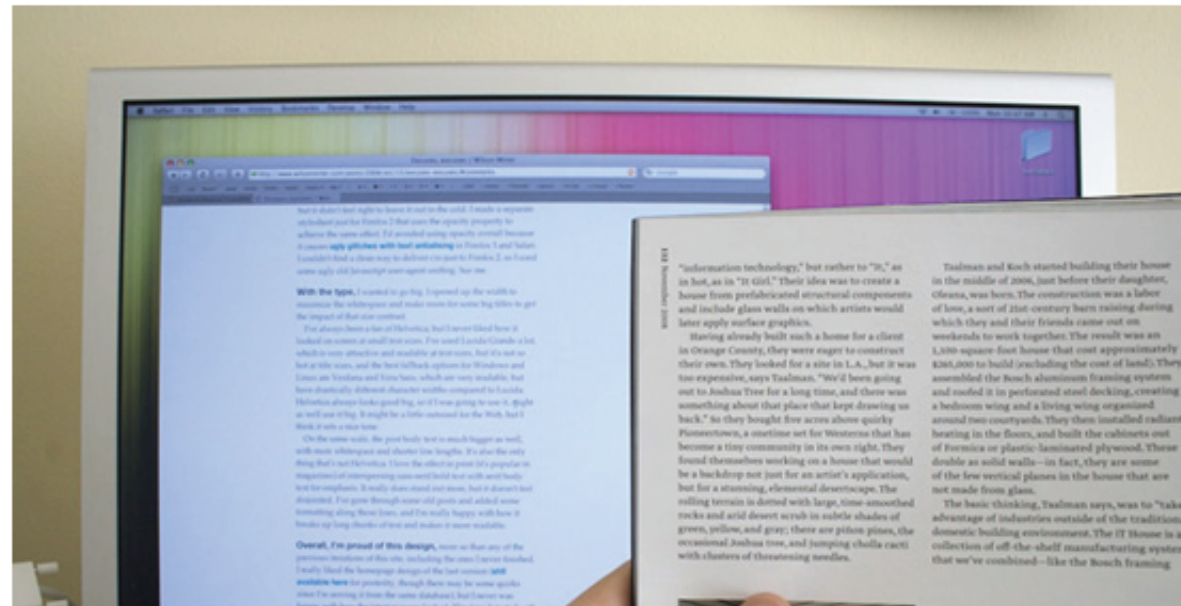
- iA<sup>3</sup> Template
- Web Trend Map
- iA Writer

- English
- Deutsch
- 日本語

# The 100% Easy-2-Read Standard

« [Previous](#) | [Next](#) » November 17, 2006 by Oliver Reichenstein. Average Reading Time: about 5 minutes.

Most websites are crammed with small text that's a pain to read. Why? There is no reason for squeezing so much information onto the screen. It's just a stupid collective mistake that dates back to a time when screens were really, really small. So...



12pt font size in a book is equivalent to 16px onscreen.

1.5

line-height

18px

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27px

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40px

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18px font-size \* 1.5 = 27px ideal line-height



fonts

## Title

LOREM IPSUM DOLOR

## Text

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2 fonts are more than enough. Just look at this presentation.

12

words per line



5

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12

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17

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10-12 words per line ensures optimal readability



menu elements

3

Features Services Contact

6

Features Services About Contact Sign Up Log In

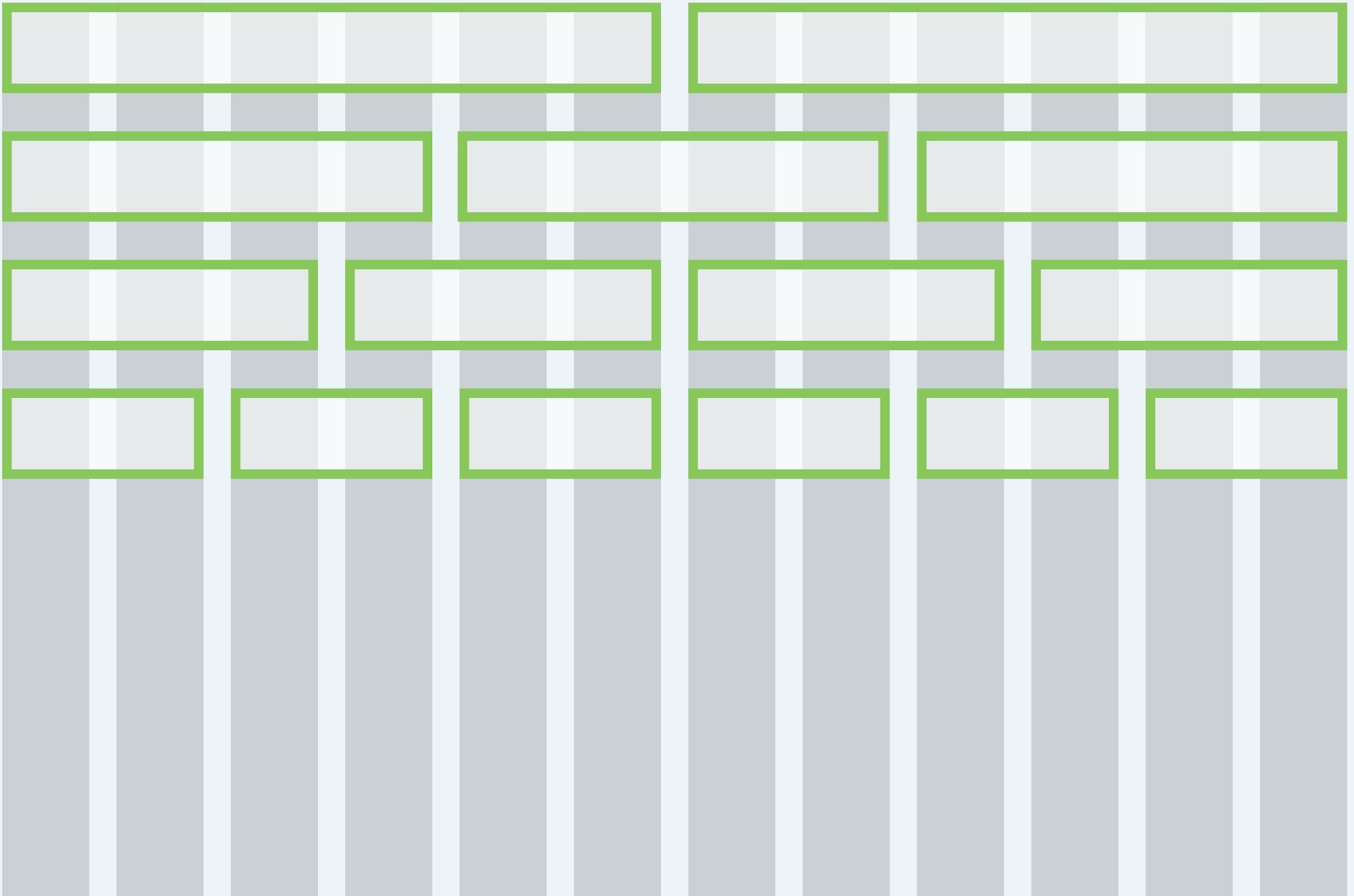
9

Home Features Services FAQ About Blog Contact Sign Up Log In

The brain can only process a couple items at the same time.

12

number of columns



A 12-column grid is very flexible, without being too complex.

960 px

page width

[Download](#) - CSS, sketch paper, and templates for: Acom, Fireworks, Flash, InDesign, GIMP, Inkscape, Illustrator, OmniGraffle, Photoshop, QuarkXPress, Visio, Exp Design. Repository at [GitHub](#).

# 960

## GRID SYSTEM

ADS BY FUSION

Worldview: A new way to meet your email subscribers from Campaign Monitor.



Big ol' **DOWNLOAD** button :)

 **INTERVIEW ABOUT 960.gs**

**VIEW SLIDES ABOUT THE 960 GRID SYSTEM**

**ADAPT.JS - ADAPTIVE CSS**

**CUSTOM CSS GENERATOR**

**GRID OVERLAY BOOKMARK**

### Essence

The 960 Grid System is an effort to streamline web development workflow by providing commonly used dimensions, based on a width of 960 pixels. There are two variants: 12 and 16 columns, which

### Dimensions

The 12-column grid is divided into portions that are 60 pixels wide. The 16-column grid consists of 40 pixel increments. Each column has 10 pixels of margin on the left and right, which create 20 pixel

### Purpose

The premise of the system is ideally suited to rapid prototyping, but it would work equally well when integrated into a production environment. There are printable sketch sheets, design layouts,

960px fits in a 1024px screen, and is used by a lot of frameworks.



number of clicks





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The Free Encyclopedia

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Languages  
Español  
Français

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Read E

## Three-click rule

From Wikipedia, the free encyclopedia



This article is an **orphan**, as few or no other articles link to it. Please [introduce links](#) to this page from relevant articles. (February 2009)

The **three-click rule** or **three click rule** is an unofficial [web design](#) rule concerning the design of website navigation. It suggests that a user should be able to reach any page on a website with no more than three mouse clicks. It is based on the belief that users of a site will become frustrated and often leave if they cannot find the information they need. If there is any analytical evidence that this is the case, it is a commonly held belief amongst designers that the three click rule is part of a good system of website navigation. However, as the success of the clicks is not as important as the success of the clicks.<sup>[1]</sup>

In his book, *Taking Your Talent to the Web* (2001), [Jeffrey Zeldman](#) wrote that the Three-Click Rule is "based on the way people use the Web to navigate through logical hierarchical structures".<sup>[2]</sup>

The UK government's business advice site [Business Link](#) advises the use of the rule as a 'best practice' in web design.<sup>[3]</sup>

### Criticism

The three click rule has been challenged by usability test results, which have shown that the number of clicks needed to access the desired information is often more than three, and that the success rate is often low.<sup>[4]</sup>

In eCommerce websites, the Three-clicks rule can often be detrimental as in order to adhere to the rule, products on offer to customers must be easily browsed.

### References

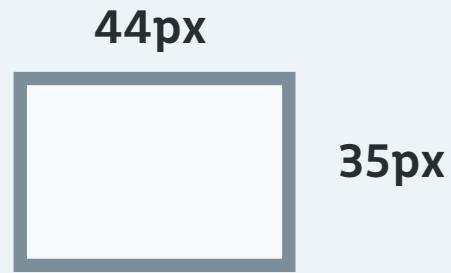
- ↑ [Testing the Three-Click Rule](#)
- ↑ [Zeldman, Jeffery](#) (30 May 2001). *Taking Your Talent to the Web: Making the Transition from Graphic Design to Web Design*. New Riders. pp. 4
- ↑ [Best practice in web design](#)
- ↑ [Myth #2: All pages should be accessible in 3 clicks](#)

Every page should be accessible within 3 clicks (not actually true).

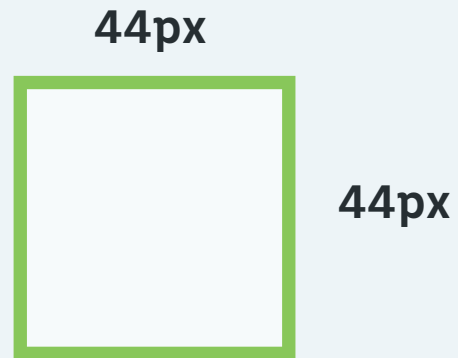


touch target

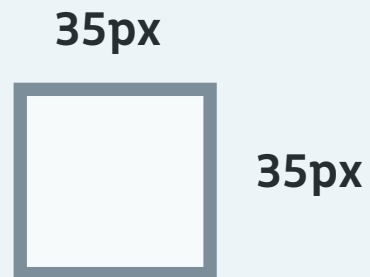
GOOD



BETTER



BAD



44px is the minimum size for a tappable zone on a touchscreen

1.618033988

golden ratio



Design is more than just math. Leave the golden ratio to sunflowers.

7H3 3ND

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