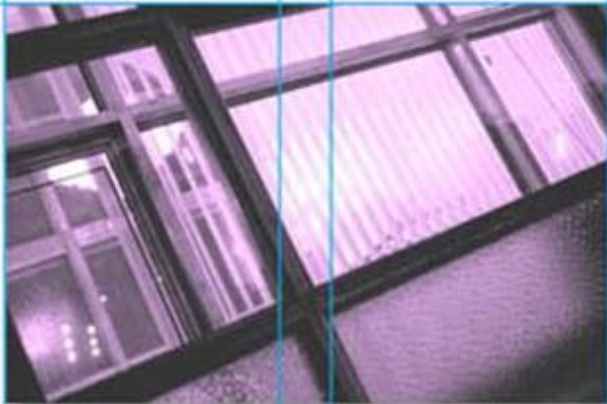


# Basics of Visual Design

(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> <div><div>Contents</div><div><ul style="list-style-type: none"><li>1 History</li><li>1.1 Antecedents</li><li>1.2 Evolution of the modern grid</li><li>1.3 Reaction and reassessment</li><li>2 References</li></ul></div></div> <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 <a href="#">Max Bill</a>, <a href="#">Gerrit Rutten</a>, and <a href="#">Josef Müller-Brockmann</a>, influenced by the modernist ideas of <a href="#">Jan Tschichold</a> (<i>Die Neue Typographie</i> [The New Typography]), 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 coherency 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



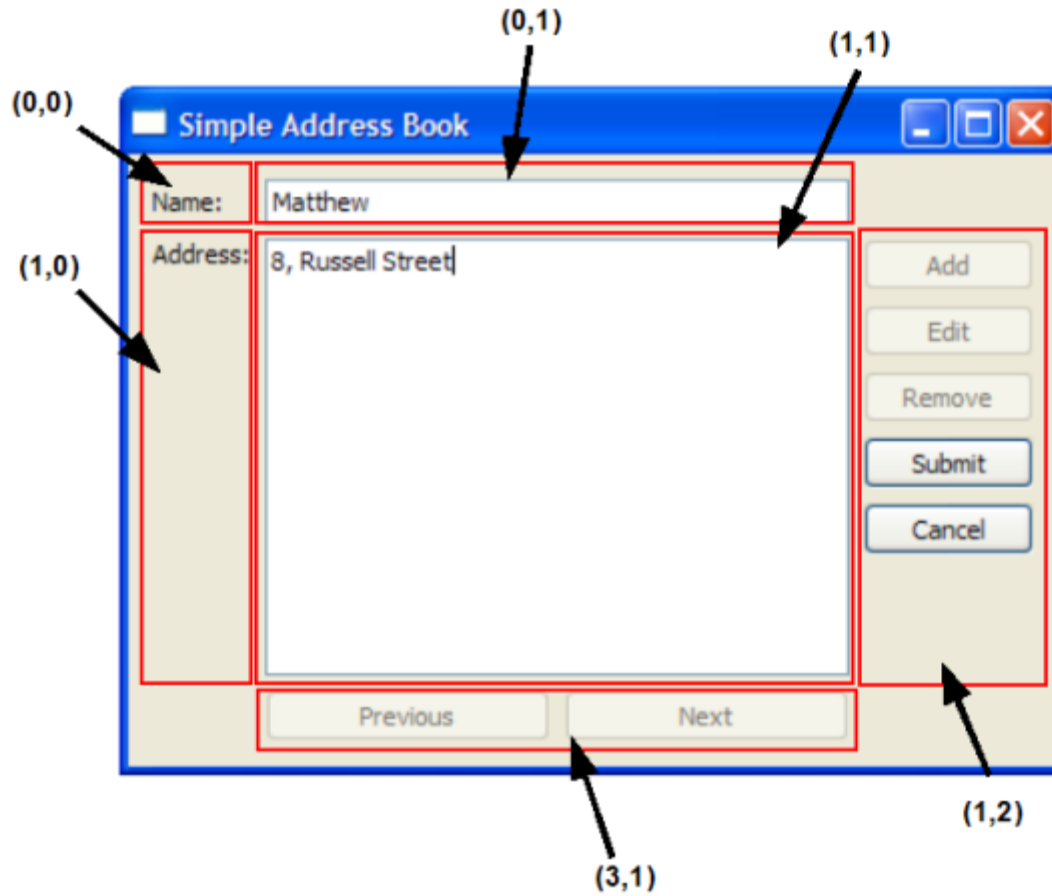
# Layout



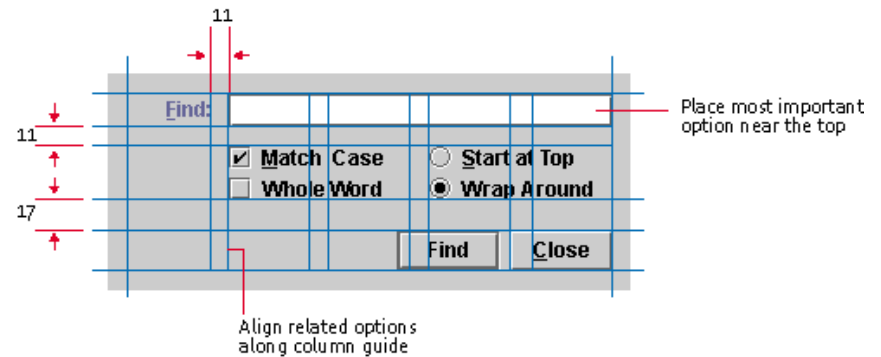
# Layout



# Qt Designer



# Swing GridBagLayout



**WHITESPACE**

# Legibility

Dmitriy Vyacheslavovich Klovov (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.

Klovov was born in Balashikha, Moscow Oblast.[2] He is the son of World Champion Vyacheslav Klovov, 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]

Klovov 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]

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

Klovov 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).

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

# Legibility

Dmitriy Vyacheslavovich Klovov (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.

Klovov was born in Balashikha, Moscow Oblast.[2] He is the son of World Champion Vyacheslav Klovov, 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]

Klovov 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]

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

Klovov 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).

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

# 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

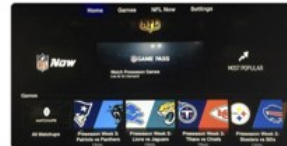
smitten kitchen 2

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 Constone / 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 ...

**craigslist**

post to classifieds  
my account

search craigslist  
search

**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 st  
craigslist open source  
craigslist blog  
best-of-craigslist  
craigslist TV  
"craigslist joe"  
craig connects

**community**

- activities
- artists
- childcare
- classes
- events
- general
- groups
- local news
- lost+found
- musicians
- pets
- politics
- rideshare
- volunteers

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

**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+hihi
- 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
- skill'd trade
- sm 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
- tippecanoe
- 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 screenshot shows the eBay checkout process. A modal titled "Change shipping address" is open, allowing the user to update their shipping information. The modal includes fields for Country or region (set to United States), Contact Name, Street address, Street address 2, City, State, ZIP code, and Phone number. A "Ship to this address" button is at the bottom of the modal. The background shows the checkout summary with a total of \$0.99 and a "Continue" button.

ebay

You're almost done! Until you complete checkout, another eBay user may buy this item.

How do you like our new checkout?  
Tell us what you think

Checkout: Review

Ship to

Canada  
[ Change shipping address ]

Silver, #0, 28mm, 1 1/2"

Economy Intl Shipping  
Est. delivery between W

Add a donation to Iraq  
Help veterans and fami

Total: **\$0.99**  
Buy Money Back Guarantee  
PayPal to complete your purchase  
Continue  
e your future purchases on  
ing PayPal. read more  
e my future purchases.

**Change shipping address**

Add a new address

Country or region United States

Contact Name

Street address

Street address 2

City

State

ZIP code

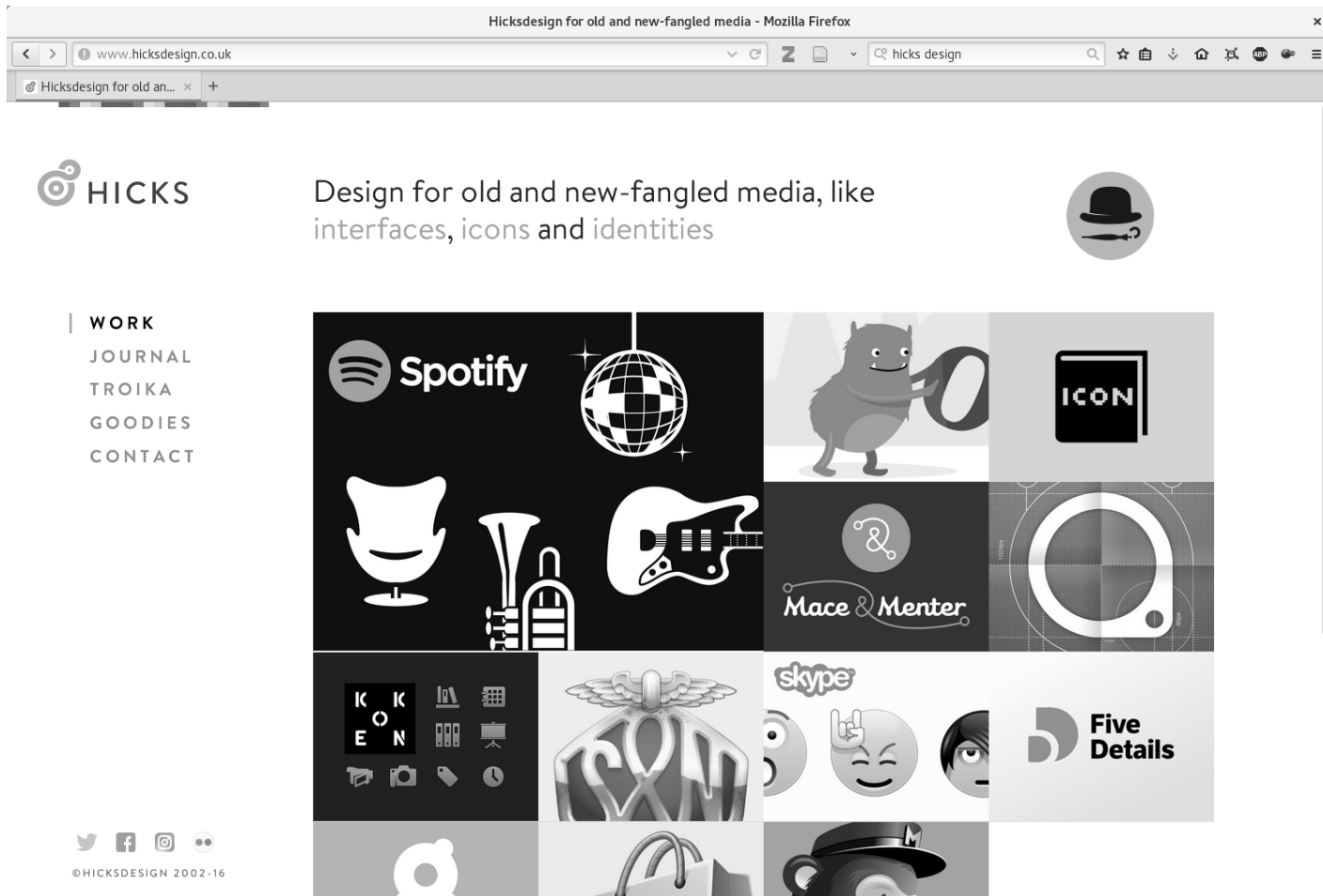
Phone number ( ) - ext:

This is your default shipping address

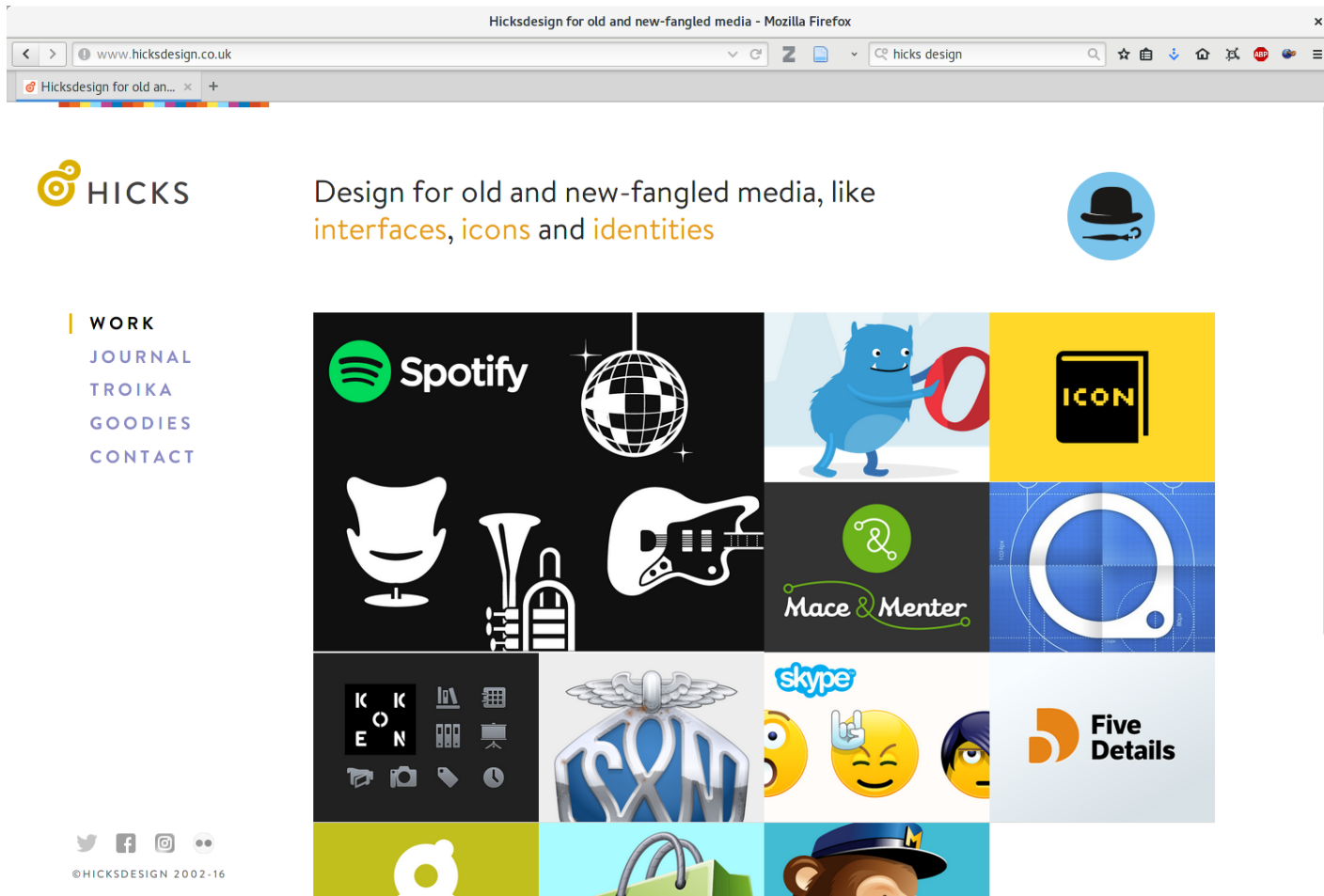
Ship to this address

**COLOR**

# Design in Grayscale



# Design in Grayscale



# Keep the Luminance



| WORK  
JOURNAL  
TROIKA  
GOODIES  
CONTACT



©HICKSDESIGN 2002-16



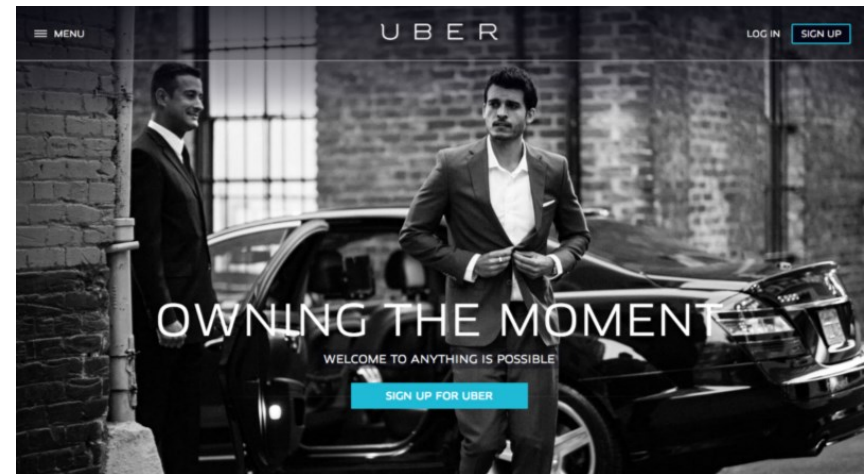
| WORK  
JOURNAL  
TROIKA  
GOODIES  
CONTACT



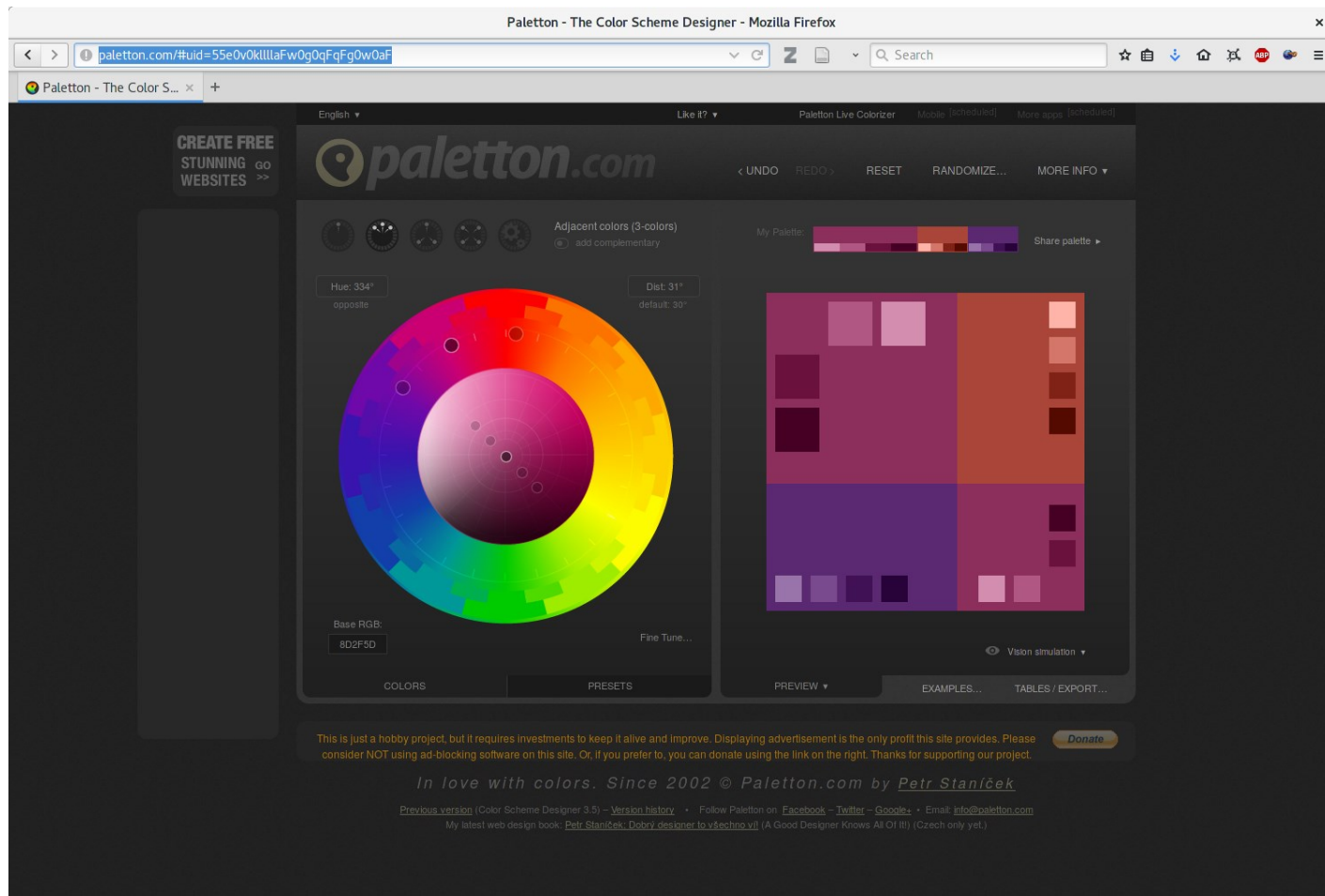
©HICKSDESIGN 2002-16

# Advice

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

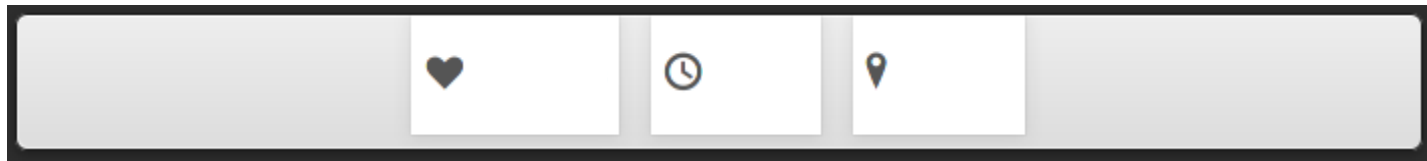


# Choosing Colors



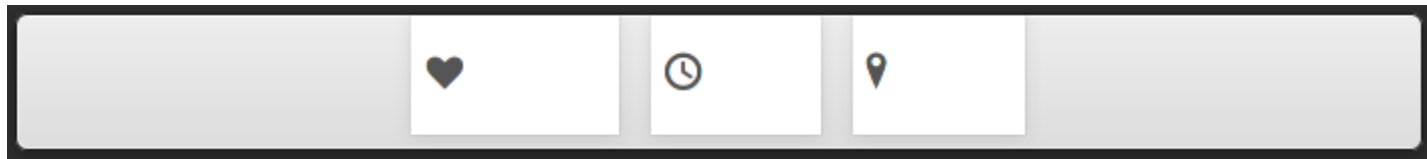
# ICONS

# What does it mean?



# What does it mean?

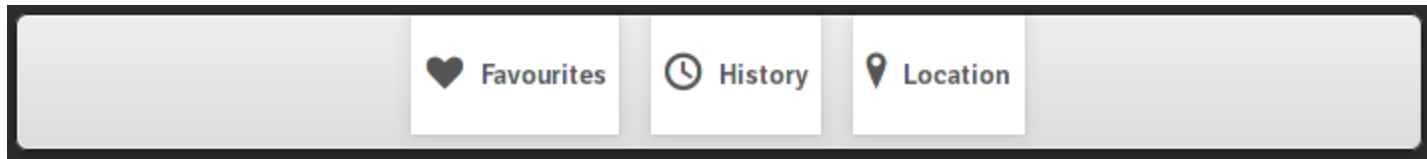
Time?  
Set Clock Time?  
Set Alarm?  
New Meeting?



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

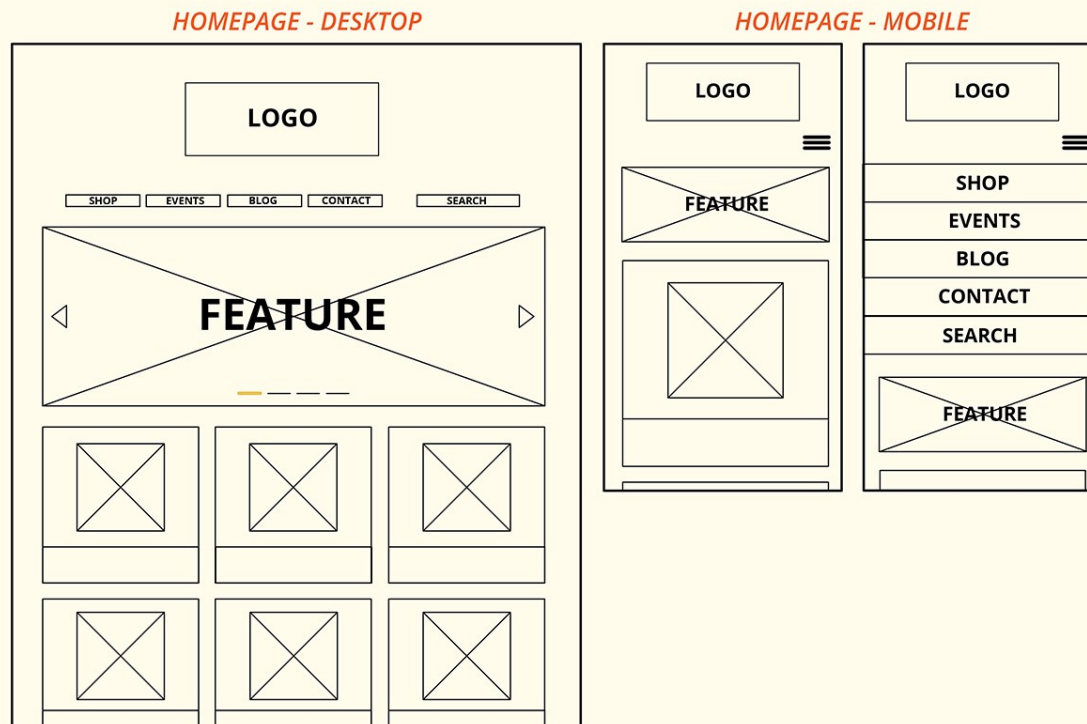
- groups related elements
- separates unrelated ones

# Process

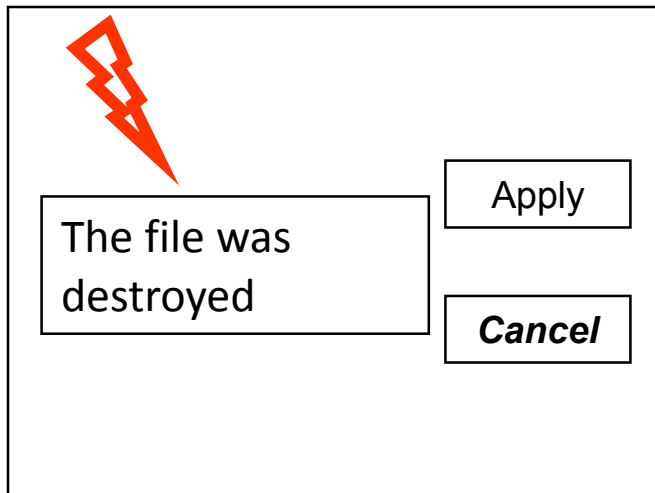
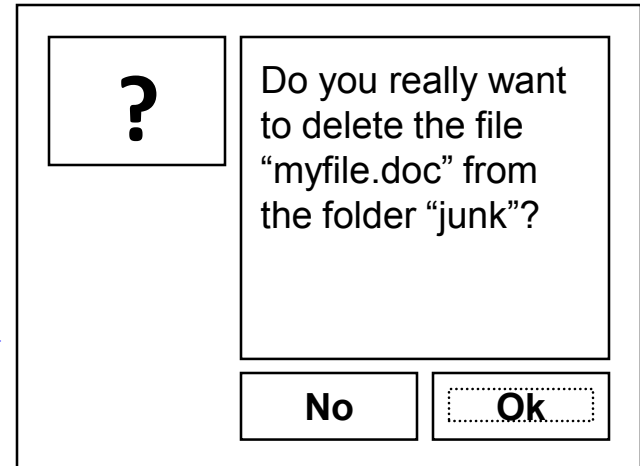
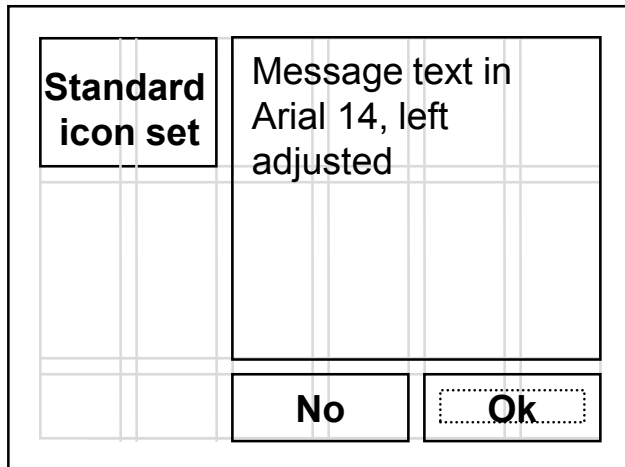
1. Establish groups of related items
2. Are there things that have limited/no utility? Get rid of them.
3. Of the remaining stuff, what's most important? What do you want users to see first, second, third, etc?
4. Start sketching a variety of different possible layouts keeping CRAP ideas in mind. Less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

# Wireframing

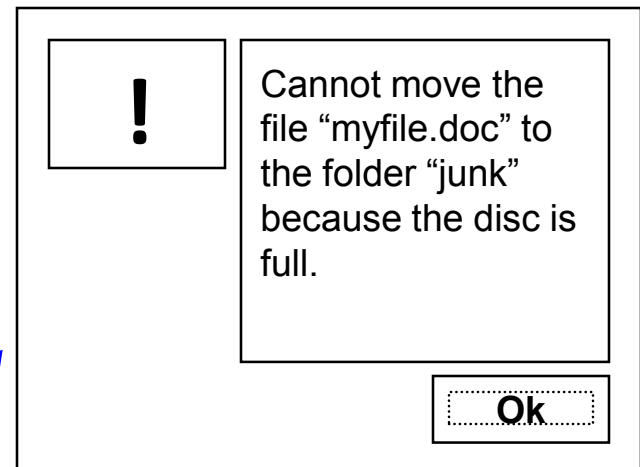
## WALL OF SOUND WEBSITE REDESIGN | WIRE FRAMES



# Template Wireframes



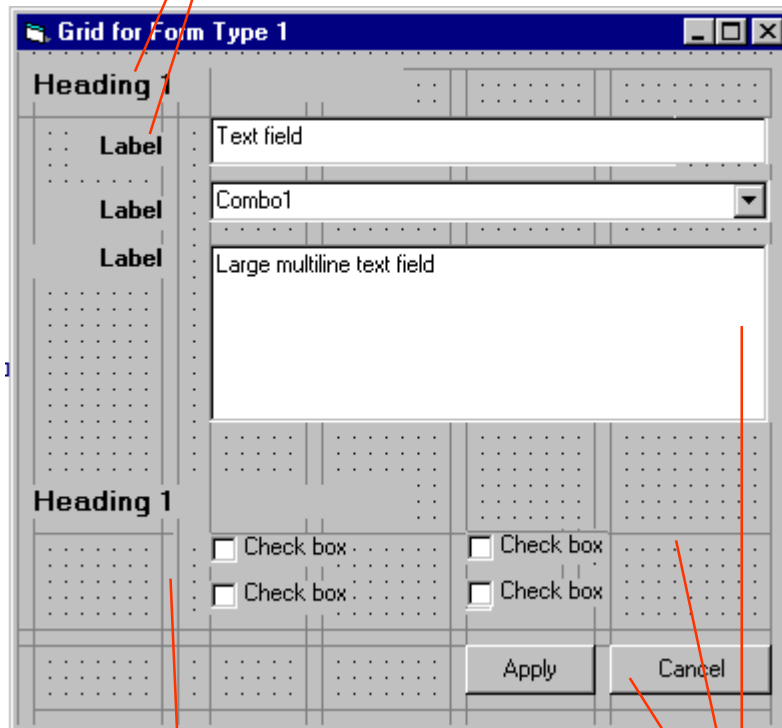
x



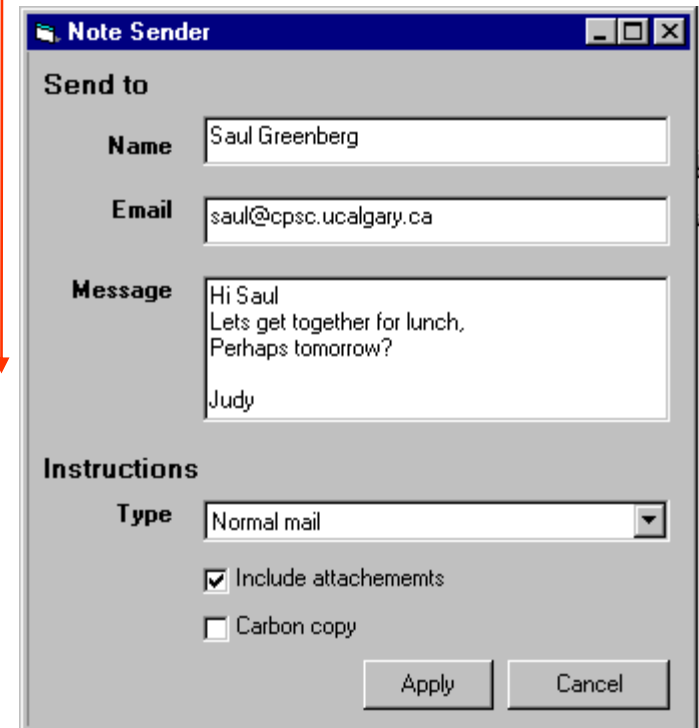
✓

Two-level Hierarchy  
•indentation  
•contrast

Logic of organizational  
flow



A screenshot of a software window titled "Grid for Form Type 1". The window contains a grid of form elements. At the top, there is a section labeled "Heading 1". Below it, there are three rows, each starting with a "Label" and followed by a form field: "Text field", "Combo1", and "Large multiline text field". Below these, there is another section labeled "Heading 1". Under this heading, there are four "Check box" elements arranged in a 2x2 grid. At the bottom right of the grid, there are "Apply" and "Cancel" buttons. Red lines connect the "Two-level Hierarchy" text to the "Heading 1" sections and the "Check box" elements. A red arrow points from the "Grid for Form Type 1" window to the "Note Sender" window.



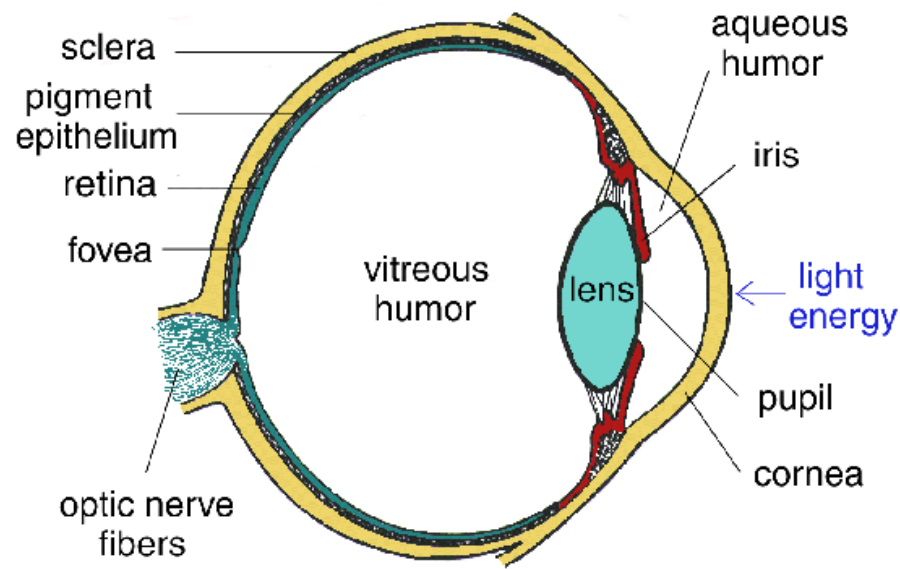
A screenshot of a software window titled "Note Sender". The window contains a form with the following sections: "Send to" with "Name" (Saul Greenberg) and "Email" (saul@cpsc.ucalgary.ca) fields; "Message" with a text area containing "Hi Saul", "Lets get together for lunch,", "Perhaps tomorrow?", and "Judy"; and "Instructions" with a "Type" dropdown (Normal mail), a checked "Include attachemnts" checkbox, and an unchecked "Carbon copy" checkbox. "Apply" and "Cancel" buttons are at the bottom right. A red arrow points from the "Grid for Form Type 1" window to this "Note Sender" window.

Alignment connects  
visual elements in a  
sequence

Grouping  
by white  
space

# **HUMAN EYES & PERCEPTION**

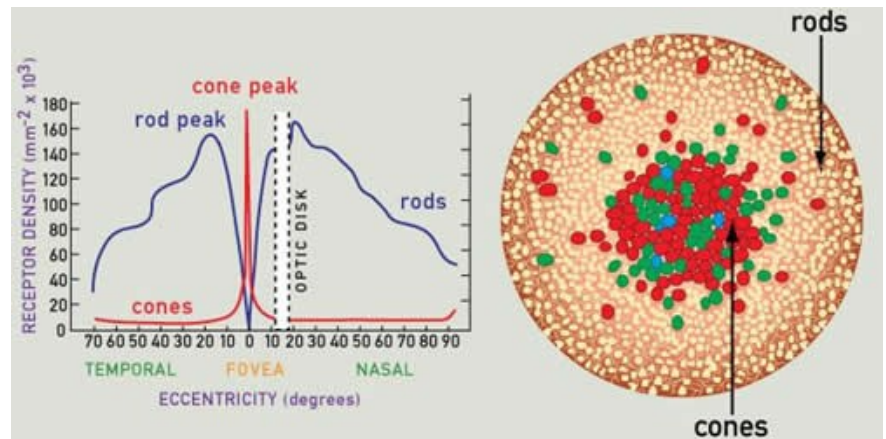
# Human Visual System



- Light passes through lens
- Focused on retina

# Retina

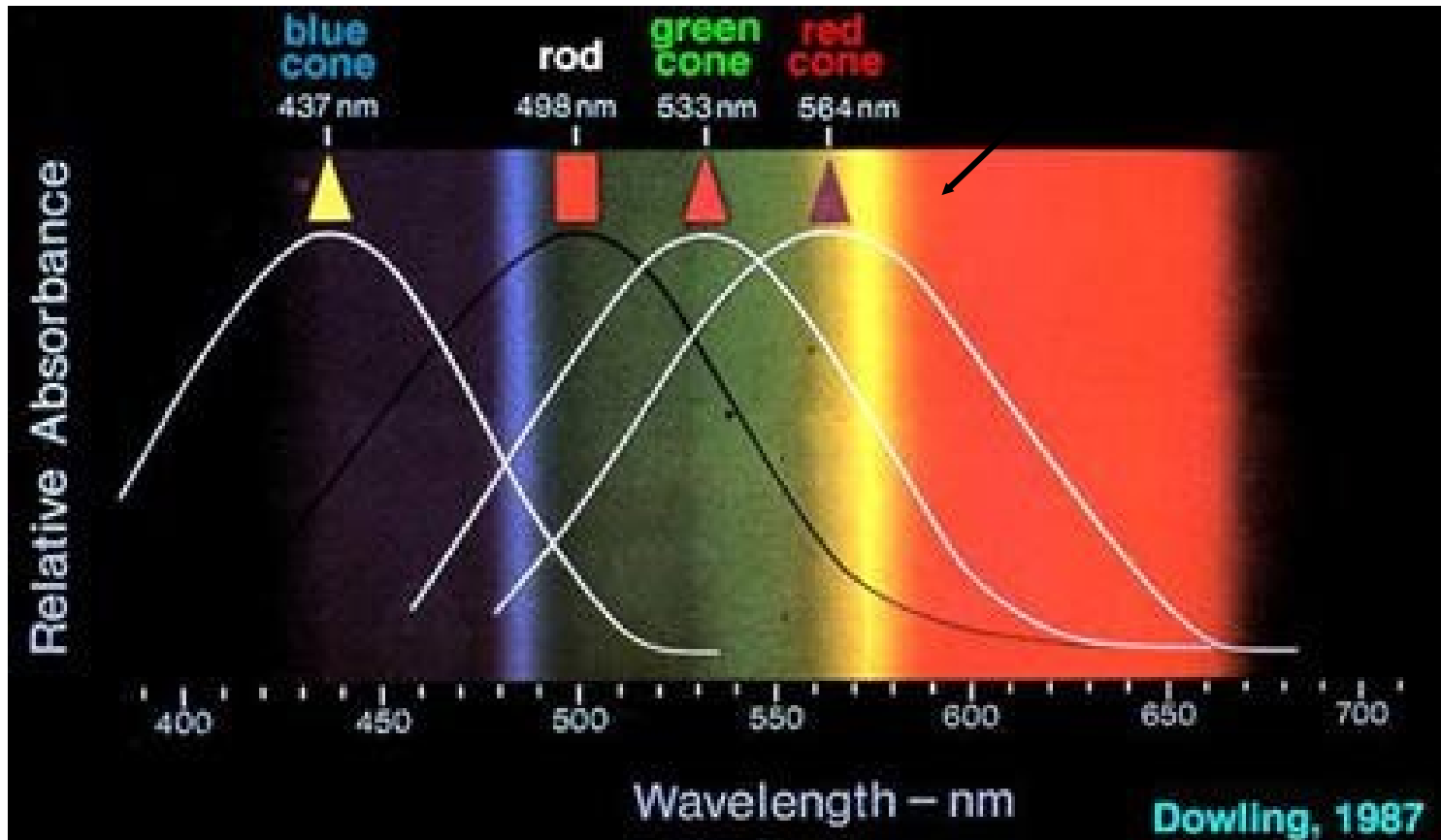
- Retina covered with light-sensitive receptors?
  - rods
    - primarily for night vision & perceiving movement
    - sensitive to broad spectrum of light
    - can't discriminate between colors
    - sense intensity or shades of gray
  - cones
    - used to sense color



# 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

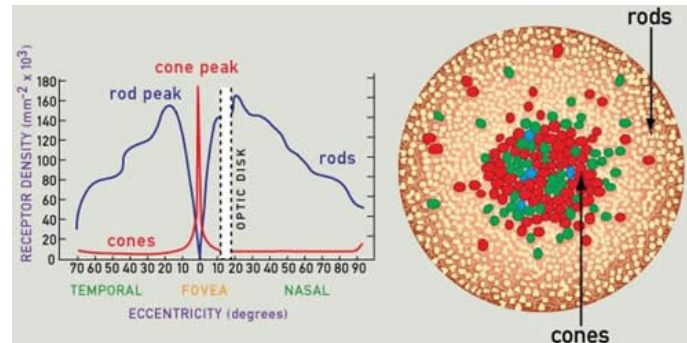
# Color Sensitivity



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!



# 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:**

MYSELF

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

**FIRST NAME:**

DOUGLAS

**MIDDLE INITIAL:**

**LAST NAME:**

**ADDRESS:**

245 SAN JOSE RD

(International use only)

**CITY:**

LOS GATOS

**STATE/PROVINCE:**

California

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

**ZIP/POSTAL  
CODE:**

95333

**COUNTRY:**

Select a 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 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.:** ☒ **Standard UPS** (2 business days plus)  
☐ **Canada Canada Post** (4-10 business days)

**International:** ☐ **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:

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:

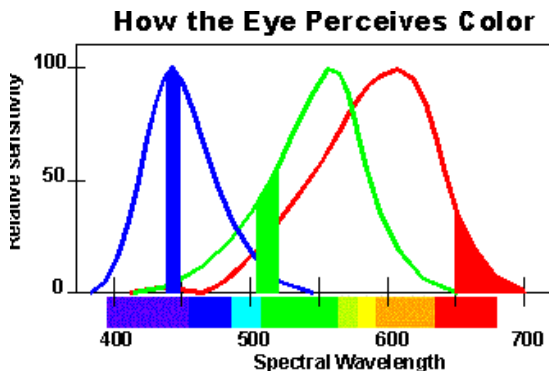
COUNTRY:

SHIPPING METHOD: ☒ **In the U.S.: **  
**Standard UPS**  
(2 business days plus)

☐ **International: **  
**Canada Canada Post**  
(4-10 business days)

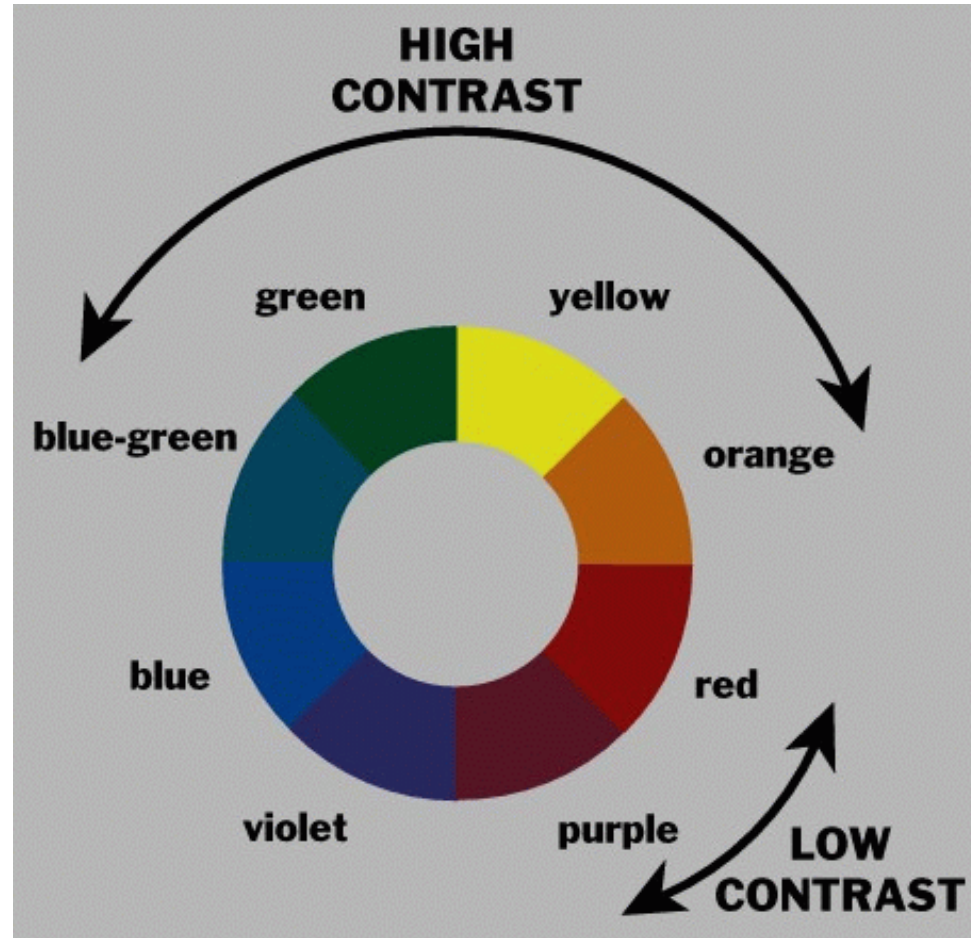
# Color Guidelines

- 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

The screenshot shows the 'COLOR WIZARD' interface. At the top, there are three sliders for Red, Green, and Blue, with a 'RANDOMIZE' button and a 'Set' button. Below these are three panels: 'HUE VARIATION' with a list of color swatches and hex codes, 'SATURATION VARIATION' with a list of color swatches and hex codes, and 'TINT & SHADE VARIATION' with a list of color swatches and hex codes. A color wheel is on the left, and a 'SUGGESTED COLOR SCHEMES' section on the right shows a grid of color combinations. The bottom of the interface includes a logo for 'COLORS ON THE WEB', a website URL, a copyright notice, and a 'DONATE NOW' button.

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

	#79FEBF
	#14FD89
	#01AB56
	#004522
	#000000

SUGGESTED COLOR SCHEMES

01AB56	00AB1D	00AB8E
14FD89	565656	000000

Monochromatic Analogous Triadic Tetradic Complimentary Split Complimentary

BASE ANALOGOUS TRIAD SPLIT COMPLIMENTARY

COLORS ON THE WEB www.ColorsOnTheWeb.com

2000-2006 © Donald Johansson • All Rights Reserved

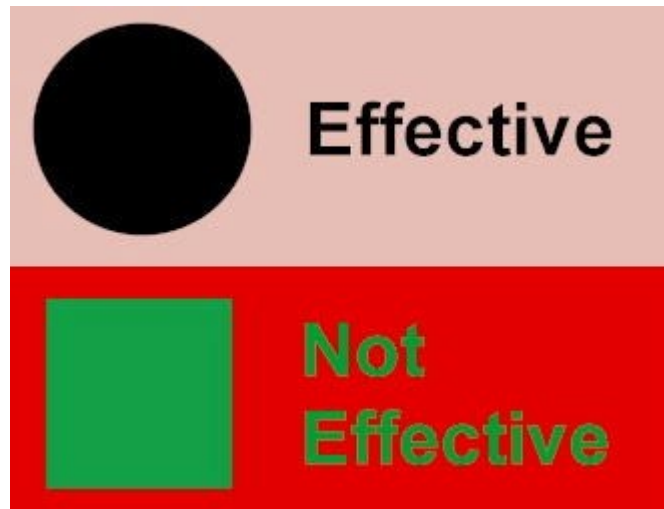
If you find this application useful, please consider a small donation.

DONATE NOW

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

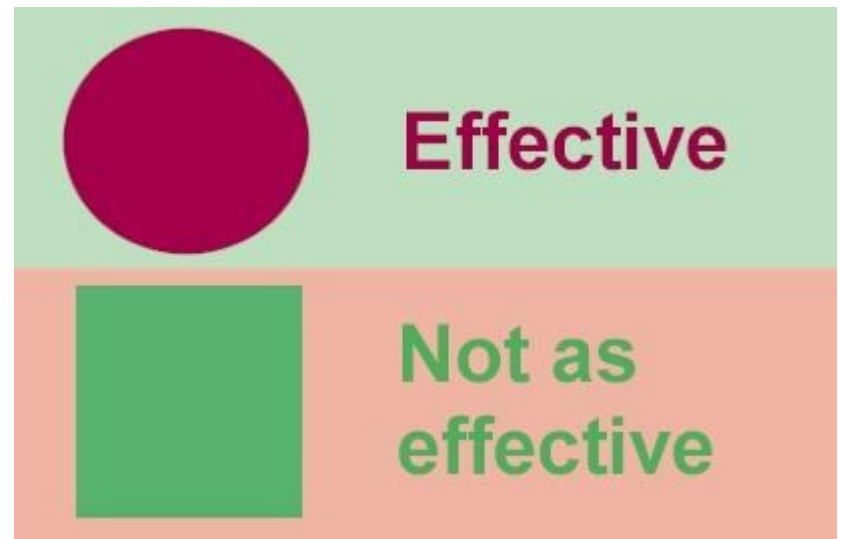
# Increase Contrast

- 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.**

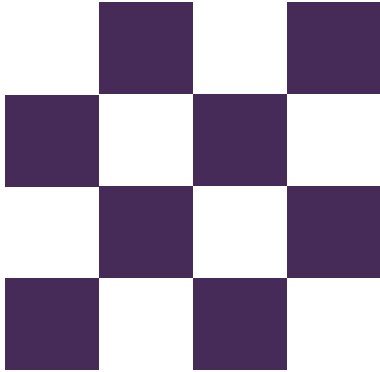
# Color for Grouping

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

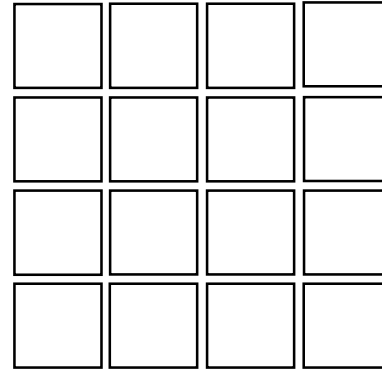
# Lines for Grouping

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

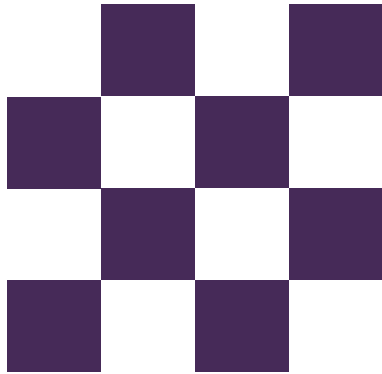
# Which is faster?



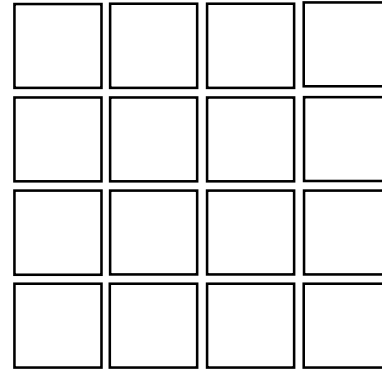
**vs.**



# 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.**

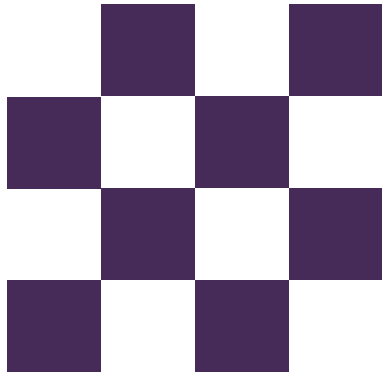
# Focus

- 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)

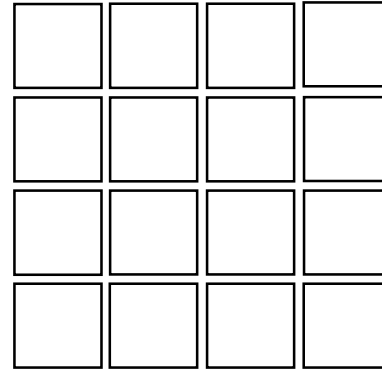
# Importance?

- 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/>