Questions?

- Project declaration due today
- HW #3 due Thursday
- Hall of Fame/Shame
  - Self-create groups of 2
  - Email your group members to Tak by Thursday’s class
  - I will assign slots - presentations start next week

- Analyze one feature of an application or site
- Show one powerpoint slide, one webpage, or one picture
- Explain what is great or terrible – try to avoid uninteresting
- Send me the thing to show before class
Nielsen Questions

• What is "data ink" and "chart junk"?
• Look at Analytics for browser, screen size, etc.
• What did Robert Miller in 1968 say about human response to waiting?
• How long did popular/corporate websites take to load in 1999?
• Does Nielsen recommend have links that say "click here"? If not, why not?
• Why does Nielsen think that frames are a bad idea?
• What do you disagree with since this chapter was written about 10 years ago?
Graphic design
“Designing Visual Interfaces” Mullet and Sano

• Help users find their ways
  – Correct interaction sequencing
  – Correct mental model: organization of data, functions, and tasks
  – Consistency
  – Efficient and accurate search and understanding

• Provide a distinctive look (and feel)
Components 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

• Form perception
  – closure, area, symmetry
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
Human Size Perception
Human Size Perception

- Straight edges appear larger than curved edges
- Curved edges appear larger than sharp edges
Human Size Perception

- Straight edges appear larger than curved edges
- Curved edges appear larger than sharp edges
Human Size Perception

- Straight edges appear larger than curved edges
- Curved edges appear larger than sharp edges
Symmetry

• Center information around the axis of symmetry
  – Balance
  – Vertical axis more prevalent
Symmetry

• But be careful about text

You are cordially invited, and strongly encouraged, to not use centered alignment for long passages of text. Save centering for invitations and cards, certificates, some headlines, and layouts with minimal text.
Alignment

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

**Butterfly Ballot**  
Florida 2000

> Although the Democrats are listed second in the column on the left, they are the third hole on the ballot.

Confusion over Palm Beach County ballot

- **(REPUBLICAN)**
  - George W. Bush - President
  - Dick Cheney - Vice President

- **(DEMOCRATIC)**
  - Al Gore - President
  - Joe Lieberman - Vice President

- **(LIBERTARIAN)**
  - Harry Browne - President
  - Art Olivier - Vice President

- **(GREEN)**
  - Ralph Nader - President
  - Winona LaDuke - Vice President

- **(SOCIALIST WORKERS)**
  - James Harris - President
  - Margaret Trowe - Vice President

- **(NATURAL LAW)**
  - John HageLN - President
  - Nat Goldhaber - Vice President

- **(REFORM)**
  - Pat Buchanan - President
  - Ezola Foster - Vice President

- **(SOCIALIST)**
  - David McReynolds - President
  - Mary Cal Hollis - Vice President

- **(CONSTITUTION)**
  - Howard Phillips - President
  - J. Curtis Frazier - Vice President

- **(WORKERS WORLD)**
  - Monica Moorehead - President
  - Gloria La Riva - Vice President

**Punching the second hole casts a vote for the Reform Party.**

To vote for a write-in candidate, follow the directions on the long stub of your ballot card.
Negative space

- The ground on which the design appears
- Enhance the structure of the display
  - Reduce the use of border
Consistency:

- Banner blindness
- Consistency
- 18,000 votes “lost”
Do you really want to delete the file “myfile.doc” from the folder “junk”?

Cannot move the file “myfile.doc” to the folder “junk” because the disc is full.

The file was destroyed.
Another grid

- Two-level Hierarchy
  - indentation
  - contrast

- Logic of organizational flow

- Alignment connects visual elements in a sequence

- Grouping by white space
Color

• Much bigger topic than we can cover here
• Technology: RGBA
• Components specified in [0-1], [0-255], [0-0xff]
• Requirements:
  – Contrast (luminance difference)
  – Avoid color-blindness problems
  – Attractive (avoid fully saturated colors)
• Advice: Use existing color palettes
  – www.colorcombos.com
  – www.colourlovers.com
  – www.degraeve.com/color-palette/
Exercise

Redesign this dialog