

Guide Layouts Video Transcript

Hi, my name is Pete Rix. I'm a Senior Designer at Maestro, and today I'm going to be showing you my process of using guides to create layouts in Storyline 360. Guides are a great way to quickly create clean and consistent layouts in your design.

This layout is one of my go-tos when designing for the 960px x 540px, 16:9 aspect ratio stage size, using 30 pixels as a base increment.

In this tutorial, I'll go into more detail on the purpose of each guide, how I use the guides to inform design choices, and show examples of designs using the layout.

One thing to note before we dive in, this is just an example of how I use guides. Take time to experiment with your own layouts. Develop systems that work for you and best suit your content.

First, let's talk about negative space. In this example, I'm blocking off 30px around the outside of the stage. This ensures that the content has some breathing room from the edges. Negative space areas aren't completely restrictive, but I want to keep the user's focus in the content area. Decorative items, such as background colors and images, can bleed to the edge of the stage.

Next, I added another 30px of padding between the content and the negative space to create a 1-column layout. These are great for titles or bold statements.

Here's an example of a landing page. Nice and simple title and call to action over the top of a background image with plenty of breathing room around all sides.

Next, let's break this down a little further into a 2-column layout. To do this, I added a 30px gutter right down the center of the content area.

Here's an example of content within a 2-column layout. One thing to remember when you have a 2-column layout that is broken up into equally sized columns, it's a very strong layout, but also a very boring one if you're not careful. In this example, I'm using type hierarchy to help draw the user's eye away from the center of the slide. Creating a focal point or having content a varying size provides more visual movement through a 50/50 layout while still feeling nice and balanced.

Lastly, we're going to break this down to a 3-column layout. Similar to the 2-column out, I'm placing 30px gutters between each column, which in this example are equally sized.

Having consistency with the size of gutters and padding helps to keep designs clean and uniform. Notice that the slide title is centered in a 1-column layout. Use column spanning to create more dynamic layouts.

Here's another example of column spanning within a 3-column layout. The image is spanning the first two columns, while the text is in the third. If you look against the layout guides, the image is actually 30px smaller than the full two column span. I did this to mirror the 60px

padding on the right side of the text column. It's totally okay to make these adjustments to better serve your content. If you have content that's feeling cramped, just start increasing the column size by the base increment as needed.

Lastly, let's take a look at an example modal window. In this example, the modal is the same size as the 1-column layout. Since all of the content of the base layer is within the content area, you're assured the content of the base layer will be hidden beneath the modal window. The content inside the modal is still based on the 30px base increment, with a closed button extending into the padding area to help draw the user's eyes to it.

Before we go, let's take a look at the guide layout again. You should now be able to see how the guides define the negative space, columns, and column padding.

I hope you found this tutorial helpful. Thanks for watching.