Questions?

- Project #3
- HW#7 in (due April 24)
Graphic design
“Designing Visual Interfaces” Mullet and Sano

- Help users find their ways
  - Correct interaction sequencing
  - Correct cognitive model: organization of data, functions, and tasks
  - Consistency
- Provide a distinctive look (and feel)
Component of the visual language

- **Layout**
  - How the content is structured on the display

- **Typography**
  - Typefaces & typesetting

- **Imagery**
  - Visual identity, icons…

- **Sequencing**
  - How interactions unfold
US National Park Service
Parsing visual input
Document parsing

- Anoto design handbook
  - Design of paper based electronic forms
Gestalt principles

• Grouping
  – Proximity, Similarity, continuity

  ![Grouping Examples]

• Form perception
  – Closure, area, symmetry

  ![Form Perception Examples]
Relating structure: Grouping

• Help users parse the display into sub-units
  – Rely on Gestalt principles
  – Avoid explicit grouping
Relating structure: Hierarchy

- Provide a context for each piece of information
  - Example: distinctive style for labels
Relating structure: Relationship

• Parallel presentation and relationship
  – Example: present folder before its content
Relating structure: Balance

- Harmonious global arrangement
  - Can be symmetrical or asymmetrical
Tool: Symmetry

- Center information around the axis of symmetry
  - Balance
  - Vertical axis more prevalent
Tool: Alignment

- Enhance boundaries and grouping
- Pay attention to false alignment
  - Almost but not quite aligned
  - Free standing objects
  - Be aware of optical adjustment
Tool: Alignment

- Example of optical adjustment
Tool: Negative space

- The ground on which the design appears
- Enhance the structure of the display
  - Reduce the use of border
Tool: Occam’s razor

“Entities should not be multiplied unnecessarily”

“In anything at all, perfection is finally attained not when there is no longer anything to add, but when there is no longer anything to take away.”

Antoine de Saint Exupery
Redesign example
What not to do!
Consistency

• Internal
  – Inside an application

• External
  – Platform and interface guideline conventions

• Using grids
Grid example: US National Park Service