

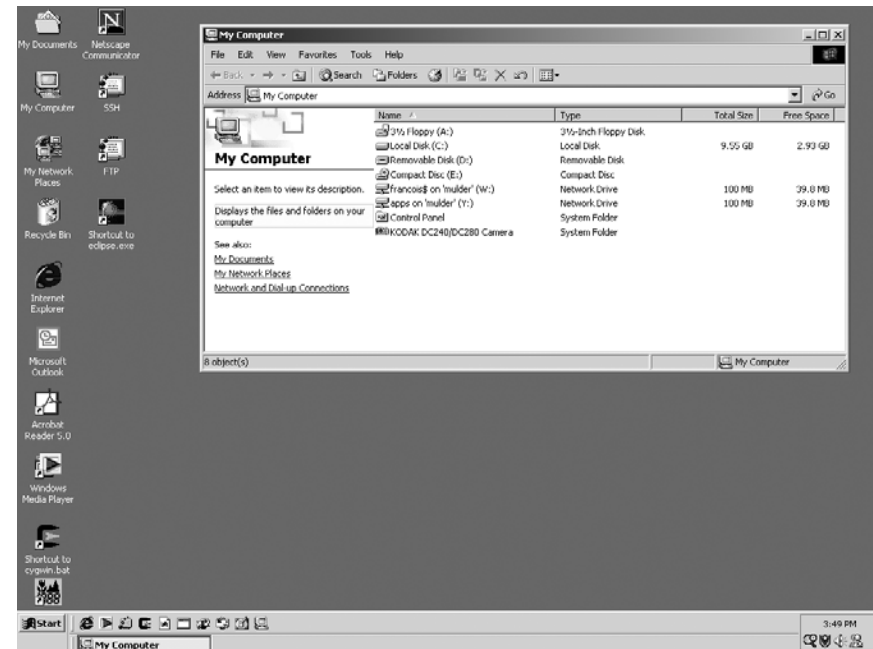
Questions?

- Grad project proposals due today
- Project #2

Graphic design

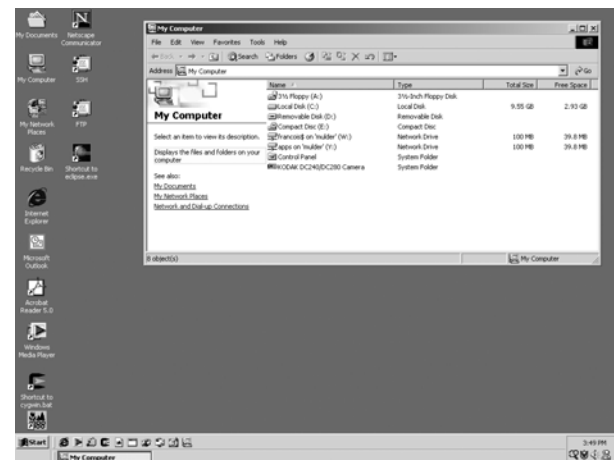
“Designing Visual Interfaces” Mullet and Sano

- 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

Yosemite



Vicksburg

Vicksburg National Military Park
Mississippi
National Park Service
U.S. Department of the Interior

About Your Visit

Vicksburg National Military Park is located in the southeastern portion of the city of Vicksburg, Mississippi. The park is situated on the Mississippi River, just south of the city. The park is a National Historic Landmark and is one of the most important sites in the city. The park is a National Historic Landmark and is one of the most important sites in the city. The park is a National Historic Landmark and is one of the most important sites in the city.

Vicksburg National Military Park is a National Historic Landmark and is one of the most important sites in the city. The park is a National Historic Landmark and is one of the most important sites in the city. The park is a National Historic Landmark and is one of the most important sites in the city.

Redwood

Official Map and Guide

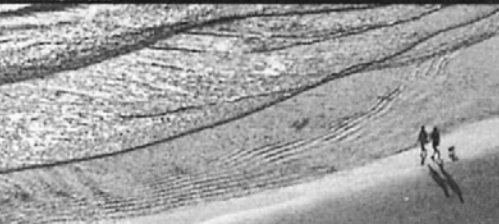


Redwood National Park
California

National Park Service
U.S. Department of the Interior

Padre Island

Official Map and Guide



Recreation and information to the user. Visit Padre Island.

The island is a long, narrow strip of land in the Gulf of Mexico. It is a National Historic Landmark and is one of the most important sites in the city. The park is a National Historic Landmark and is one of the most important sites in the city. The park is a National Historic Landmark and is one of the most important sites in the city.

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Point Reyes

Official Map and Guide



Parsing visual input



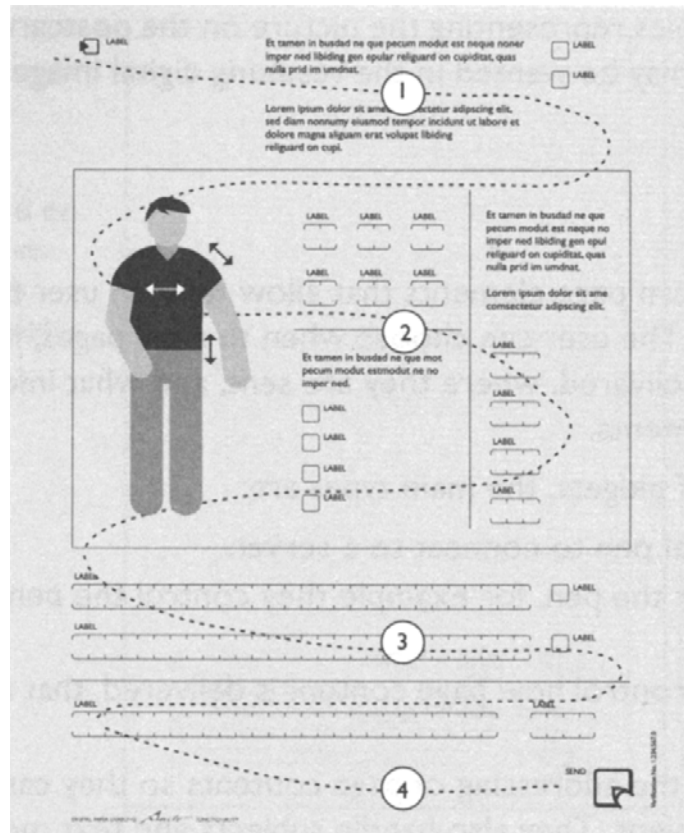
DOROTHEA LANGE. *Tractored Out, Childress County, Texas*. 1938. Gelatin-silver print. The Museum of Modern Art, New York.



PHILIP HENRY DELAMOTTE. *The Upper Gallery of the Crystal Palace, Sydenham, England*. ca. 1853. Salted paper print. Gernsheim Collection, Humanities Research Center, University of Texas, Austin.

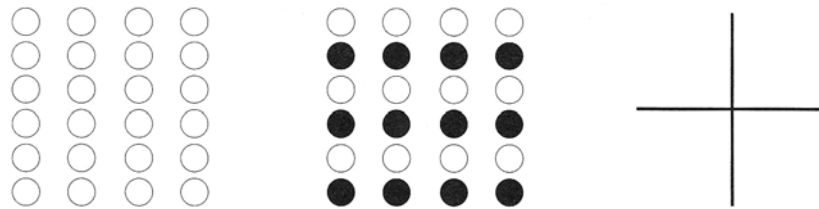
Document parsing

- Anoto design handbook
 - Design of paper based electronic forms

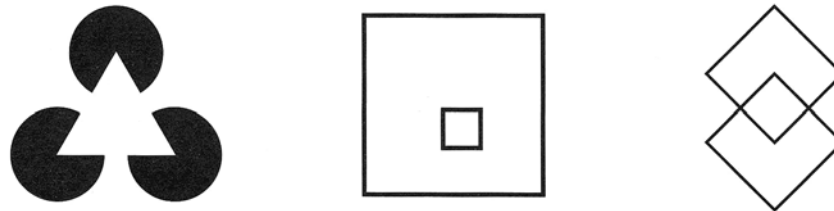


Gestalt principles

- Grouping
 - Proximity, Similarity, continuity

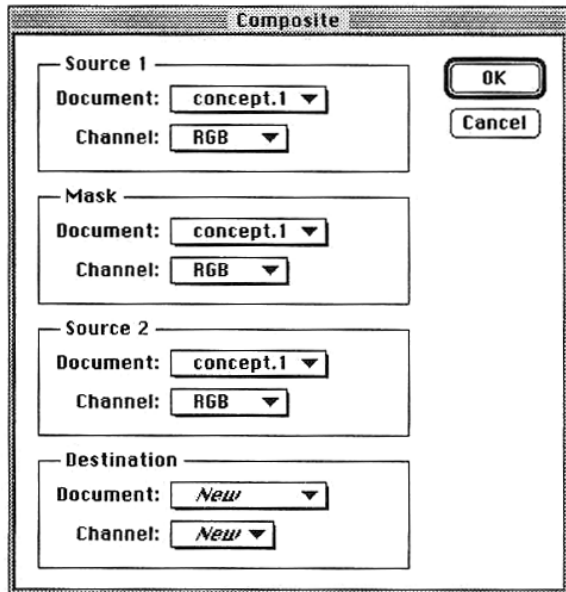


- Form perception
 - Closure, area, symmetry



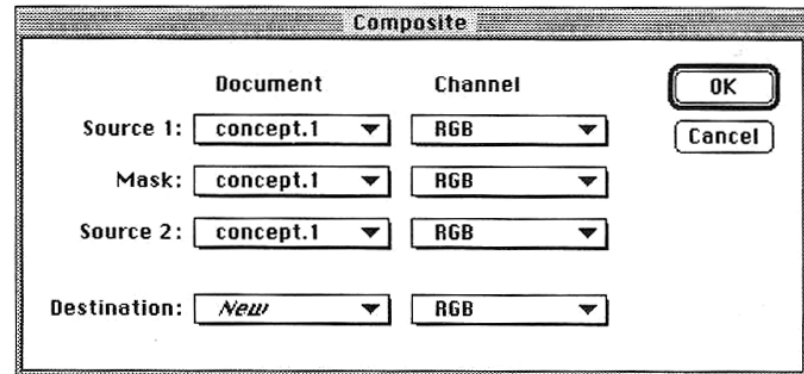
Relating structure: Grouping

- Help users parse the display into sub-units
 - Rely on Gestalt principles
 - Avoid explicit grouping



The 'Composite' dialog box on the left features a vertical layout with four distinct sections, each enclosed in a rounded rectangle. The sections are labeled 'Source 1', 'Mask', 'Source 2', and 'Destination'. Each section contains a 'Document' and a 'Channel' dropdown menu. The 'Source 1', 'Mask', and 'Source 2' sections have 'concept.1' selected for the document and 'RGB' for the channel. The 'Destination' section has 'New' selected for both. To the right of these sections are 'OK' and 'Cancel' buttons.

Section	Document	Channel
Source 1	concept.1	RGB
Mask	concept.1	RGB
Source 2	concept.1	RGB
Destination	New	New



The 'Composite' dialog box on the right has a flat, ungrouped layout. It features a header row with 'Document' and 'Channel' labels. Below this, the controls are arranged in rows: 'Source 1', 'Mask', 'Source 2', and 'Destination'. Each row contains a document dropdown and a channel dropdown. The 'Source 1', 'Mask', and 'Source 2' rows have 'concept.1' and 'RGB' selected. The 'Destination' row has 'New' selected for the document and 'RGB' for the channel. 'OK' and 'Cancel' buttons are positioned to the right of the controls.

	Document	Channel
Source 1:	concept.1	RGB
Mask:	concept.1	RGB
Source 2:	concept.1	RGB
Destination:	New	RGB

Relating structure: Hierarchy

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

The image shows a software dialog box titled "Pizza: Pizza Pie Properties". It is organized into two main sections: "BOTTOM STUFF" and "TOPPING STUFF".

BOTTOM STUFF

Style: Thin | Thick | crust

Sauce: Regular | Spicy | Pesto

TOPPING STUFF

Toppings:

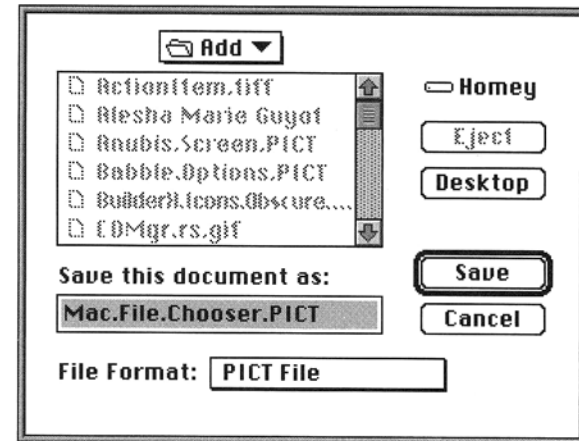
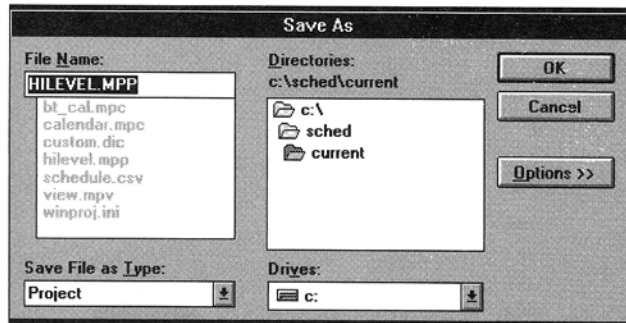
Meat	Veggies	Other
Ham	Olive	Cheese
Bacon	Pepper	Pesto
Sausage	Onion	Anchovy

Options: ☒ Red Peppers
☐ Extra Cheese

Buttons: Apply, Reset

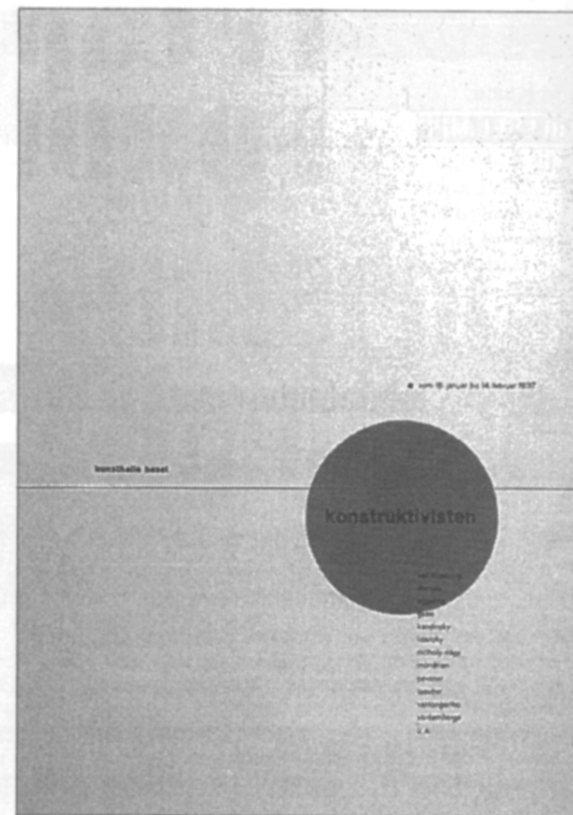
Relating structure: Relationship

- Parallel presentation and relationship
 - Example: present folder before its content



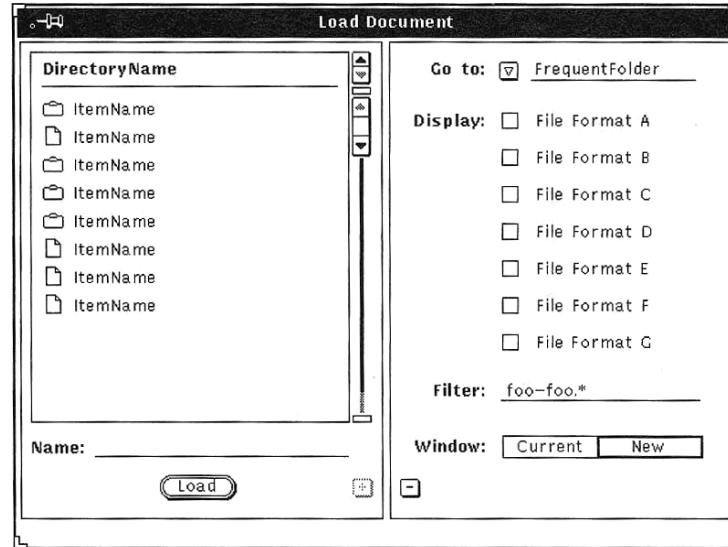
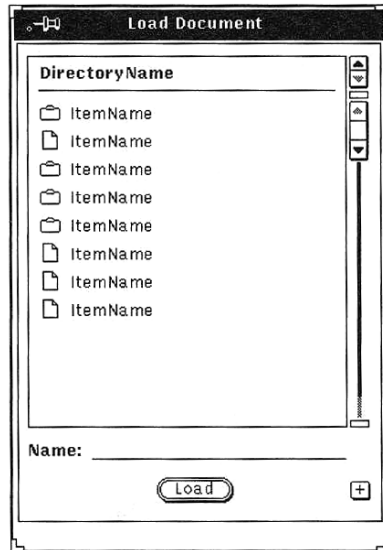
Relating structure: Balance

- Harmonious global arrangement
 - Can be symmetrical or asymmetrical



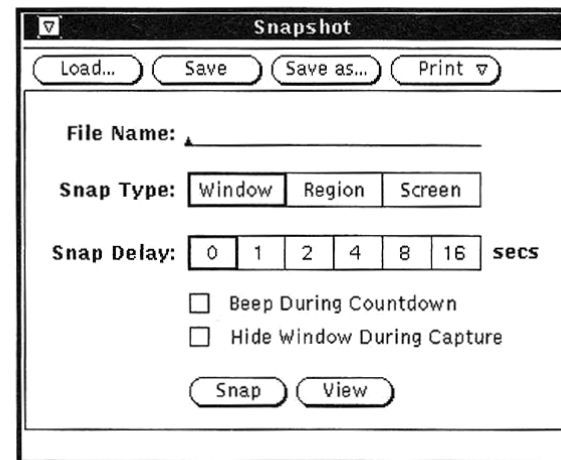
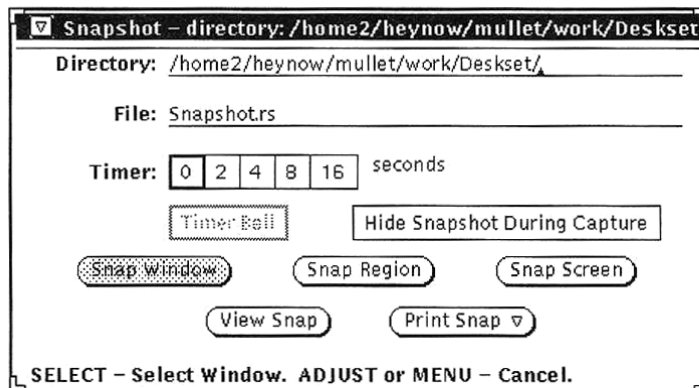
Tool: Symmetry

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



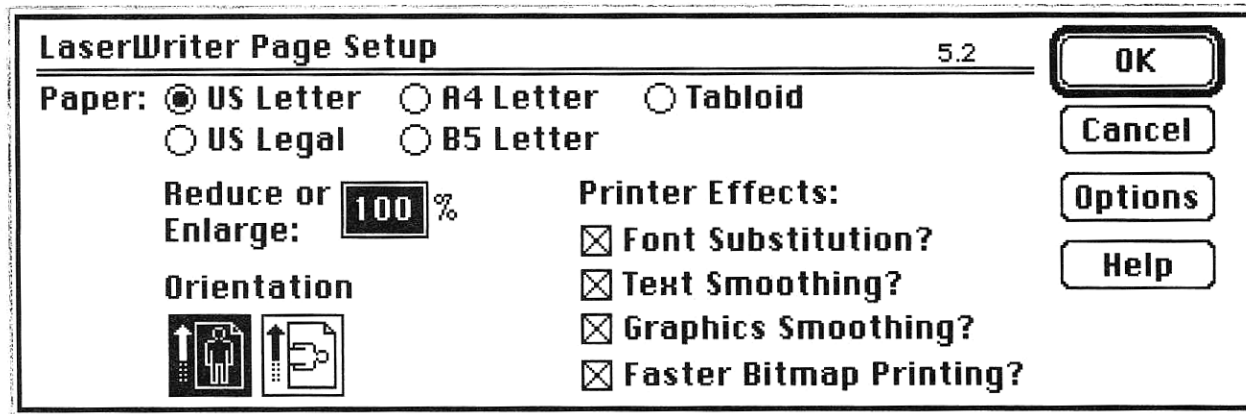
Tool: Alignment

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



Tool: 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

xbugtool 2.0 Beta 2 Server: elmer-bb.Corp

Load ▾ Store ▾ Submit ▾ View ▾ Print ▾ Reset ▾ Props ▾ Gen. Help ▾

Bug ID: _____ Cc: _____ Mode:

Category ▾ Priority:

1	2	3	4	5
---	---	---	---	---

Subcategory... Severity:

1	2	3	4	5
---	---	---	---	---

Resp Mgr... Bug/Rfe:

bug	rfe
-----	-----

State ▾ Responsible Engineer: _____

Synopsis: _____

Keywords: _____

State triggers:

▾

▾

▾

Duplicate of: _____ Interest list: _____

Patch id: _____ See also (bugids): _____

History:

Submitter : _____ Date: _____

Generic SVR4 problem?:

Dispatch operator : _____ Date: _____

Evaluator : _____ Date: _____

Commit operator : _____ Date: _____

Fix operator : _____ Date: _____

(a)

Bugtool

Report ▾ View ▾ Props ▾ Help ▾ Mode:

Bug ID: ▾ Type:

Category: ▾ XView Priority:

1	2	3	4	5
---	---	---	---	---

Subcategory: ▾ library Severity:

1	2	3	4	5
---	---	---	---	---

Release: ▾ 1.0

Status: ☐ Submitted

Synopsis: _____

Keywords: _____

Pub Summary: _____

See also: _____

Interest List: _____

+

Root Cause: ☒ documentation-confusing

Same as: _____

Resp Mgr: ☒ none Hook 1: _____

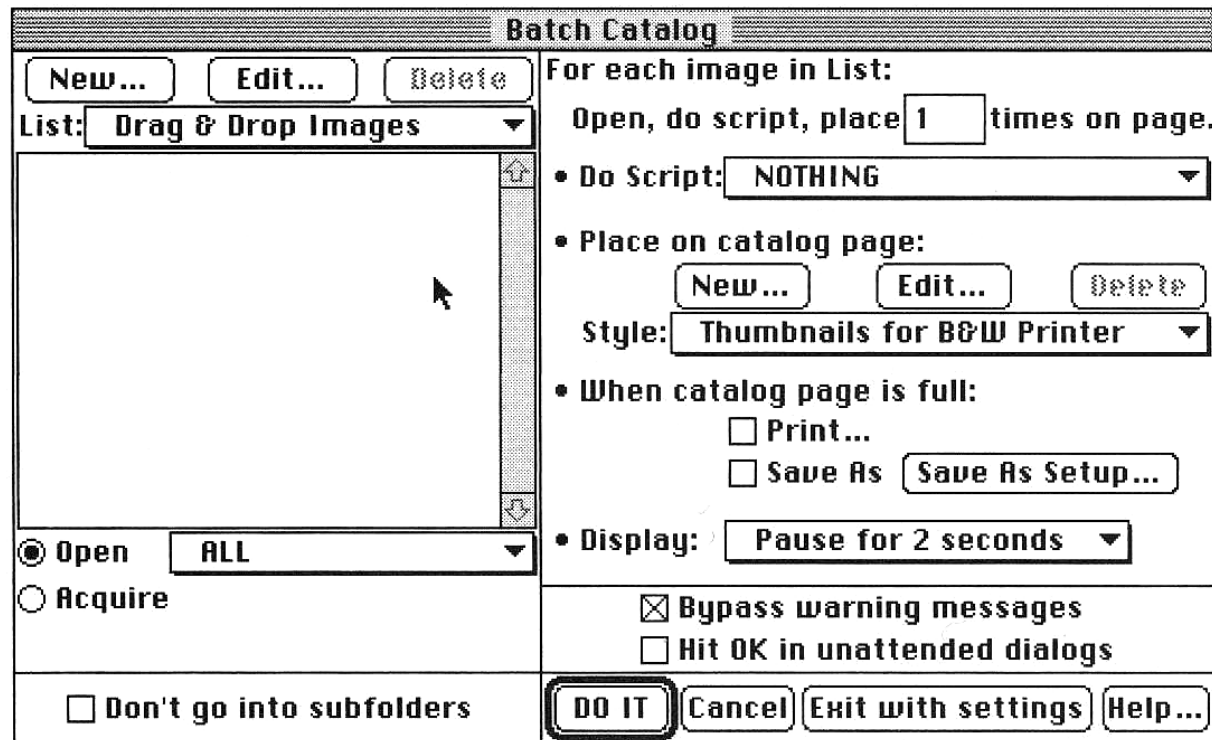
Resp Engr: ☒ none Hook 2: _____

Flags: ☐ Fix Affects Documentation

☐ Generic SVR4 Problem

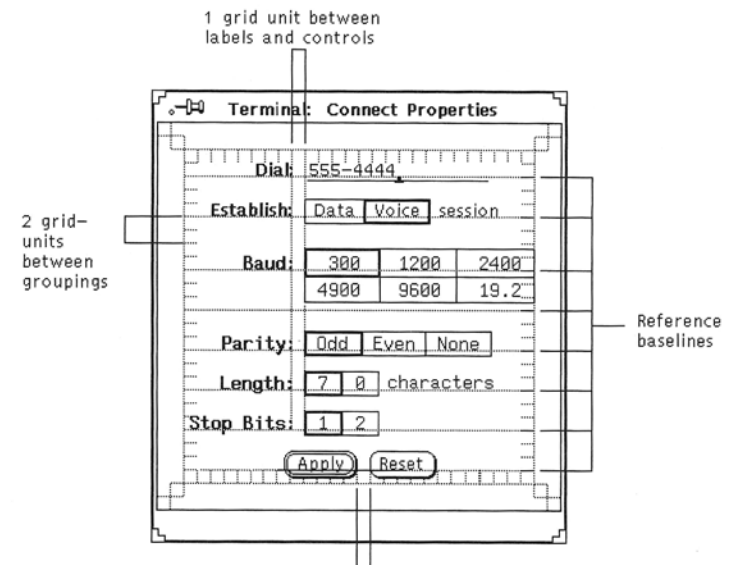
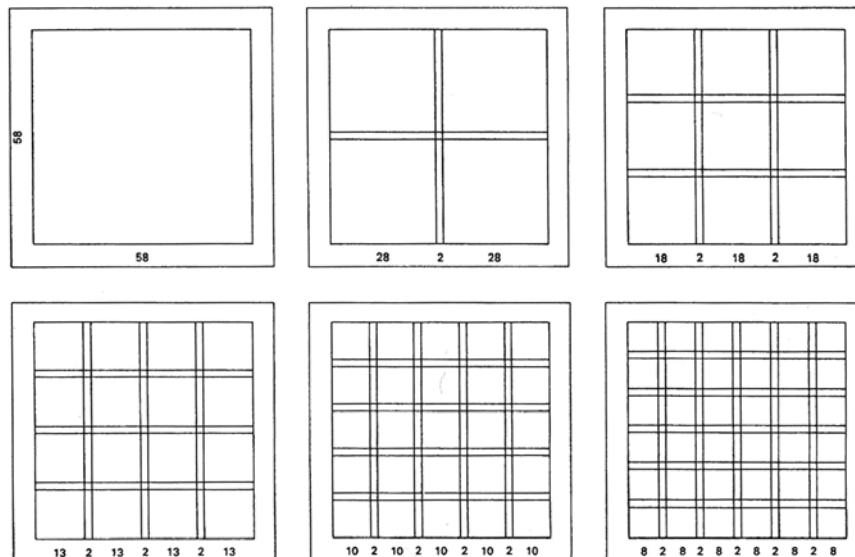
(b)

What not to do!

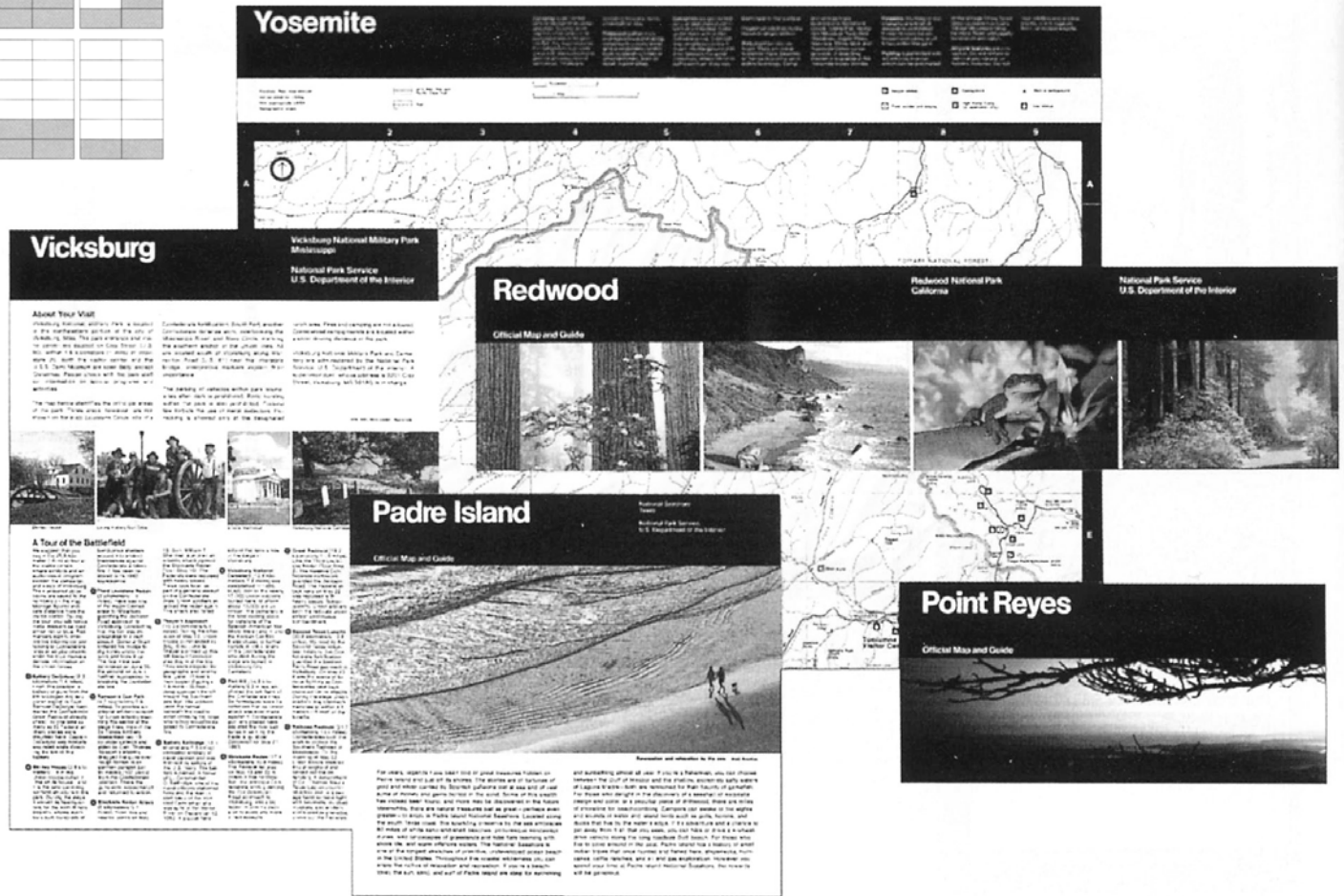
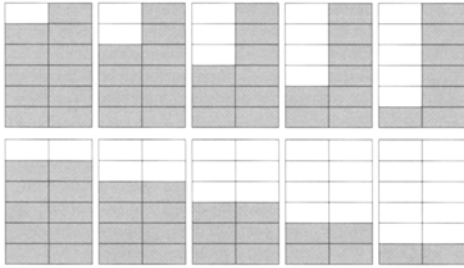


Consistency

- Internal
 - Inside an application
- External
 - Platform and interface guideline conventions
- Using grids



Grid example: US National Park Service



Readings for next class

- “Escaping Flatland”
- Chap 7