

# Basics of Visual Design

(Adapted from Saul Greenberg)

# GRIDS

# 3 Column Grid

	0	1	2	3	4	5
0	<h2>Grid (page layout)</h2> <p>From Wikipedia, the free encyclopedia</p> <p>A <b>typographic grid</b> composed of a series of intersecting vertical and horizontal axis.</p> <p>The <b>grid in use</b>, typography is arranged flush left, ragged right on the grid.</p> <p>A typographic grid is a two-dimensional structure made up of a series of intersecting vertical and horizontal axis used to structure content. The grid serves as an armature on which a designer can organize text and images in a rational, easy to absorb manner. The less common printing term "reference grid," is an unrelated system with roots in the early days of printing.</p> <p>Contents</p> <ul style="list-style-type: none"> <li>1 History</li> <li>2 Antecedents</li> <li>3 Evolution of the modern grid</li> <li>4 Reaction and reassessment</li> <li>5 References</li> </ul> <h3>History</h3> <h4>Antecedents</h4> <p>Before the invention of movable type and printing, simple grids based on optimal proportions had been used to arrange handwritten text on pages. One such system, known as the</p>	 <p>"Villard's diagram," was in use at least since medieval times.</p> <h4>Evolution of the modern grid</h4> <p>After World War II, a number of graphic designers, including Max Bill, Eric Ruder, and Josef Müller-Brockmann, influenced by the modernist ideas of Jan Tschichold (<i>Die Neue Typographie</i>, <i>The New Typography</i>), began to question the relevance of the conventional page layout of the time. They began to devise a flexible system able to help designers achieve coherence in organizing the page. The result was the</p>	<p>modern typographic grid that became associated with the <a href="#">International Typographic Style</a>. The seminal work on the subject, <i>Grid systems in graphic design</i> by Müller-Brockmann, helped propagate the use of the grid, first in Europe, and later in North America.</p> <h4>Reaction and reassessment</h4> <p>By the mid 1970s instruction of the typographic grid as a part of graphic design curricula had become standard in Europe, North America and much of Latin America. The graphic style of the grid was adopted as a look for corporate</p>			
1						

# 12 Column Grid



# Layout

The New York Times - Breaking News, World News & Multimedia - Mozilla Firefox

www.nytimes.com

SECTIONS SEARCH

U.S. INTERNATIONAL 中文 ESPAÑOL

## The New York Times

Tuesday, July 5, 2016 | Today's Paper | Video | 85°F | S. & P. 500 -0.85%

World U.S. Politics N.Y. Business Opinion Tech Science Health Sports Arts Style Food Travel Magazine T Magazine Real Estate ALL

### F.B.I. Will Not Seek Charges for Clinton in Email Handling

By MARK LANDLER 54 minutes ago

- "No reasonable prosecutor" would bring a case over Hillary Clinton's handling of classified information as secretary of state, the F.B.I. director, James B. Comey, said.
- But he said Mrs. Clinton and her staff were "extremely careless" with their email.

741 Comments

### What We Know About Clinton's Private Email Server

By ALICIA PHILAPIANO

Of the 30,000 emails that have been released, 52 chains included classified information, and 2,000 have since been deemed "confidential."

Read the Transcript of the F.B.I. Director's Remarks 7 minutes ago

### Obama After Hours? Check the Man Cave Known as the Treaty Room

33m

### Smokey Robinson, the "poet laureate of soul," will receive the eighth edition of the Library of Congress's Gershwin Prize for Popular Song.

4h

Tupelo, Miss., known as a beacon of relatively progressive racial attitudes, has been thrust into a national debate after a **black man was fatally shot by a police officer.**

4h

**Labrador retrievers are renowned for their gluttony,** but scientists at Cambridge University say the dogs can't help it; it's in their genes.

4h

The Rome police have arrested a homeless man in the **murder of Beau Solomon, an American student** whose body was found in the Tiber River.

### Smarter Living: Tips for Daily Life

#### What to Cook When the Temperature Rises

#### Have a Smartphone? Try These Keyboards

### Your Tuesday Briefing

By SEAN ALFANO

Here's what you need to know to start your day.

### The Quiet Fixer in Trump's Campaign: His Son-in-Law

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- **Court Clueless on Corruption? Ask Jack Abramoff** 10:08 AM ET

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### ELECTION 2016

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PLAY VIDEO 1:39

Cliff Owen/Associated Press

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### The Opinion Pages

#### OP-ED CONTRIBUTORS

##### College Kids, With Kids

By JAMIE MERISOTIS and ANNE-MARIE SLAUGHTER

Far too many student-parents drop out, cutting them off from good jobs.

- Editorial: Don't Let Iran's Progress Go to Waste
- Brooks: Choosing Leaders: Clueless or Crazy

#### The Theology of Donald Trump

By PETER WEHNER

Let's just say it does not revolve around the teachings of Jesus Christ.

- The Stone: There Is No Scientific Method
- Op-Ed: After Brexit, Can Germany Lead Europe Alone?
- Op-Ed: Internships Are Not a Privilege

#### TIMES INSIDER »

##### Obama After Hours? Check the Man Cave Known as the Treaty Room

#### THE CROSSWORD »

##### Play Today's Puzzle



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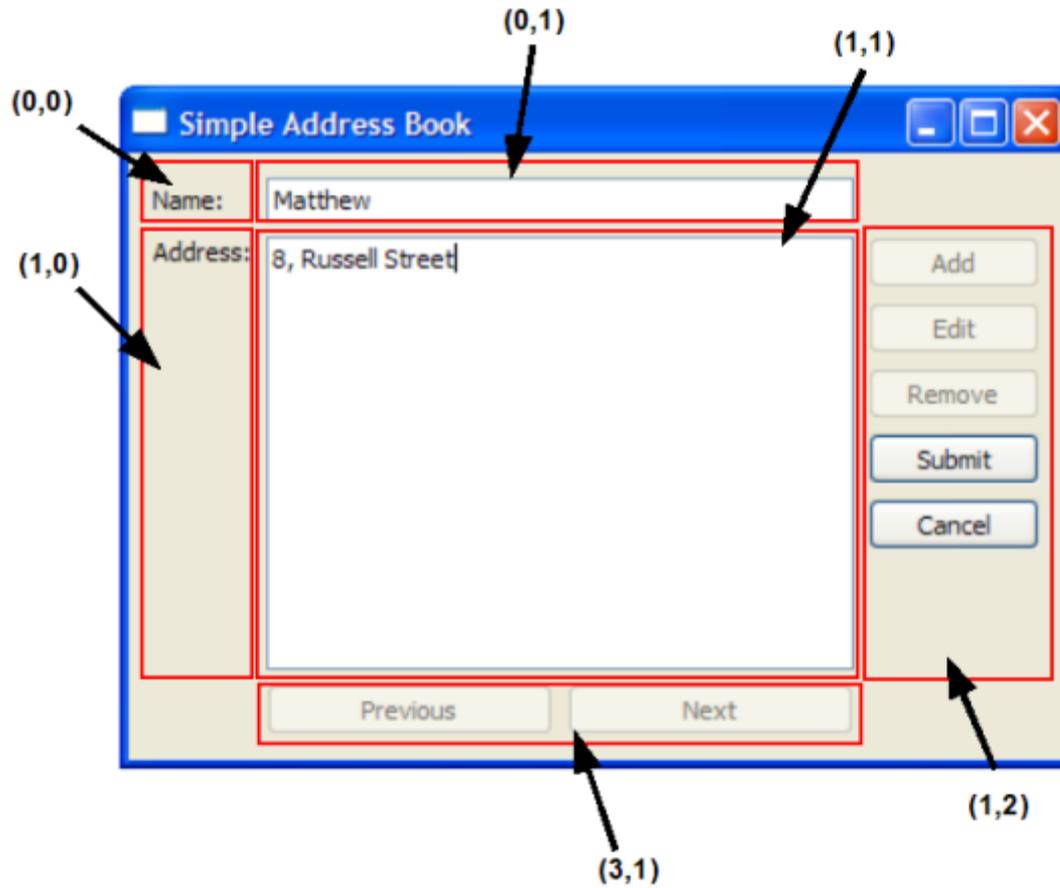
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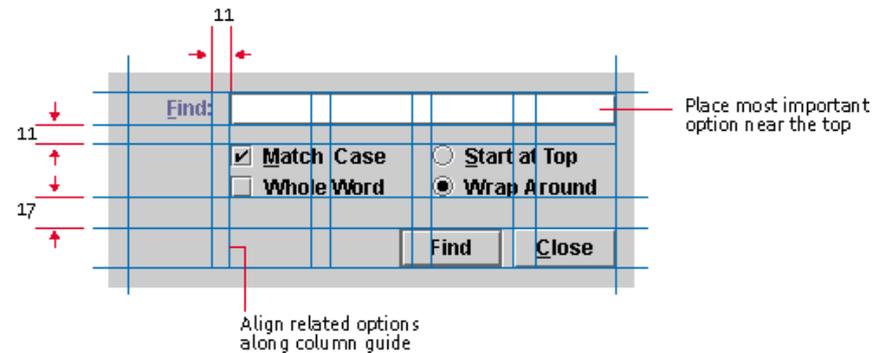
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# Qt Designer



# Swing GridBagLayout



**WHITESPACE**

# Legibility

Dmitriy Vyacheslavovich Klokov (Russian: Дмитрий Вячеславович Клоков) (born February 18, 1983)[1] is a former Russian weightlifter. He competed in the 105 kg category. He is 182 cm tall.

Klokov was born in Balashikha, Moscow Oblast.[2] He is the son of World Champion Vyacheslav Klokov, who also competed in the Heavyweight category.[3][4]

He became world champion at the 2005 World Championships, with a total of 419 kg.[1][3]

Klokov also participated at the 2005 and 2006 Arnold Sports Festivals in Columbus, Ohio.[5]

At the 2006 World Championships and 2007 World Championships he ranked 3rd.[3][6]

Klokov won the silver medal at the 2008 Summer Olympics, with a total of 423 kg.[1]

Klokov won the silver medal at the 2011 World Weightlifting Championships, with a 196 kg snatch, 232 kg clean and jerk for a total of 428 kg at a body weight of 104.6 kg. He lost to a fellow Russian, Khadzhimurat Akkayev by 2 kilos (on the snatch).

Klokov was scheduled to compete at the 2012 Summer Olympics in the 105 kg class but was forced to withdraw due to undisclosed medical reasons.

In May 2015, Klokov announced his retirement from international competition.[7] Klokov recently signed with the Baltimore Anthem of the National Pro Grid League.

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# Comprehension

Unpin

- Home
- Saved For Later
- Shared Collections **NEW**
- Add Content

All 734

Tech 484

- MacRumors 35
- TechCrunch 295
- The Verge 154

Decoration 15

- Fresh Home 6
- Home Designing 9

Food 61

- Food52 38
- Lady and Pups 3
- Love and Lemons 10
- molly yeh 8
- smitten kitchen 2

Competition 2

edwin@feedly.com  
via Google / Logout

Team

Home 50x faster polling (Team Edition)



## Apple TV Gains Updated NFL Channel With Game Pass Integration

The Apple TV's existing NFL Now channel was today revamped, changing the name to "NFL" and adding support for Game Pass subscriptions. Through the updated channel, NFL fans who have a Game Pass subscription can watch on-100+ MacRumors / by Juli Clover / 2h



## Tep Is An Adorable Fitness Tracking App That Works Like A Tamagotchi

Remember the Tamagotchi? Those little monsters were great. A new iOS app called Tep created a Tamagotchi-like app for your phone to help you stay motivated when it comes to working out. Move around if you want to feed your 400+ TechCrunch / by Romain Dillet / 4h



## Apple Seeds Eighth Beta of OS X El Capitan to Developers, Sixth Beta to Public Testers

Apple today released the eighth beta of OS X El Capitan to developers for testing purposes, nearly two weeks after releasing the seventh El Capitan beta and more than two months after unveiling the operating system at its 2015 300+ MacRumors / by Juli Clover / 4h



## Are you still using Apple Music?

Apple Music has officially been available for two months now, and in that time it's had a few ups and downs. Despite some pesky, persisting bugs, Apple Music has quickly gained 11 million subscribers and counting during the trial 1K The Verge / by Micah Singleton / 5h

## Eatsa, A Futuristic Restaurant Where Robot Cubbies Serve Quinoa

500+ TechCrunch / by Josh Constine / 5h

# Hierarchy

craigslist: st louis, MO jobs, apartments, personals, for sale, services, community, and events - Mozilla Firefox

https://stlouis.craigslist.org

craigslist: st louis, MO ... x

**craigslist**

post to classifieds  
my account

search craigslist

**event calendar**

M	T	W	T	F	S	S
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

help, faq, abuse, legal  
avoid scams & fraud  
personal safety tips

terms of use  
privacy policy  
system status

about craigslist  
craigslist is hiring in sf  
craigslist open source  
craigslist blog  
best-of-craigslist  
craigslist TV  
"craigslist joe"  
craig connects

st louis, MO <sup>w</sup>

**community**

- activities
- artists
- childcare
- classes
- events
- general
- groups

**personals**

- strictly platonic
- women seek women
- women seeking men
- men seeking women
- men seeking men
- misc romance
- casual encounters
- missed connections
- rants and raves

**discussion forums**

- apple
- arts
- atheist
- autos
- beauty
- bikes
- celebs
- comp
- crafts
- diet
- divorce
- dying
- eco
- educ
- feedbk
- film
- fitness
- fixit
- food
- frugal
- gaming
- garden
- haiku
- help
- history
- housing
- jobs
- jokes
- kink
- legal
- linux
- m4m
- manners
- marriage
- media
- money
- motocv
- music
- nonprofit
- open
- outdoor
- over 50
- parent
- pets
- philos
- photo
- p.o.c.
- politics
- psych
- queer
- recovery
- religion
- romance
- science
- spirit
- sports
- tax
- travel
- tr
- vegan
- w4w
- wed
- wine
- women
- words
- writing
- yoga

**housing**

- apts / housing
- housing swap
- housing wanted
- office / commercial
- parking / storage
- real estate for sale
- rooms / shared
- rooms wanted
- sublets / temporary
- vacation rentals

**for sale**

- antiques
- appliances
- arts+crafts
- atv/utv/sno
- auto parts
- baby+kid
- barter
- beauty+hith
- bikes
- boats
- books
- business
- cars+trucks
- cds/dvd/vhs
- cell phones
- clothes+acc
- collectibles
- computers
- electronics
- farm+garden
- free
- furniture
- garage sale
- general
- heavy equip
- household
- jewelry
- materials
- motorcycles
- music instr
- photo+video
- rvs+camp
- sporting
- tickets
- tools
- toys+games
- trailers
- video gaming
- wanted

**services**

- automotive
- beauty
- computer
- creative
- cycle
- event
- farm+garden
- financial
- household
- labor/move
- legal
- lessons
- marine
- pet
- real estate
- event
- skill'd trade
- sim biz ads
- therapeutic
- travel/vac
- write/ed/tr8

**jobs**

- accounting+finance
- admin / office
- arch / engineering
- art / media / design
- biotech / science
- business / mgmt
- customer service
- education
- food / bev / hosp
- general labor
- government
- human resources
- internet engineers
- legal / paralegal
- manufacturing
- marketing / pr / ad
- medical / health
- nonprofit sector
- real estate
- retail / wholesale
- sales / biz dev
- salon / spa / fitness
- security
- skilled trade / craft
- software / qa / dba
- systems / network
- technical support
- transport
- tv / film / video
- web / info design
- writing / editing
- [ETC]
- [ part-time ]

**gigs**

- computer
- creative
- crew
- domestic
- event
- labor
- talent
- writing

**resumes**

english

**nearby cl**

- bloomington
- bloomington
- bowling green
- chambana
- clarksville
- columbia
- decatur
- evansville
- indianapolis
- iowa city
- jackson
- jonesboro
- kansas city
- kirksville
- lake of ozarks
- la salle co
- mattoon
- memphis
- owensboro
- peoria
- quad cities
- southeast la
- southeast mo
- southern il
- springfield
- springfield
- terre haute
- typee canoe
- western il
- western ky

**us cities**

**us states**

**canada**

**cl worldwide**

© 2016 craigslist help safety privacy feedback cl jobs terms about mobile

# **ALIGNMENT**

# Alignment: Rules of Thumb

Alignment guides the eye.

We noticed patterns; deviate from patterns strategically.

Avoid slight misalignments.

Visual proximity suggests relationship.

Small / **Large**; scale communicates importance.

# Text Alignment

Left-aligned text  
is usually easier  
to read.  
It's also easier to  
skim.

Center-aligned  
text is harder to read.  
It's harder  
to skim  
information when it's  
not left-aligned.

# Right Aligned Text

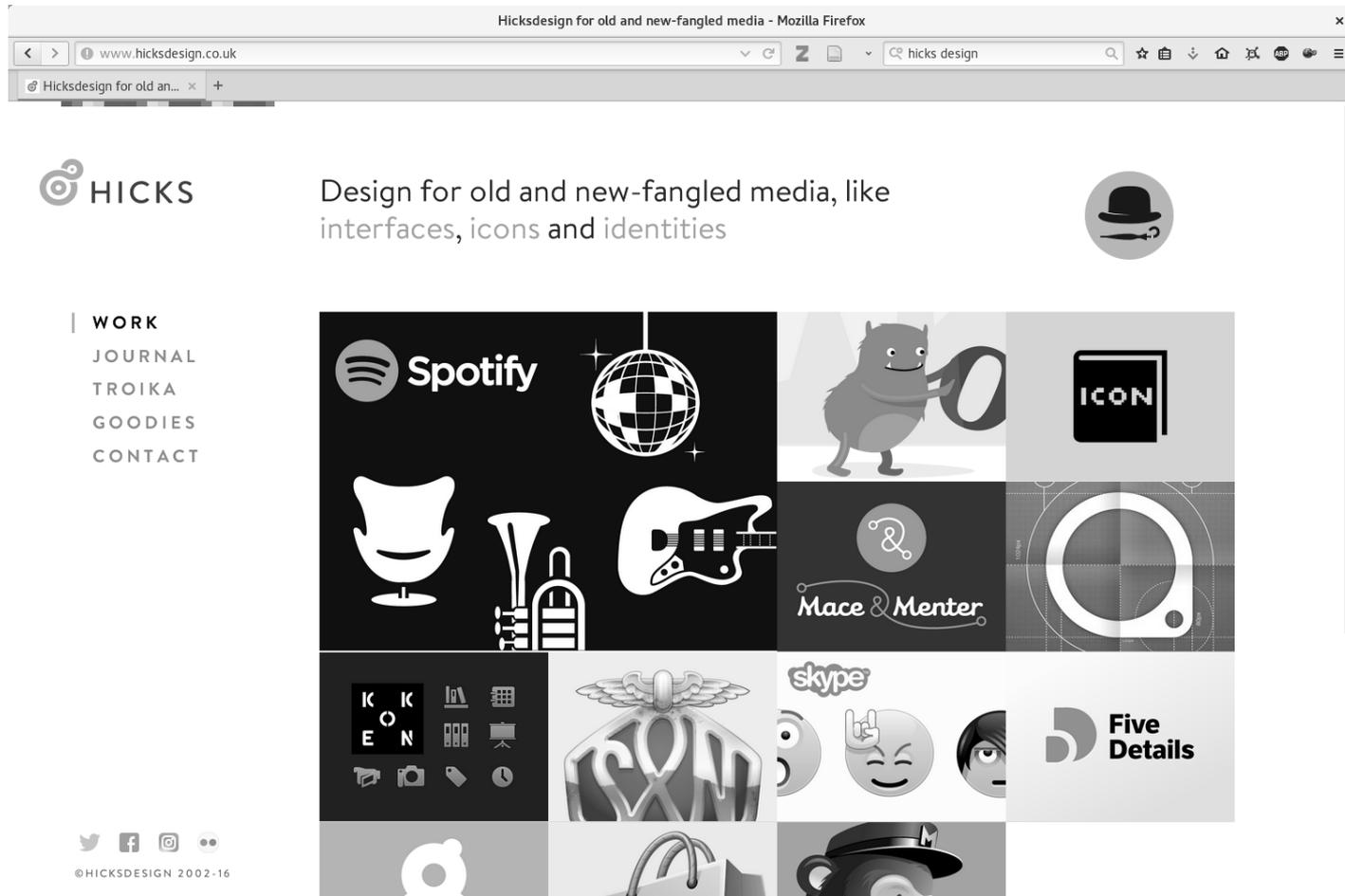
The image shows a screenshot of an eBay checkout page. A modal window titled "Change shipping address" is open in the center. The modal contains the following fields and elements:

- A dropdown menu for address selection with a blue "Add a new address" link to its right.
- A "Country or region" dropdown menu set to "United States".
- A "Contact Name" text input field.
- A "Street address" text input field.
- A "Street address 2" text input field.
- A "City" text input field.
- A "State" dropdown menu.
- A "ZIP code" text input field.
- A "Phone number" field with a format: ( ) - ext: .
- A checkbox labeled "This is your default shipping address".
- A blue "Ship to this address" button.

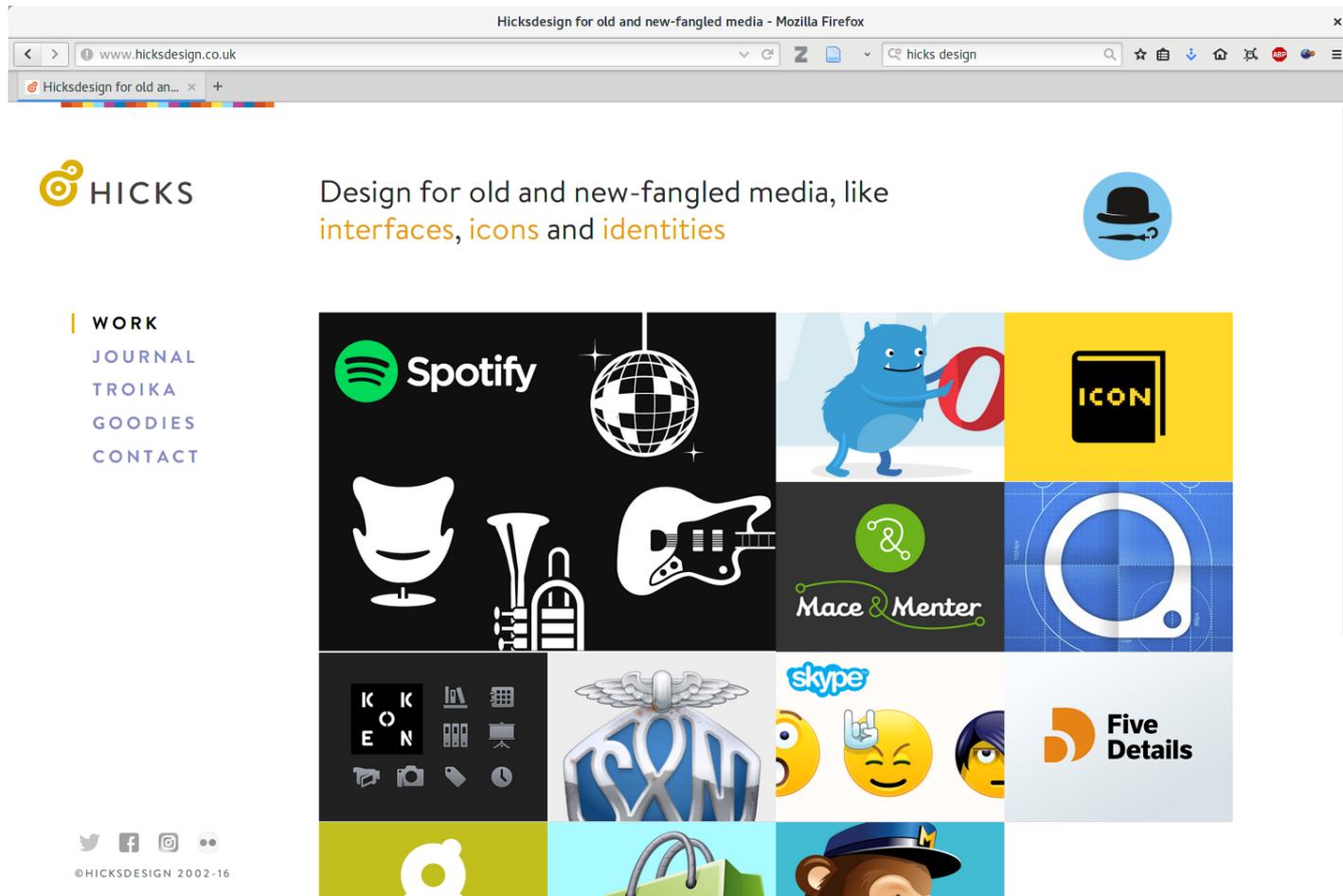
The background page shows the eBay logo, a notification bar, a "Checkout: Review" section with "Ship to" information (Canada), and a right sidebar with a total of \$0.99 and a "Continue" button.

**COLOR**

# Design in Grayscale



# Design in Grayscale



# Keep the Luminance



| WORK  
JOURNAL  
TROIKA  
GOODIES  
CONTACT



©HICKSDESIGN 2002-16



| WORK  
JOURNAL  
TROIKA  
GOODIES  
CONTACT



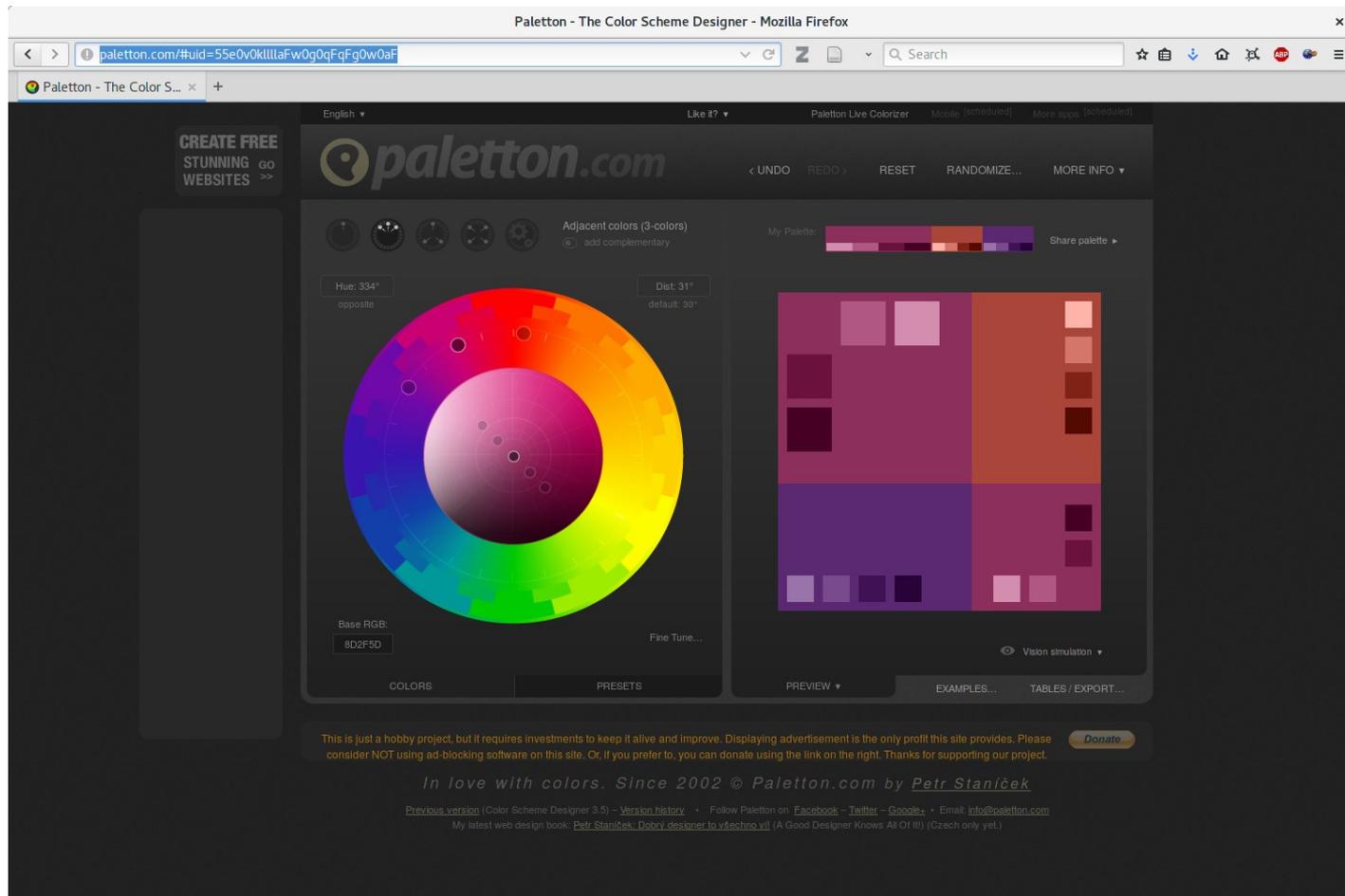
©HICKSDESIGN 2002-16

# Advice

- Use minimal color palette
- Use colors consistently
- Draw attention with contrast
- Use bold colors to draw attention sparingly

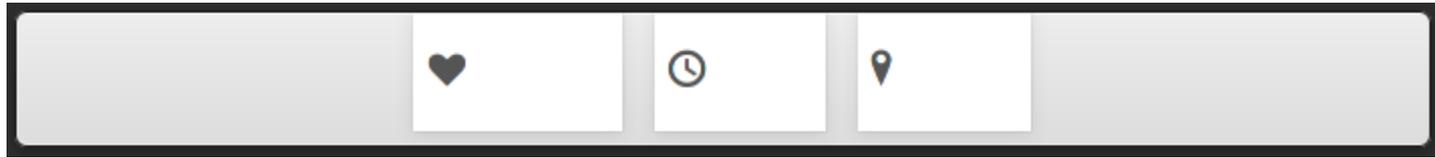


# Choosing Colors



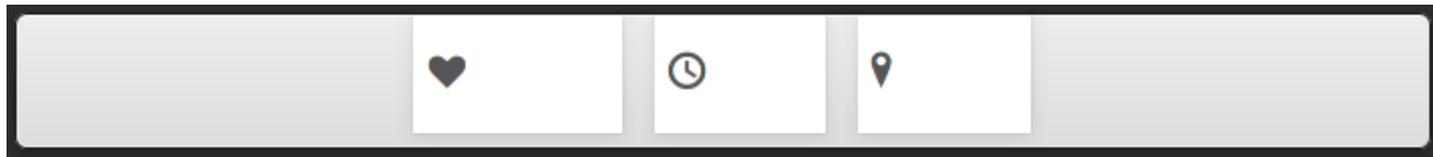
# ICONS

# What does it mean?



# What does it mean?

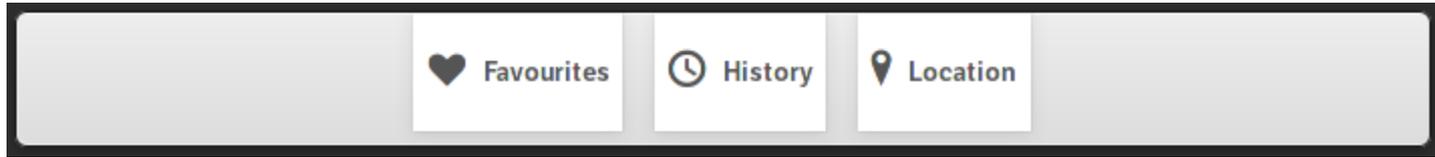
Time?  
Set Clock Time?  
Set Alarm?  
New Meeting?



Rating?  
Heart Monitor?  
Send Love Note?

Ice Cream?  
Set Address?  
Setup GPS?

# Context Matters; So do Labels



# Reference

<http://iconhandbook.co.uk/book/>

# GETTING STARTED

# CRAP

- **Contrast**

- make different things different
- brings out dominant elements
- mutes lesser elements
- creates dynamism

- **Repetition**

- repeat design throughout the interface
- consistency
- creates unity

- **Alignment**

- visually connects elements
- creates a visual flow

- **Proximity**

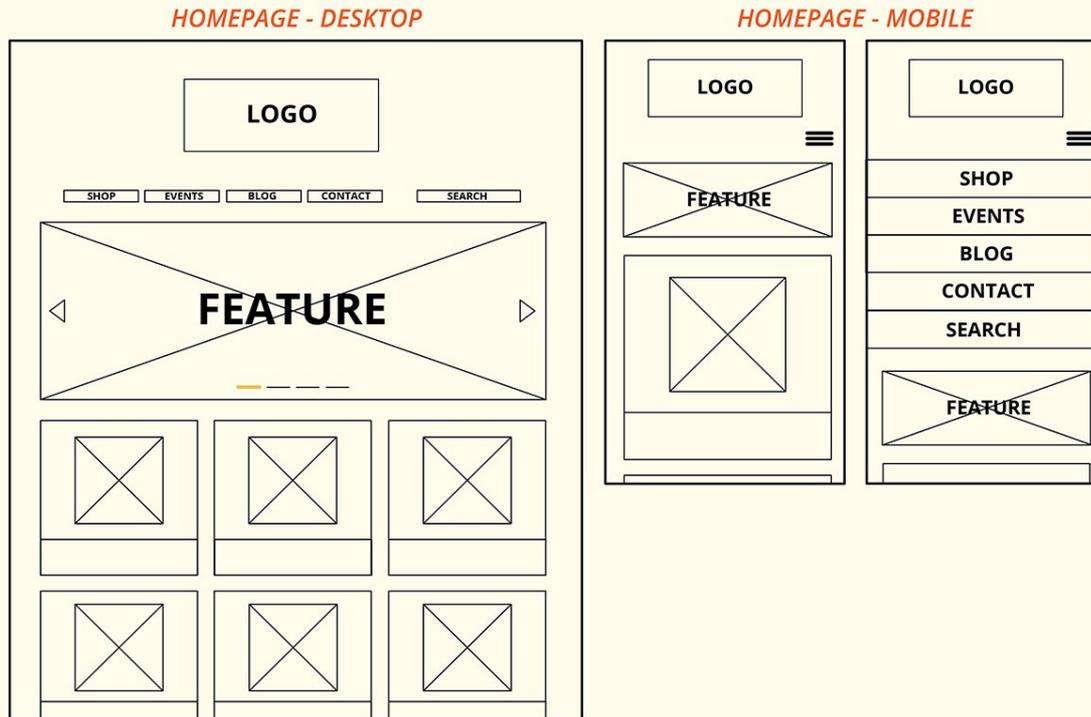
- groups related elements
- separates unrelated ones

# Process

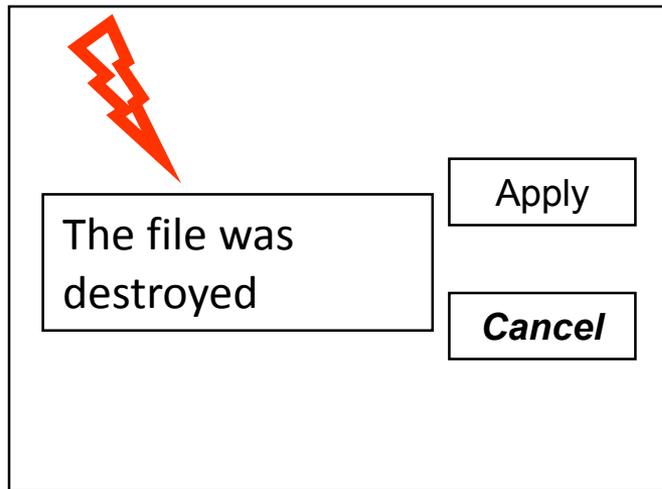
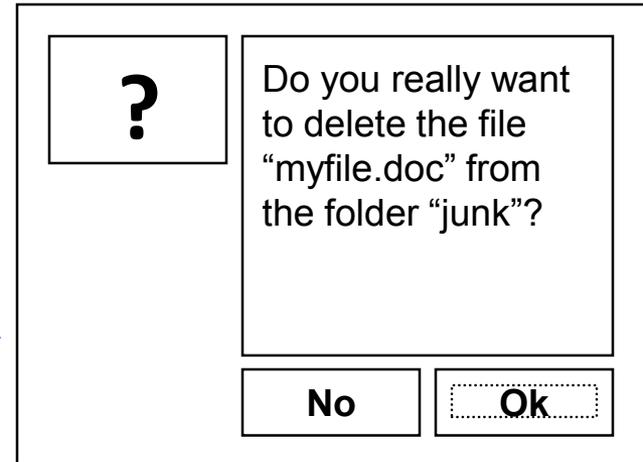
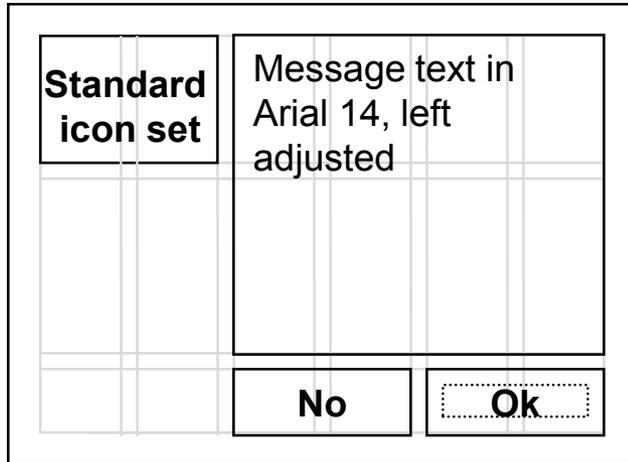
1. Establish groups of related items
2. Are there things that have limited/no utility? Get rid of them.
3. Of the remaining stuff, what's most important? What do you want users to see first, second, third, etc?
4. Start sketching a variety of different possible layouts keeping CRAP ideas in mind. Less is often more.
5. Translate best two sketches to a more detailed grid sketch.

# Wireframing

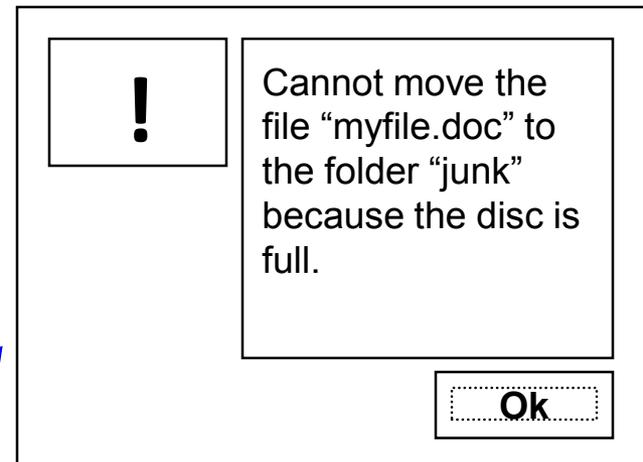
## WALL OF SOUND WEBSITE REDESIGN | WIRE FRAMES



# Template Wireframes



x



✓

Two-level Hierarchy  
•indentation  
•contrast

Logic of organizational  
flow

The screenshot shows a window titled "Grid for Form Type 1". It features a grid-based layout. At the top, there is a "Heading 1" section. Below it, three "Label" entries are aligned vertically on the left, with corresponding form elements: a "Text field", a "Combo1" dropdown, and a "Large multiline text field". At the bottom, there is another "Heading 1" section followed by four "Check box" elements arranged in two columns. "Apply" and "Cancel" buttons are located at the bottom right of the grid.

The screenshot shows a "Note Sender" dialog box. It is organized into sections: "Send to" with "Name" (Saul Greenberg) and "Email" (saul@cpsc.ucalgary.ca) fields; "Message" with a text area containing "Hi Saul", "Lets get together for lunch, Perhaps tomorrow?", and "Judy"; and "Instructions" with a "Type" dropdown (Normal mail), a checked "Include attachments" checkbox, and an unchecked "Carbon copy" checkbox. "Apply" and "Cancel" buttons are at the bottom right.

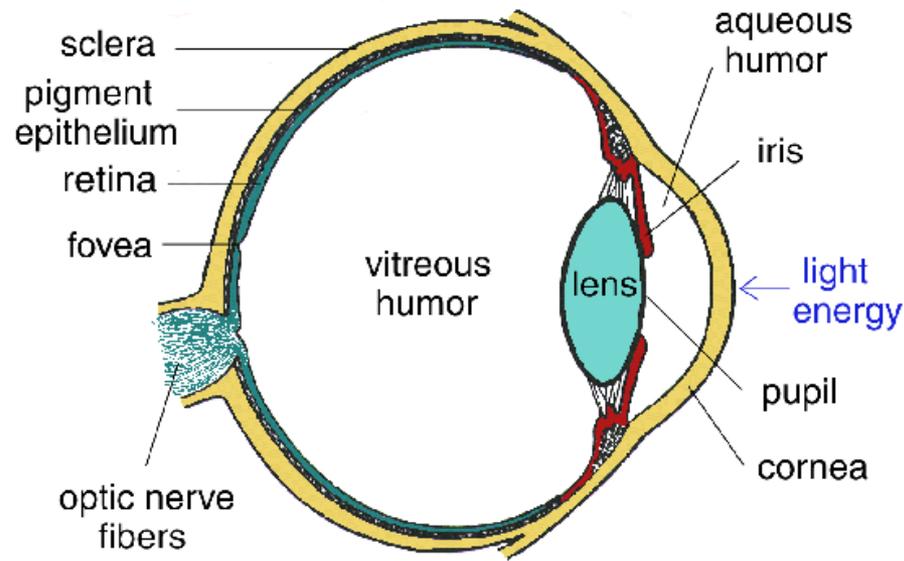


Alignment connects  
visual elements in a  
sequence

Grouping  
by white  
space

# **HUMAN EYES & PERCEPTION**

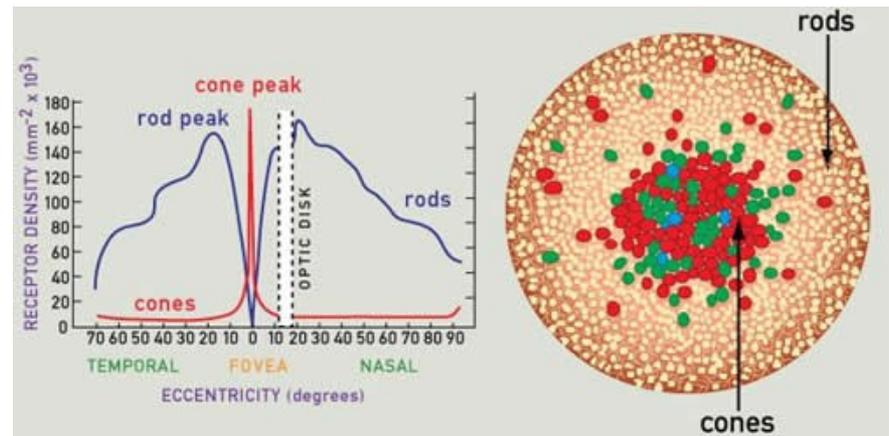
# Human Visual System



- Light passes through lens
- Focused on retina

# Retina

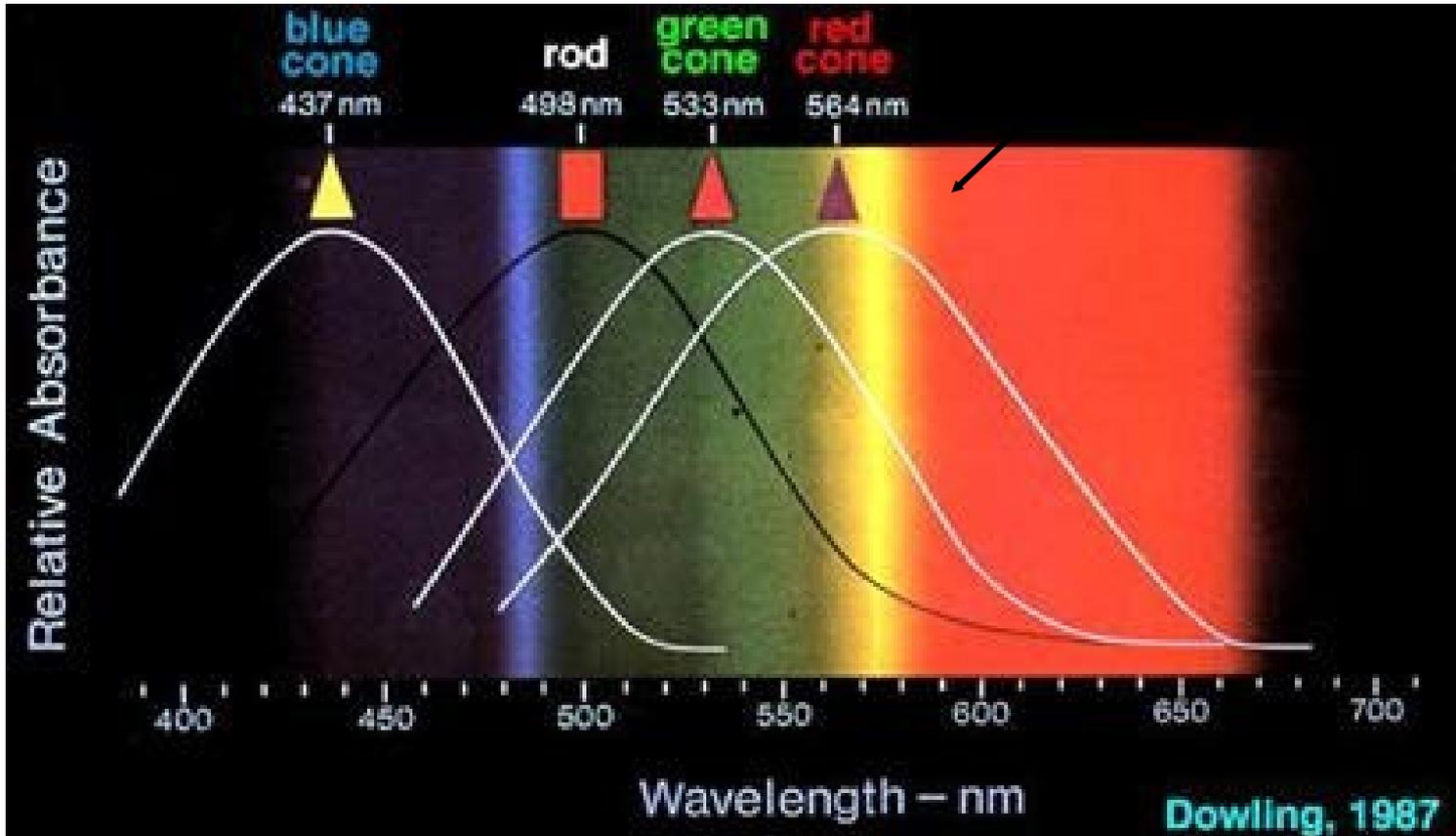
- Retina covered with light-sensitive receptors,
  - rods
    - primarily for night vision & perceiving movement
    - sensitive to broad spectrum of light
    - can't discriminate between colors
    - sense intensity or shades of gray
  - cones
    - used to sense color



# Color Perception via Cones

- “Photopigments” used to sense color
- 3 types: blue, green, “red” (really yellow)
  - each sensitive to different band of spectrum
  - ratio of neural activity of the 3 → color
    - other colors are perceived by combining stimulation

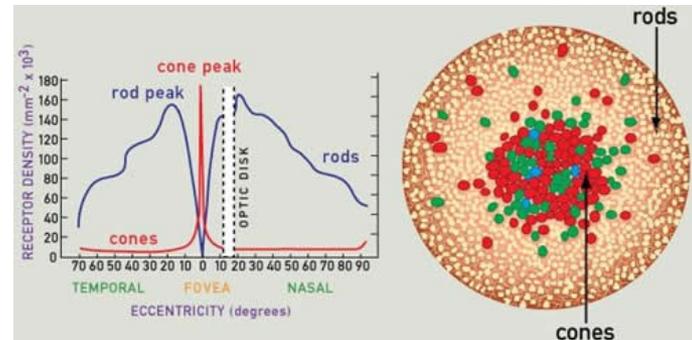
# Color Sensitivity



from <http://insight.med.utah.edu/Webvision/index.html>

# Distribution of Photopigments

- Not distributed evenly – mainly reds (64%) & very few blues (4%)
  - insensitivity to short wavelengths (blue)
- As we age lens yellows & absorbs shorter wavelengths
  - sensitivity to blue is even more reduced
- Implication
  - don't rely on blue for text or small objects!



<http://www.webexhibits.org/causesofcolor/1G.html>

# Color Deficiency

(AKA “color blindness”)

- Trouble discriminating colors
  - besets about 9% of population
- Two main types
  - *different photopigment response* most common
    - reduces capability to discern small color diffs
  - *red-green deficiency* is best known
    - lack of either green or red photopigment → can't discriminate colors dependent on R & G

# Color Deficiency Example

## Add/Update Shipping Information

We found an error while verifying your shipping address.

We've marked the problem in red for you.

### Update the address book of

Required information is marked in **GREEN CAPS**.

[HELP](#) for questions about shipping.

**NICKNAME:**

Please assign a "nickname" for the person you're shipping to.  
You may change or delete this information at any time.

**FIRST NAME:**

**MIDDLE INITIAL:**

**LAST NAME:**

**ADDRESS:**

(International use only)

**CITY:**

**STATE/PROVINCE:**

Includes APO and FPO. Use "Other" if country is not USA or Canada.

**ZIP/POSTAL CODE:**

**COUNTRY:**

**SHIPPING METHOD:**

In the U.S.: [HELP](#)

Standard UPS

(2 business days plus)

International: [HELP](#)

Canada Canada Post

(4-10 business days)

# Protanopia

Add/Update Shipping Information

We found an error while verifying your shipping address.  
We've marked the problem in red for you.

Update the address book of

Required information is marked in GREEN CAPS.

**HELP** for questions about shipping.

NICKNAME:

Please write a "nickname" for the person you're shipping to.  
You may change or delete this information at any time.

FIRST NAME:  MIDDLE INITIAL:

LAST NAME:

ADDRESS:   
  
 (International use only)

CITY:

STATE/PROVINCE:  Includes APO and FPO. Use "Other" if country is not USA or Canada.

ZIP/POSTAL CODE:

COUNTRY:

SHIPPING METHOD:  In the U.S.: **HELP** Standard UPS (2 business days plus)  International: **HELP** Canada Canada Post (4-10 business days)

# Achromatopsia

Add/Update Shipping Information

We found an error while verifying your shipping address.  
We've marked the problem in red for you.

**Update the address book of**

Required information is marked in GREEN CAPS.  
 for questions about shipping.

NICKNAME:

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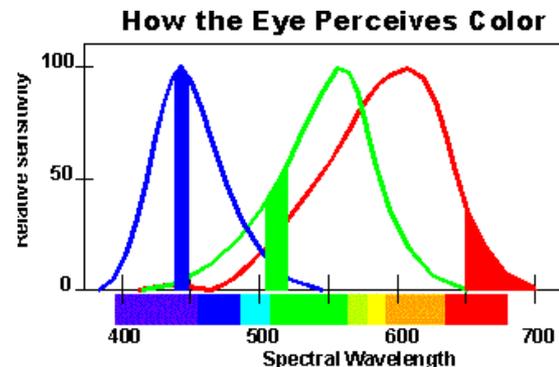
ZIP/POSTAL CODE:

COUNTRY:

SHIPPING METHOD:  **In the U.S.:**  **Standard UPS** (2 business days plus)  
 **International:**  **Canada Canada Post** (4-10 business days)

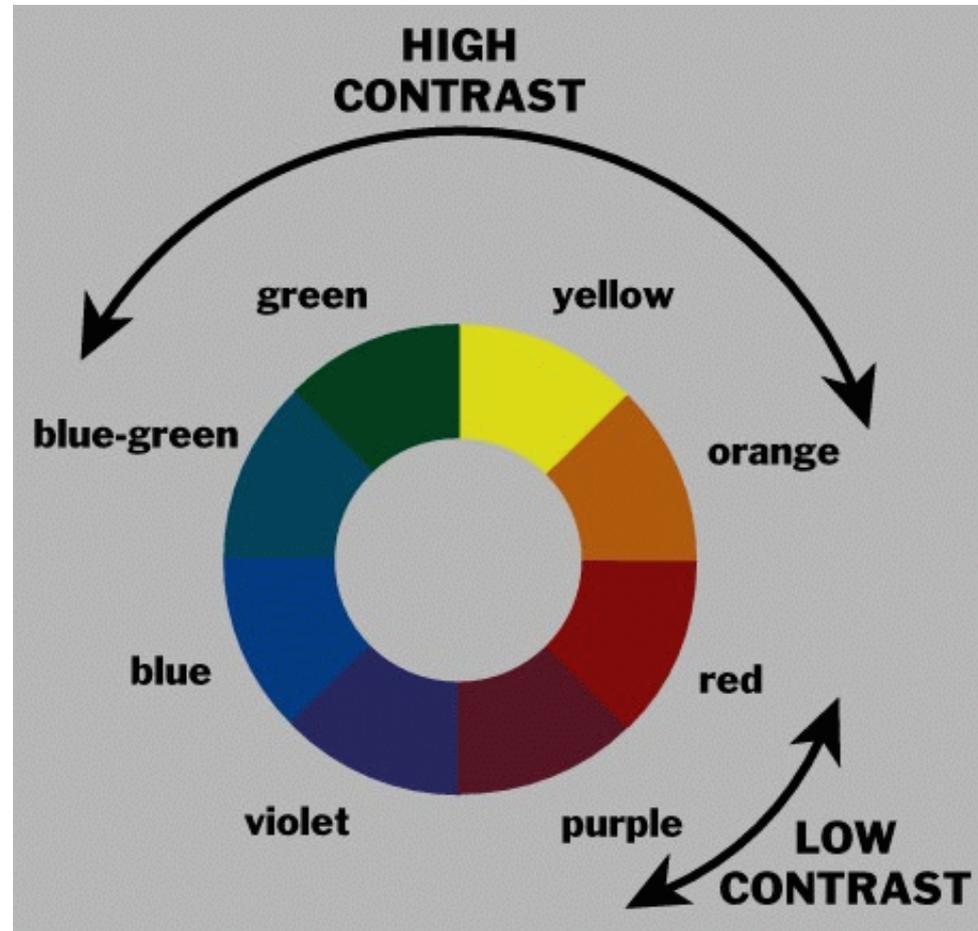
# Color Guidelines

- Avoid simultaneous display of highly saturated, spectrally extreme colors
  - e.g., no cyans/blues at the same time as reds, why?
    - refocusing!
  - desaturated combinations are better → pastels



# Using the Hue Circle

- Pick non-adjacent colors
  - opponent colors go well together
    - (red & green) or (yellow & blue)



# Color Scheme Generators

0 255

RANDOMIZE

COLOR WIZARD

# 01AB56 Enter hex code: # Set

HUE VARIATION

- #00AB00
- #00AB2B
- #01AB56
- #00AB80
- #00ABAB

SATURATION VARIATION

- #00AC56
- #00AC56
- #01AB56
- #1A9156
- #347756

TINT & SHADE VARIATION

- #79FEBC
- #14FD89
- #01AB56
- #004522
- #000000

SUGGESTED COLOR SCHEMES

Monochromatic

- 01AB56
- 00AB1D
- 00AB8E

Analogous

- 14FD89
- 565656
- 000000

Triadic

- 01AB56
- 00AB1D
- 00AB8E

Tetradic

Complimentary

Split Complimentary

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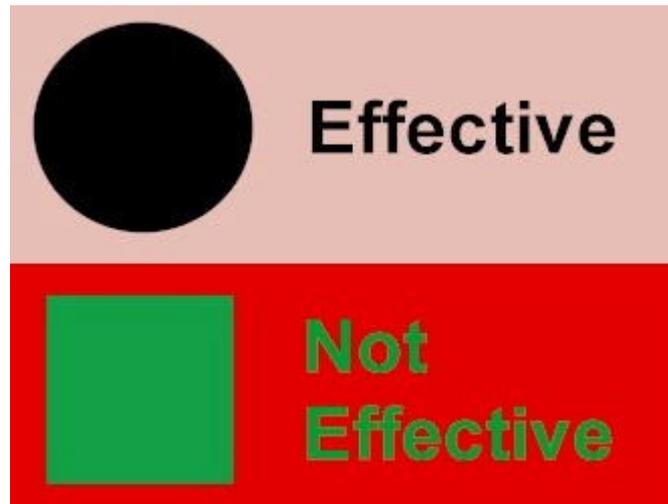
If you find this application useful, please consider a small donation.

DONATE NOW

<http://www.colorsontheweb.com/colorwizard.asp>

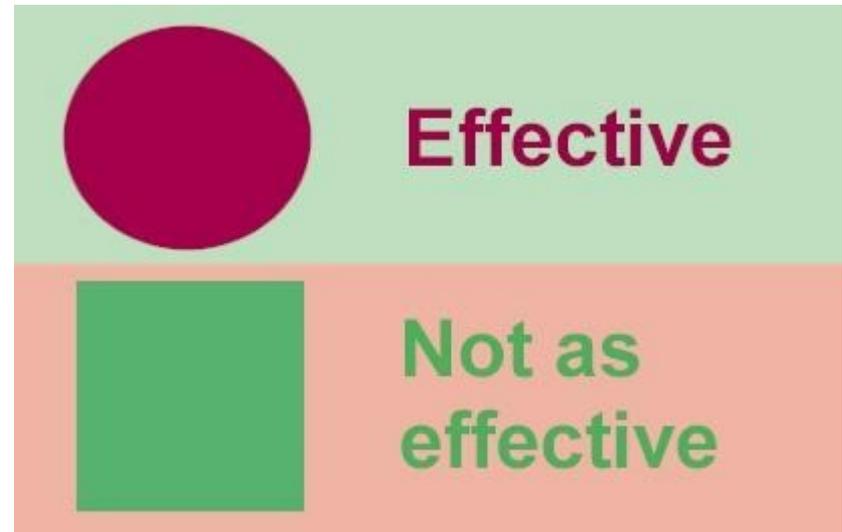
# Increase Contrast

- When in doubt, lighten your light and darken your dark. This helps make interfaces more readable for those with impaired vision.



# More contrast advice

- Contrast dark colors from the bottom half of the circle with light colors from the top.



**The layout of information on the page also impacts how quickly users can find the information they need.**

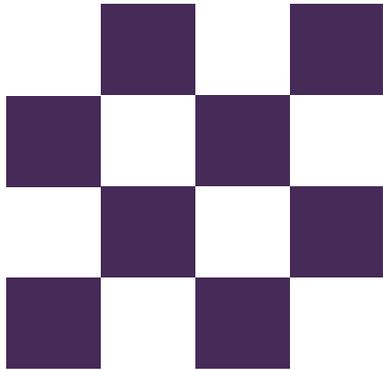
# Color for Grouping

Black Hills Forest Cheyenne River Social Science South San Jose Badlands Park Juvenile Justice	Peters Landing Public Health San Bernardino Moreno Valley Altamonte Springs Peach Tree City	Jefferson Farms Psychophysics Political Science Game Schedule South Addison Cherry Hills	Devlin Hall Positions Hubard Hall Fernadino Beach Council Bluffs Classic Lit
Results and Stats Thousand Oaks Promotions North Palermo Credit Union Wilner Hall	Highland Park Machesney Park Vallecito Mts. Rock Falls Freeport Slaughter Beach	Creative Writing Lake Havasu City Engineering Bldg Sports Studies Lakewood Village Rock Island	Sociology Greek Wallace Hall Concert Tickets Public Radio FM Children's Museum
Performing Arts Italian Coaches Mckees Rocks Glenwood Springs Urban Affairs	Rocky Mountains Latin Pleasant Hills Observatory Public Affairs Heskett Center	Deerfield Beach Arlington Hill Preview Game Richland Hills Experts Guide Neff Hall	Writing Center Theater Auditions Delaware City Scholarships Hendricksville Knights Landing
McLeansboro Experimental Links Graduation Emory Lindquist Clinton Hall San Luis Obispo	Brunswick East Millinocket Women's Studies Vacant News Theatre Candlewood Isle	Grand Wash Cliffs Indian Well Valley Online Courses Lindquist Hall Fisk Hall Los Padres Forest	Modern Literature Studio Arts Hugher Complex Cumberland Flats Central Village Hoffman Estates

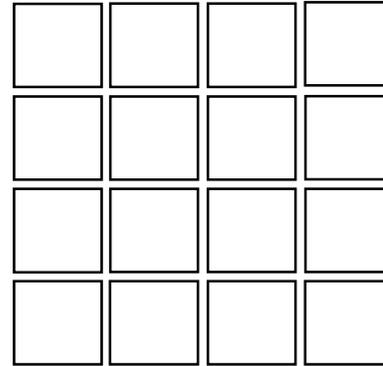
# Lines for Grouping

<p>Black Hills Forest Cheyenne River Social Science South San Jose Badlands Park Juvenile Justice</p>	<p>Peters Landing Public Health San Bernardino Moreno Valley Altamonte Springs Peach Tree City</p>	<p>Jefferson Farms Psychophysics Political Science Game Schedule South Addison Cherry Hills</p>	<p>Devlin Hall Positions Hubard Hall Fernadino Beach Council Bluffs Classic Lit</p>
<p>Results and Stats Thousand Oaks Promotions North Palermo Credit Union Wilner Hall</p>	<p>Highland Park Machesney Park Vallecito Mts. Rock Falls Freeport Slaughter Beach</p>	<p>Creative Writing Lake Havasu City Engineering Bldg Sports Studies Lakewood Village Rock Island</p>	<p>Sociology Greek Wallace Hall Concert Tickets Public Radio FM Children's Museum</p>
<p>Performing Arts Italian Coaches Mckees Rocks Glenwood Springs Urban Affairs</p>	<p>Rocky Mountains Latin Pleasant Hills Observatory Public Affairs Heskett Center</p>	<p>Deerfield Beach Arlington Hill Preview Game Richland Hills Experts Guide Neff Hall</p>	<p>Writing Center Theater Auditions Delaware City Scholarships Hendricksville Knights Landing</p>
<p>McLeansboro Experimental Links Graduation Emory Lindquist Clinton Hall San Luis Obispo</p>	<p>Brunswick East Millinocket Women's Studies Vacant News Theatre Candlewood Isle</p>	<p>Grand Wash Cliffs Indian Well Valley Online Courses Lindquist Hall Fisk Hall Los Padres Forest</p>	<p>Modern Literature Studio Arts Hugher Complex Cumberland Flats Central Village Hoffman Estates</p>

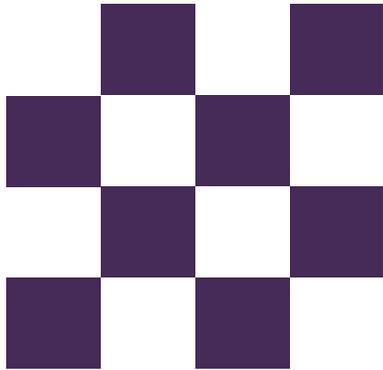
# Which is faster?



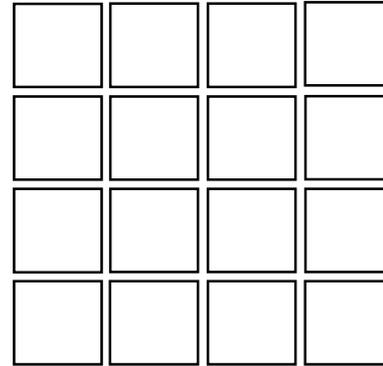
**vs.**



# Which is faster?



**vs.**



**It takes people more time to find a specific item in the colored display case than in the boxed display case.**

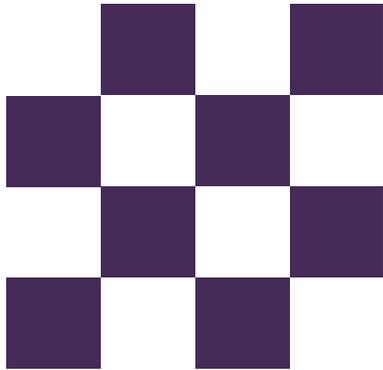
# Focus

- Different wavelengths of light focused at different distances behind eye's lens
  - need for constant refocusing → ?
    - causes fatigue
  - be careful about color combinations
- Pure (saturated) colors require more focusing than less pure (desaturated)
  - don't use saturated colors in UIs unless you really need something to stand out (stop sign)

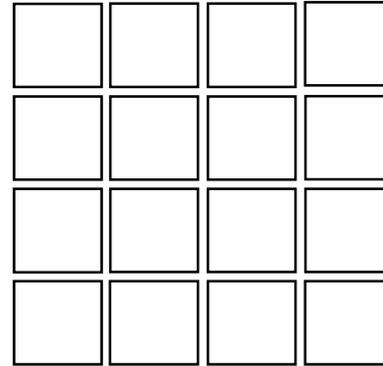
# Importance?

- Do not interpret that as “always use boxes”
- Instead, use it as concrete example that layout does matter and that you need to pay attention.

# Which is faster?



vs.



**If a display choice has the potential to significantly impact user performance, run a quick experiment.**

# When in doubt...

- Run a quick test:
  - Create two (or more but don't go crazy) alternative designs
  - Ask people to locate particular elements of the interface
  - Time them
- This *\*will not\** tell you that your logical structure makes sense, but it can help you to decide on a layout.

# Useful Resources

## Color Choice

- <http://colorschemedesigner.com/>
- <http://www.colorschemer.com/online.html>
- <http://kuler.adobe.com/>

## Font Choice

- <http://morganelye.com/?p=433>
- <http://www.will-harris.com/fontpair-d-i.htm>
- <http://www.smashingmagazine.com/2009/04/03/8-simple-ways-to-improve-typography-in-your-designs/>