



# DIT045 H17 Requirements and User Experience

## UX Design Patterns part 2

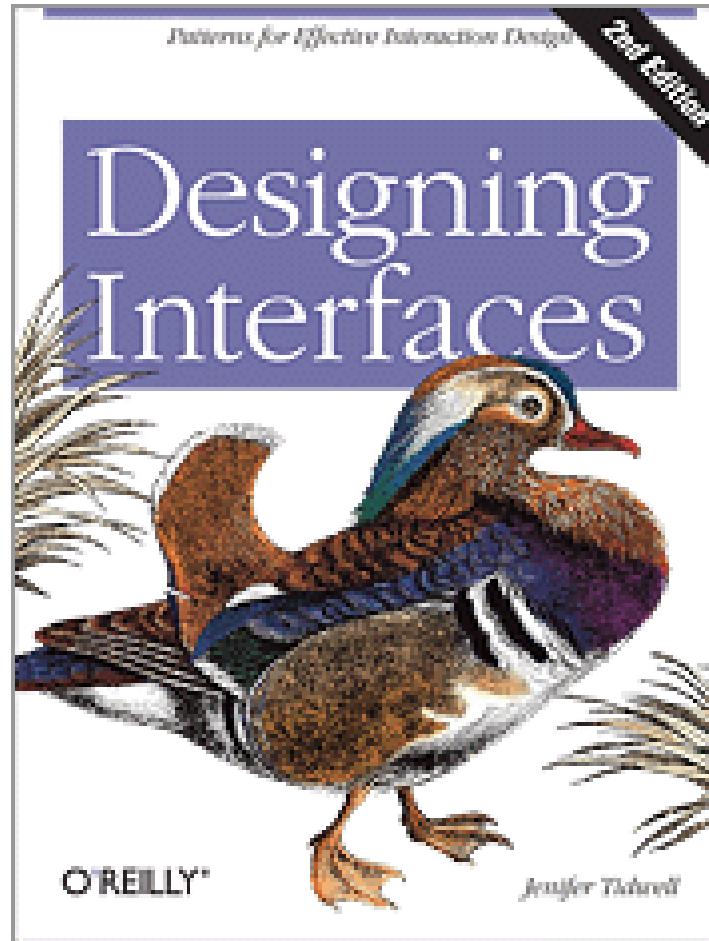
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# UX Design Patterns

- Toolbox for interface designers



# Book Outline

- Organizing the Content: Information Architecture and Application Structure
  - Getting Around: Navigation, Signposts, and Wayfinding
  - Organizing the Page: Layout of Page Elements
  - Lists of Things
  - **Doing Things: Actions and Commands**
  - Showing Complex Data: Trees, Charts, and Other Information Graphics
  - Getting Input from Users: Forms and Controls
  - Using Social Media
  - Going Mobile
  - Making It Look Good: Visual Style and Aesthetics
- Won't go through all patterns!
- This would take a long time.
- Will pick a few examples for each section for illustration.
- The rest you should look at on your own and consider using in your assignments.

# Doing Things: Actions and Commands

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- Other chapters devoted to nouns, this one to verbs
- Lots of action-based interface items are standard:
  - Buttons
  - Menu bars
  - Pop-up menus
  - Drop-down menus
  - Toolbars
  - Links
  - Action panels
  - Hover tools
- Some are more creative:
  - Clickable icons
  - Clickable text that doesn't look like a button
  - Something that reacts when the mouse pointer rolls over it
  - Some object that looks like it may be manipulated by the user
- How much creativity can you get away with before the application becomes too hard to figure out?

# Affordances

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- When an object looks like it might let you do something, such as click it or drag it, we say it “affords” performing that action.
  - Traditional raised-edge buttons afford pushing;
  - a slider thumb affords dragging;
  - a text field affords typing;
  - a blue underlined word affords clicking.
- Use affordances well:
  - Follow conventions whenever possible. Reuse UI concepts and controls that people already know, such as the volume sliders in the example.
  - Use pseudo-3D shading and drop shadows to make things look “raised.”
  - When the mouse pointer hovers over items that can be clicked or dragged, turn the pointer into something different, such as a finger or a hand.
  - Use tool tips, or some other descriptive text, to tell the user what the objects under the mouse pointer do.
    - If you don’t need them, that’s great—you have a self-describing design—but many users expect tool tips anyway.

# Actions Patterns

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1. Button Groups
2. Hover Tools
3. Action Panel
4. Prominent “Done” Button
5. Smart Menu Items
6. Preview
7. Progress Indicator
8. Cancelability
9. Multi-Level Undo
10. Command History
11. Macros

# Hover Tools

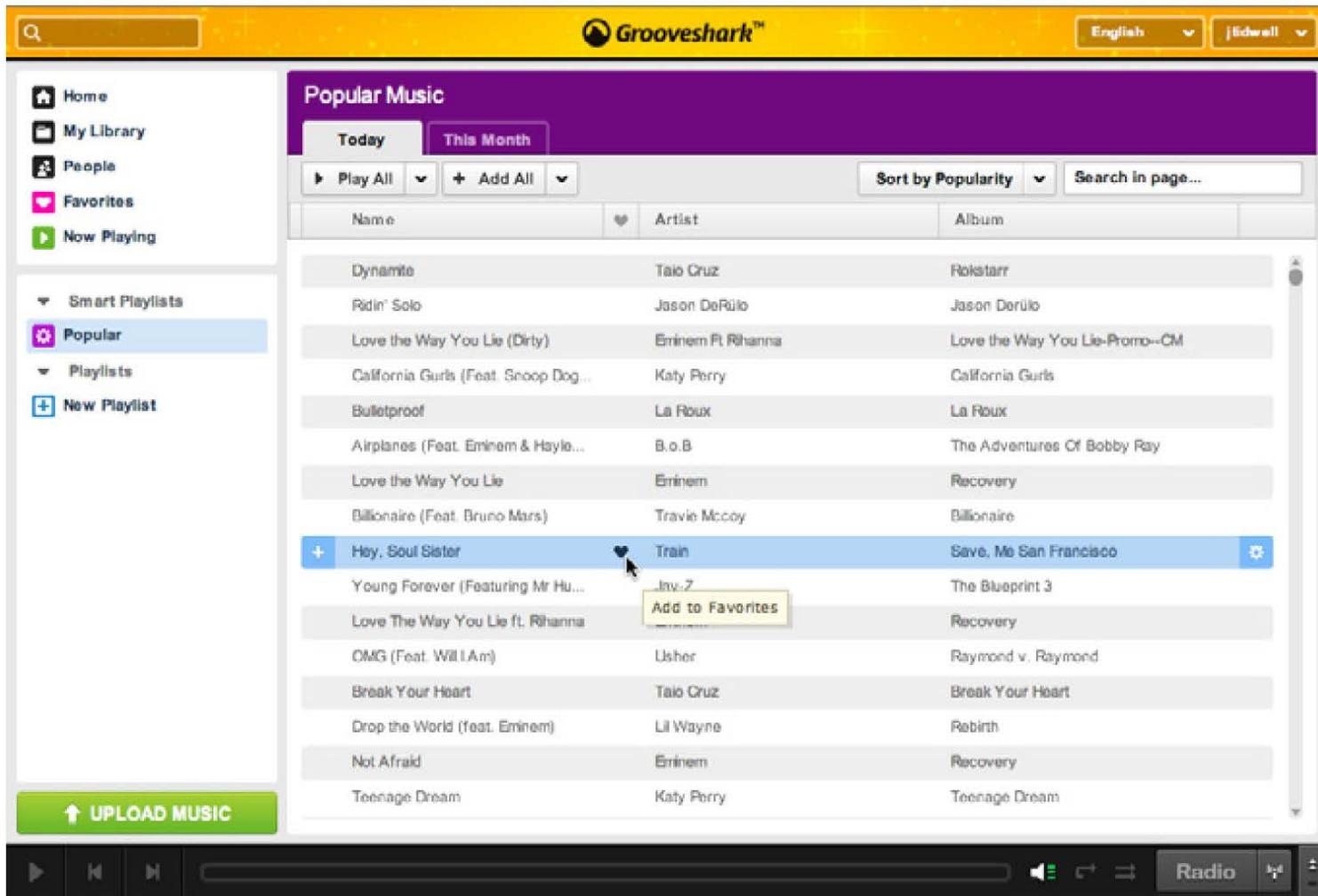


Figure 6-7. Grooveshark

# Button Groups

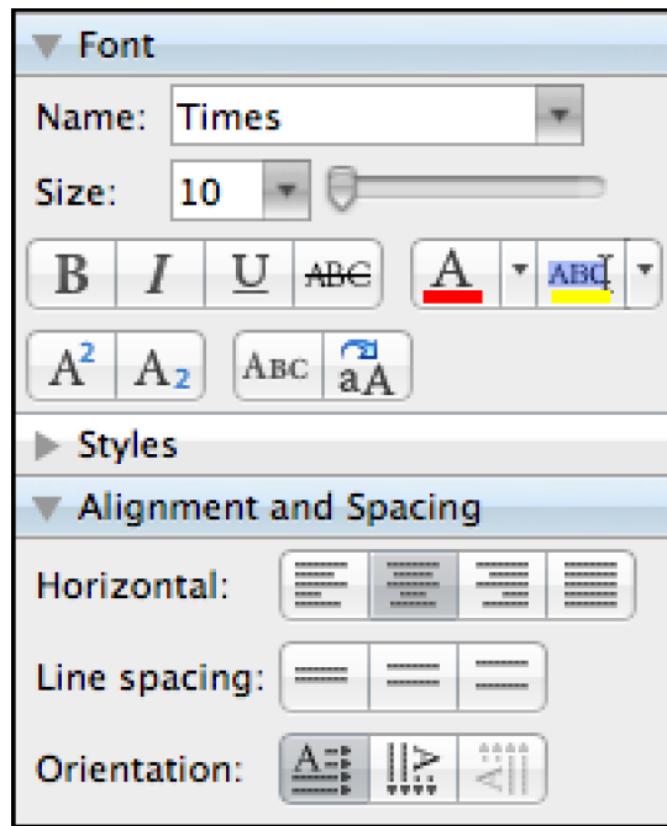


Figure 6-4. Microsoft Word and Adobe Flash Builder

# Button Groups

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- **What:** Present related actions as a small cluster of buttons, aligned and with similar graphic treatments.
- **Use When:** There are many actions on the interface, you want to organize them to make them easy to understand and use
- **Why:** make an interface self-describing
  - Well-defined clusters of buttons are easy to pick out of a complex layout
  - Use Gestalt principles
- **How:**
  - Make and label a group of buttons, pick clear label
  - Buttons should be the same style, unless one is more important
- **Related Patterns:** ?

# Hover Tools

The screenshot displays a vertical list of four tweets:

- google** New! Google Earth 1.1 for Android lets you tour the oceans. Runs on most 2.1+ devices. <http://bit.ly/9jLOWd>  
about 1 hour ago via bitly
- CNN** Dr. @sanjayguptaCNN and his producer @DanielleCNN are en route to #Pakistan to cover the floods. Follow them for on the ground updates.  
about 1 hour ago via txt
- npr** [nprnews](#) Telling Their Stories <http://n.pr/bSTA0o> via @nprpictureshow  
about 2 hours ago via twitterfeed
- npr** [nprnews](#) In July, U.S. Home Sales Dropped To 15-Year Low, Natl Assocn of Realtors Report <https://n.pr/cfuiFFW>

Figure 6-6. Twitter

# Hover Tools

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- **What:** Place buttons and other actions next to the items they act upon, but hide them until the user hovers the pointer over them.
- **Use When:** there are many actions on an interface, but you don't want to show them all, too cluttered
  - Usually with a mouse, don't work on touch devices
- **Why:** reveal themselves exactly when they are needed
- **How:**
  - Design each item or hover area with enough space to show all the available actions
  - Have them appear quickly and disappear quickly
  - Hover action as lightweight and quick
- **Related Patterns:** Action Panel, List Inlay

# Action Panel

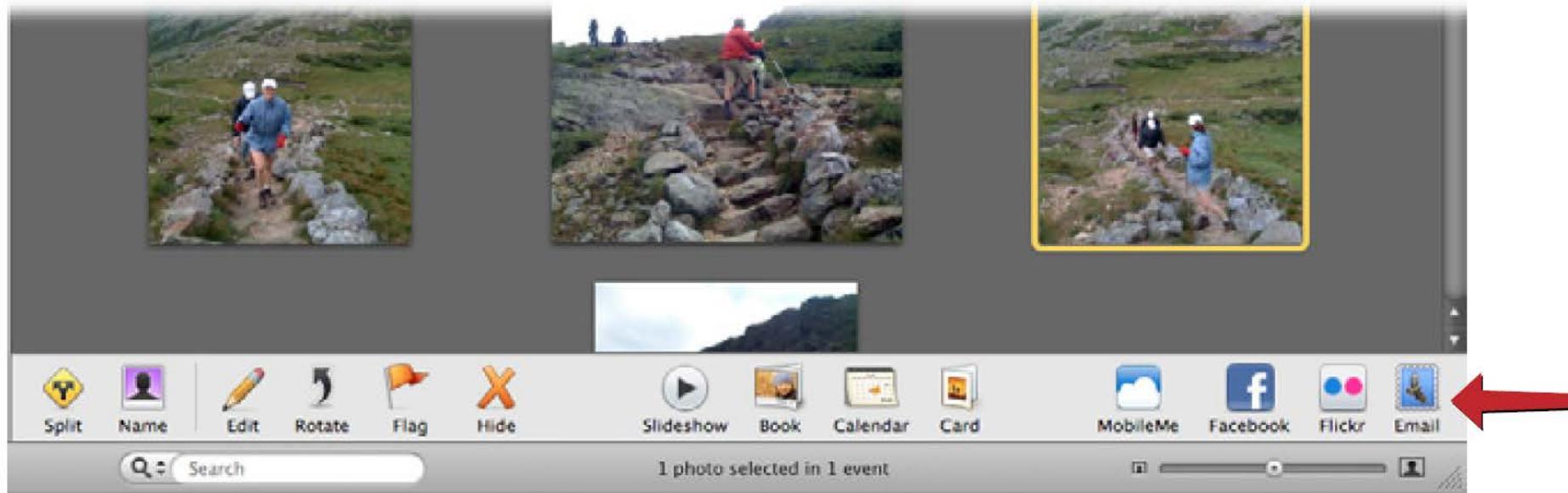


Figure 6-10. *iPhoto*

# Action Panel

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- **What:** Instead of using menus, present a group of related actions on a UI panel that's organized and always visible.
- **Use When:** List of actions, but you want them to be visible or grouped
  - Take up a lot of screen space, not good for small screens
- **Why:**
  - By placing the actions out on the main UI and not hiding them inside a traditional menu, you make those actions fully visible to the user.
  - This is particularly nice for users who aren't already familiar with the traditional document model and its menu bars.
- **How:**
  - Set aside a block of space on the interface for the Action Panel.
  - Place it below or to the side of the target of the action.
  - Proximity is important
  - Need to figure out structure and labels
- **Related Patterns:**
  - Center Stage, Button Groups, Movable Panel

# Showing Complex Data: Trees, Charts, and Other Information Graphics

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- Information graphics—including maps, tables, and graphs—communicate knowledge visually rather than verbally.
  - Data presented visually
- Maps, flowcharts, bar plots, and diagrams of real-world objects
- The act of manipulating and rearranging the data in an interactive graphic has value—the user becomes a participant in the discovery process, not just a passive observer
- The designer needs to understand *what* the user needs to learn

# Information Graphics

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- Good interactive information graphics offer users answers to these questions:
  - How is this data organized?
  - What's related to what?
  - How can I explore this data?
  - Can I rearrange this data to see it differently?
  - How can I see only the data that I need?
  - What are the specific data values?

# Preattentive Variables

- Certain visual features operate *preattentively*: they convey information before the viewer pays conscious attention
- If you want some data points to stand out from the others, you have to make them look different by varying their color, size, or some other preattentive variable.
- You can use these variables to differentiate classes or dimensions of data on any kind of information graphic.
- This is sometimes called *encoding*.

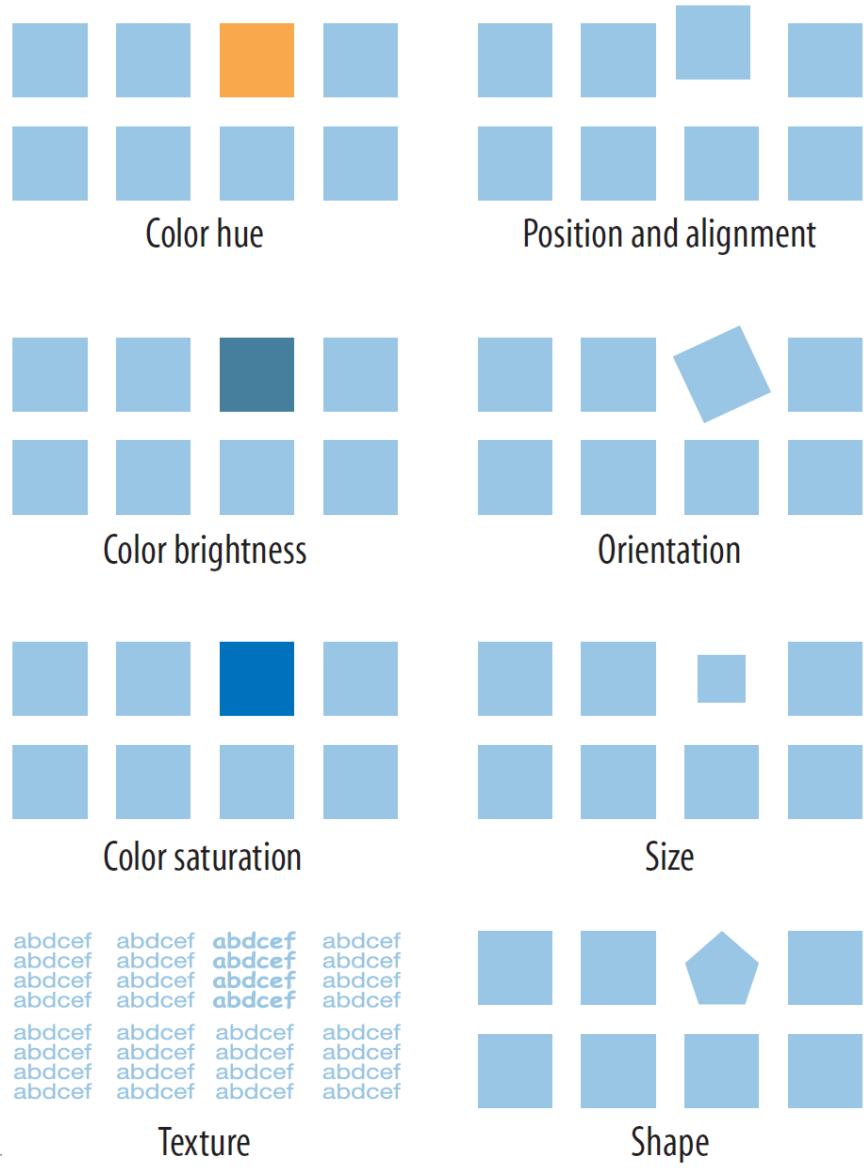


Figure 7-5. Eight preattentive variables

# Sorting Data

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- Can different insights from the data via sorting
- Consider these methods of sorting and rearranging:
  - Alphabetically
  - Numerically
  - By date or time
  - By physical location
  - By category or tag
  - By popularity—heavily used versus lightly used
  - User-designed arrangement
  - Completely random (you never know what you might see)
- Can also use filtering and sorting

# Information Graphic Patterns

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1. Overview Plus Detail
2. Datatips
3. Data Spotlight
4. Dynamic Queries
5. Data Brushing
6. Local Zooming
7. Sortable Table
8. Radial Table
9. Multi-Y Graph
10. Small Multiples
11. Treemap

# Overview plus Detail

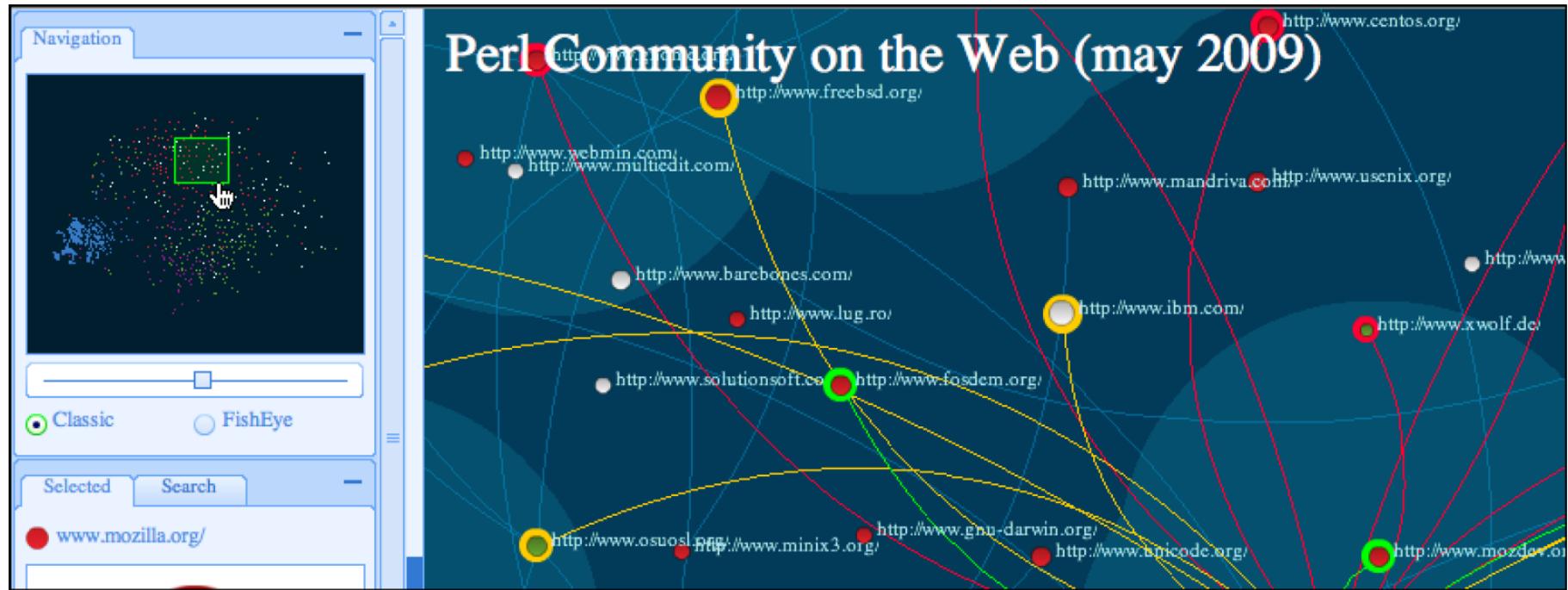


Figure 7-11. Perl community diagram (<http://labs.linkfluence.net/fpw09/map/>)

# Overview plus Detail

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- **What:** an zoomed view of a particular part of data, can be moved and changed
- **Use When:** You're showing a large data set in a large information graphic
  - especially an image or a map
  - you want users to stay oriented with respect to the “big picture,” but you also want them to zoom down into the fine details
- **Why:** micro and macro reading, similar to how we read maps, familiar
- **How:** place a viewport over an overview
  - Make the viewpoint stand out
  - Make it movable
- **Related Patterns:** ?

# Treemap



**Figure 7-51.** Newsmap



# Treemap

- **What:** Express multidimensional and/or hierarchical data as rectangles of various sizes
  - You can nest those rectangles to show the hierarchy, and color or label them to show additional variables
- **Use When:** Your data is tree-shaped (hierarchical)
  - Or multivariate—each item has several attributes, such as size and category, which permit items to be grouped according to those attributes
  - Users must be motivated, not always easy to read
- **Why:** encode many data attributes into a single dense diagram
  - Get instant overview and spot outliers
- **How:** critical step in designing a treemap is deciding which data attributes are encoded by which visual variables
  - *Rectangle size, Grouping and nesting, color, position*
- **Related Patterns:**

# Getting Input from Users: Forms and Controls

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- Forms are very common, users are used to them, but it's still easy to be create confusion if not done well
- For what location do you want a weather report?
  - Do I specify a location by city, country, postal code, or what?
  - Are abbreviations OK?
  - What if I misspell it?
  - What if I ask for a city it doesn't know about?
  - Isn't there a map to choose from?
  - And why can't it remember the location I gave it yesterday, anyhow?

# Principles in Form Design

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- Make sure the user understands what's asked for, and why
- If you can, avoid asking the question at all
- Knowledge “in the world” is often more accurate than knowledge “in the head”
  - Give them options when possible
- Respond sensitively to errors, and be forgiving when possible
  - Accept multiple formats for dates, addresses, phone numbers, credit card numbers, and so on
- Beware a literal translation from the underlying programming model
  - Temptation to make form match underlying data structure, but terminology might not be intuitive
- Your choice of controls will affect the user's expectation of what is asked for, so choose wisely
  - A radio box suggests a one-of-many choice, while a one-line text field suggests a short, open-ended answer

# Criteria for Form Selection

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- Available space
  - User sophistication with respect to general computer usage
  - User sophistication with respect to domain knowledge
  - Expectations from other applications
  - Available technology
- 
- Examples...

# Pros and Cons for Controls: Small List

- Select from small list:

## Checkbox

- Pros: simple; low space consumption
- Cons: can only express one choice, so its inverse remains implied and unstated; this can lead to confusion about what it means when it's off

Yes, I want a talking bird

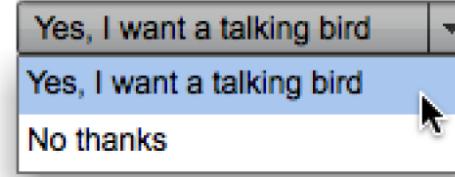
## Two radio buttons

- Pros: both choices are stated and visible
- Cons: higher space consumption

Yes, I want a talking bird  
 No thanks

## Two-choice drop-down list

- Pros: both choices are stated; low and predictable space consumption; easily expandable later to more than two choices
- Cons: only one choice is visible at a time; requires some dexterity



# Pros and Cons for Controls: Small List

## “Press-and-stick” toggle button

- Pros: same as for checkbox; when iconic, very low space consumption
- Cons: same as for checkbox; also, not as standard as a checkbox for text choices

Yes, I want a talking bird

## N radio buttons

- Pros: all choices are always visible
- Cons: high space consumption



## N-item drop-down list

- Pros: low space consumption
- Cons: only one choice is visible at a time, except when the menu is open; requires some dexterity



# Pros and Cons for Controls: Small List

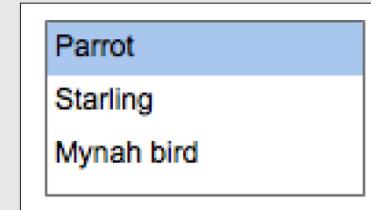
## ***N-item set of mutually exclusive iconic toggle buttons***

- Pros: low space consumption; all choices are visible
- Cons: icons might be cryptic, requiring tool tips for understanding; user might not know they're mutually exclusive



## ***Single-selection list or table***

- Pros: many choices are visible; can be kept as small as three items
- Cons: higher space consumption than drop-down list or spinner



## ***Spinner***

- Pros: low space consumption
- Cons: only one choice is ever visible at a time; requires a lot of dexterity; unfamiliar to naive computer users; drop-down list is usually a better choice

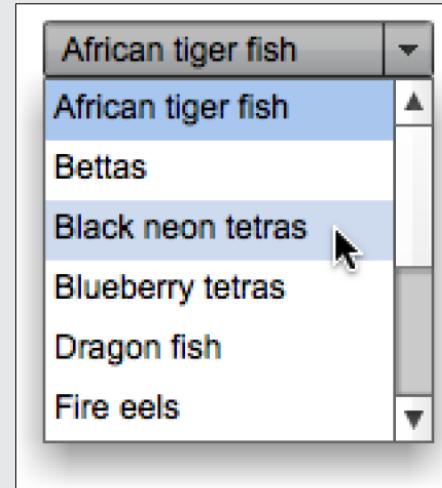


# Pros and Cons for Controls: Long List

- Select from long list:

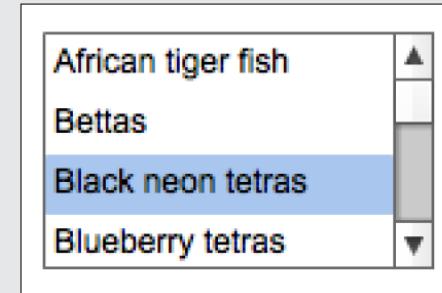
***N*-item drop-down list, scrolled if necessary**

- Pros: low space consumption
- Cons: only one choice is visible at a time, except when menu is open; requires a lot of dexterity to scroll through items on the drop-down menu



**Single-selection list or table**

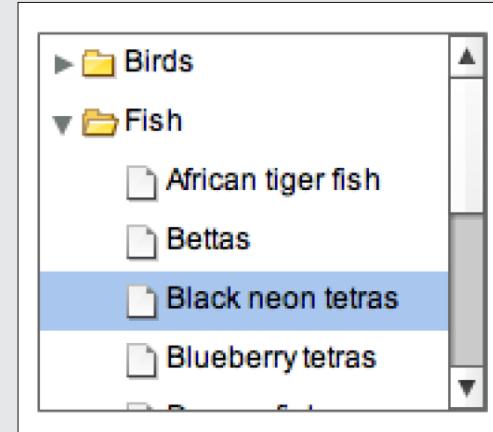
- Pros: many choices are visible; can be kept small if needed
- Cons: higher space consumption than drop-down list



# Pros and Cons for Controls: Long List

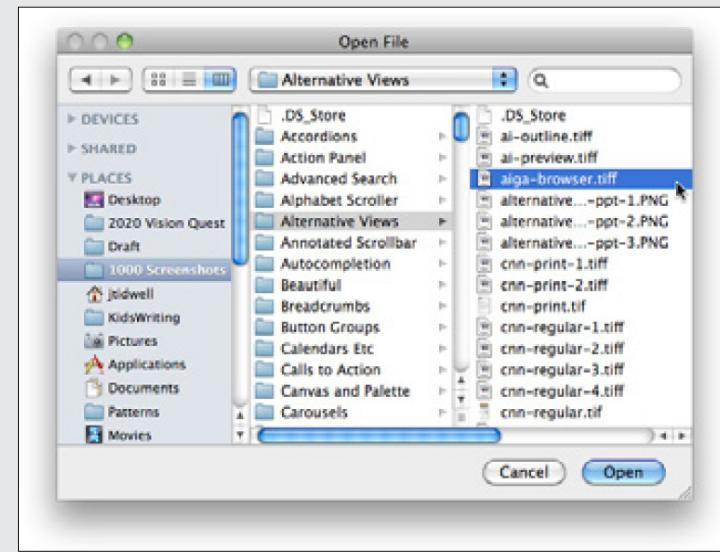
## Single-selection tree or Cascading List, with items arranged into categories

- Pros: many choices are visible; organization helps findability in some cases
- Cons: may be unfamiliar to naive computer users; high space consumption; requires high dexterity



## Custom browser, such as for files, colors, or fonts

- Pros: suited for browsing available choices
- Cons: may be unfamiliar to some users; difficult to design; usually a separate window, so it's less immediate than controls placed directly on the page



# Pros and Cons for Controls: Select Multiple

## Array of $N$ checkboxes

- Pros: all choices are stated and visible
- Cons: high space consumption



## Array of $N$ toggle buttons

- Pros: low space consumption; all choices are visible
- Cons: icons might be cryptic, requiring tool tips for understanding; might look mutually exclusive



## Multiple-selection list or table

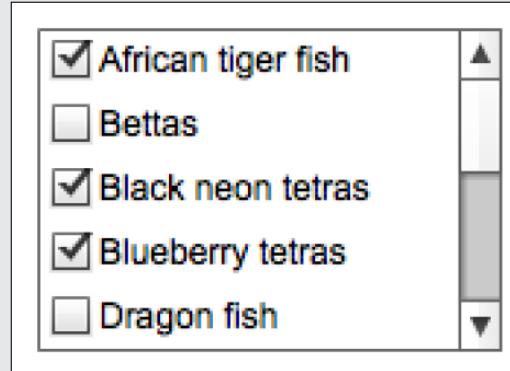
- Pros: many choices are visible; can be kept small if needed
- Cons: not all choices are visible without scrolling; high (but bounded) space consumption; user might not realize it's multiple-selection



# Pros and Cons for Controls: Select Multiple

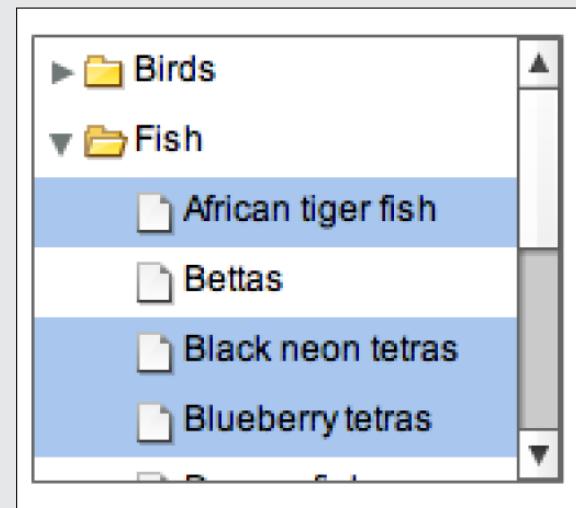
## List with checkbox items

- Pros: many choices are visible; can be kept small if needed; affordance for selection is obvious
- Cons: not all choices are visible without scrolling; high (but bounded) space consumption



## Multiple-selection tree or Cascading List, with items arranged into categories

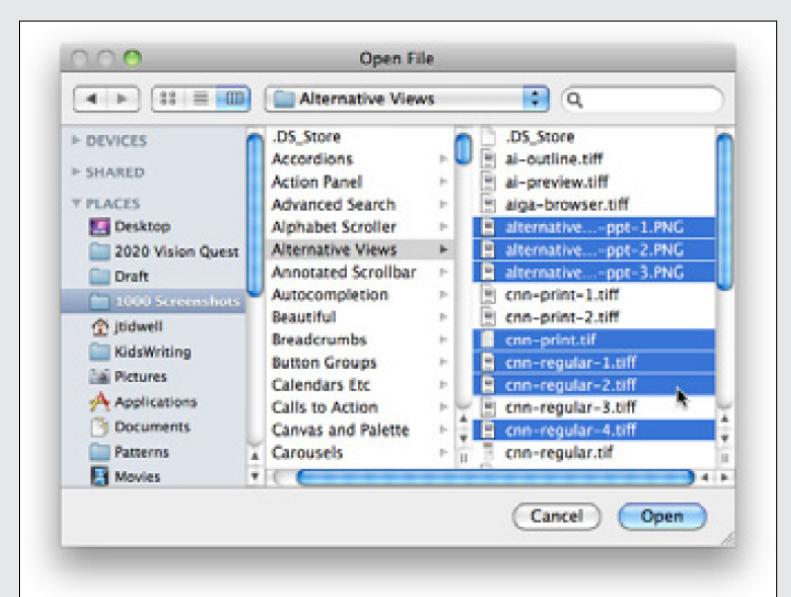
- Pros: many choices are visible; organization helps findability in some cases
- Cons: may be unfamiliar to naive computer users; requires high dexterity; looks the same as single-selection tree



# Pros and Cons for Controls: Select Multiple

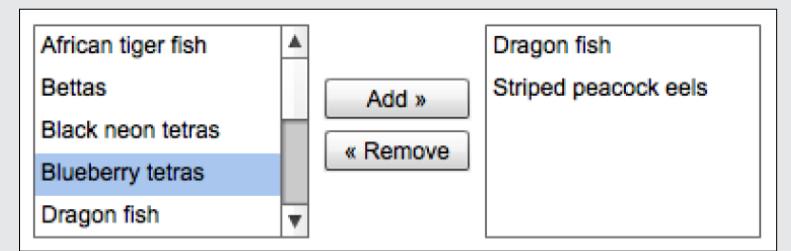
## Custom browser, such as for files, colors, or fonts

- Pros: suited for browsing available choices
- Cons: may be unfamiliar to some users; difficult to design; usually a separate window, so it's less immediate than controls placed directly on the page



## List Builder pattern

- Pros: selected set is easy to view; selection can be an ordered list if desired; easily handles a large source list
- Cons: very high space consumption due to two lists; does not easily handle a large set of selected objects



# Patterns

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- Similar choices for entering numbers and dates
- See the textbook for a list of options, consider the pros and cons
- 1. Forgiving Format
- 2. Structured Format
- 3. Fill-in-the-Blanks
- 4. Input Hints
- 5. Input Prompt
- 6. Password Strength Meter
- 7. Autocompletion
- 8. Dropdown Chooser
- 9. List Builder
- 10. Good Defaults
- 11. Same-Page Error Messages

# Forgiving vs. Structured Format

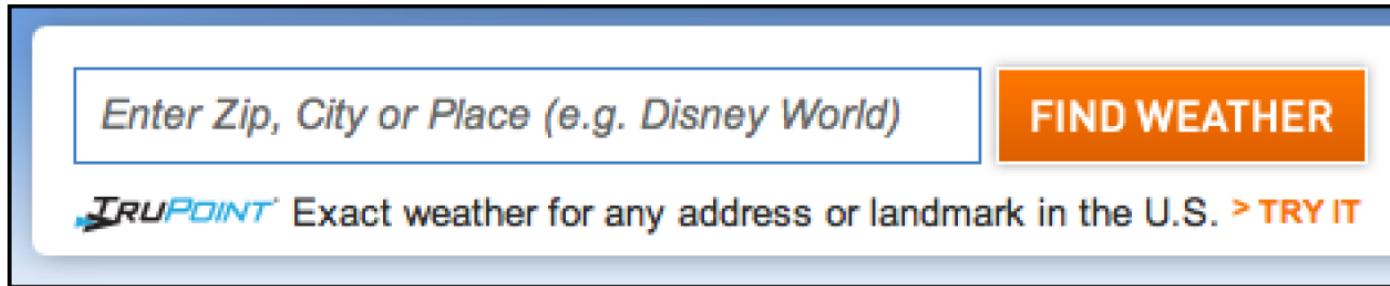


Figure 8-1. *Weather.com*

Telephone number	(504) 555-1212	( <input type="text" value="504"/> ) <input type="text" value="555"/> - <input type="text" value="1212"/>
Credit card number	1021 1234 5678 0000	<input type="text" value="1021"/> <input type="text" value="1234"/> <input type="text" value="5678"/> <input type="text" value="0000"/>
Date	12/25/2004	<input type="text" value="12"/> / <input type="text" value="25"/> / <input type="text" value="2004"/>
ISBN number	0-1950-1919-9	<input type="text" value="0"/> - <input type="text" value="1950"/> - <input type="text" value="1919"/> - <input type="text" value="9"/>

# Forgiving vs. Structured Format

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- **What:** Take any text vs. take specific text
- **Use When:** data has unpredictable structure vs. predictable structure
- **Why:** easy for users and UI designers but difficult for developers vs. harder for users but easier to developers
- **How:** parse input vs. less parsing
  
- **Related Patterns:** input hint, input prompt,

# Input Hints vs. Input Prompts

The image shows a screenshot of the Twitter registration page. It features two input fields: one for 'Full name' and one for 'Username'. Below each field is a descriptive hint. The 'Full name' field has a hint: 'Your full name will appear on your public profile'. The 'Username' field has a hint: 'Your public profile: http://twitter.com/ USERNAME'.

Full name

Your full name will appear on your public profile

Username

Your public profile: <http://twitter.com/> USERNAME

Figure 8-10. Twitter registration page

## Shipping Contact

This image shows a 'Shipping Contact' form. It includes fields for 'First Name' (containing 'Jenifer'), 'Tid' (containing 'Tid'), 'Area Code', 'Primary Phone', and 'Email Address (optional)'. A blue box highlights the 'Tid' field.

Jenifer

Tid

Area Code

Primary Phone

Email Address (optional)

## Shipping Contact

This image shows a 'Shipping Contact' form. It includes fields for 'First Name' (containing 'Jenifer'), 'Last Name' (highlighted with a yellow background), 'Area Code', 'Primary Phone', and 'Email Address (optional)'. A blue question mark icon is located at the end of the 'Email Address (optional)' field.

Jenifer

Last Name

Area Code

Primary Phone

Email Address (optional)

# Input Hints vs. Input Prompts

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- **What:** hints on input vs. label in input box
- **Use When:** input isn't obvious vs. input is obvious but no good default value
- **Why:** helps users understand what to enter but can be ignored vs. cannot be ignored
- **How:** add short example or explanatory sentence nearby vs. choose an appropriate prompt string
  
- **Related Patterns:** forgiving format, structured format, input hints, good defaults

# Using Social Media

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- It has become important to consider social model when designing a product
- How to use the various forms of social media to promote a brand, share an idea, disseminate a video or other artistic expression, and otherwise support your particular enterprise?
- The key is to acquire *followers*—people who voluntarily listen to what you have to say.
- Brands that create excellent experiences for their followers gain huge audiences from their social media efforts.

# Basics of Social Media

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- *0. Listen.*
  - Find out where people are talking about your brand, product, organization—or competitors.
- *1. Produce good stuff.*
  - Write, design, record, or otherwise create items that people enjoy consuming.
- *2. Push that good stuff out to readers.*
  - Go to wherever they spend their time: email, Facebook, Twitter, RSS feeds, Digg, or wherever you discover your readers are hanging out online.
  - Don't overwhelm your followers with too much content.
- *3. Let readers decide which stuff is good.*
  - Give readers a way to share your content with their own followers, and let readers send items privately to close ties.

# Basics of Social Media

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- *4. Make the good stuff findable.*
  - Organize your home page well; put fresh content there regularly, and use sidebars to show most-viewed items, best-of lists, and other views into your library of content items.
- *5. Mingle readers' good stuff with your good stuff.*
  - Publish guest-written articles, blog posts, reviews, and amateur videos.
- *6. Foster community.*
  - Again, this is not appropriate for every organization, but some have built entire online communities around a well-loved idea or activity—gardening, gaming, music, technology, and so on.

# Social Media Patterns

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1. Editorial Mix
2. Personal Voices
3. Repost and Comment
4. Conversation Starters
5. Inverted Nano-pyramid
6. Timing Strategy
7. Specialized Streams
8. Social Links
9. Sharing Widget
10. News Box
11. Content Leaderboard
12. Recent Chatter

# Timing Strategy



**Figure 9-20.** Possible social media timing for an organization

# Timing Strategy

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- **What:** considering timing of social media, some channels can take frequent posts, some not
- **Use When:** everyone using social media should consider this
- **Why:** don't overwhelm users or underuse a channel
- **How:** understand users expectations with these channels
  - Listen to feedback, watch for unsubscribers
- **Related Patterns:** none?

# Social Links & Sharing Widgets



Figure 9-27. Ten ways to follow Huffington Post

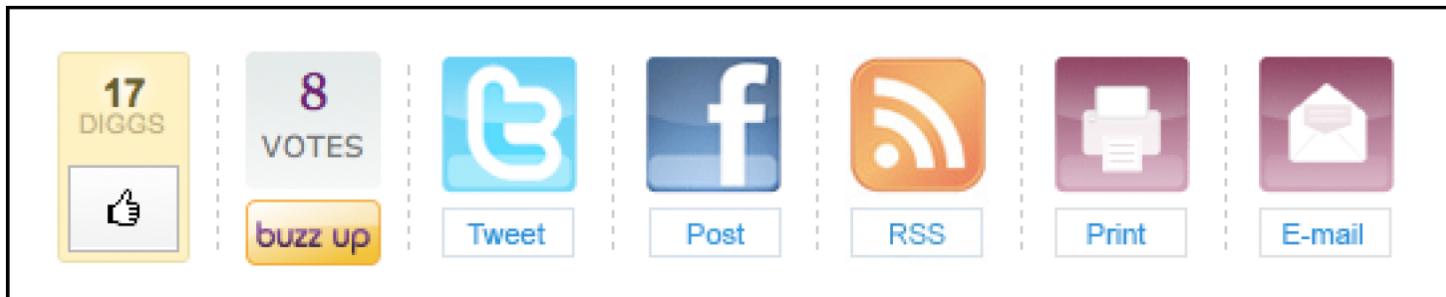


Figure 9-30. Slate's end-of-article sharing widget

# Social Links & Sharing Widgets

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- **What:** links to social media presence & links to share specific content
- **Use When:** If you are already putting effort into your social media sites & you have any original content
- **Why:** You want followers & allows users to repost and comment (which can gain you followers)
- **How:**
  - Create a small area containing well-labeled links to social media sites and public repositories &
  - populate the sharing widget with the sharing channels that you think will be most used by your followers, but don't clutter it up with too many items
- **Related Patterns:** repost & comment, content leaderboards, personal recommendations, specialized streams

# Going Mobile

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- Many sites only used on phones
- Often makes sense to create a different version of the site specifically for phones
  - Can have all the content or a subset of content
- Challenges of mobile design:
  - *Tiny screen sizes*
  - *Variable screen widths*
  - *Touch screens*
  - *Difficulty of typing text*
  - *Challenging physical environments*
  - *Social influences and limited attention*

# Mobile Patterns

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1. Vertical Stack
2. Filmstrip
3. Touch Tools
4. Bottom Navigation
5. Thumbnail-and-Text List
6. Infinite List
7. Generous Borders
8. Text Clear Button
9. Loading Indicators
10. Richly Connected Apps
11. Streamlined Branding

# Vertical Stacks

The figure displays three mobile website interfaces arranged horizontally, illustrating the concept of vertical stacks.

- ESPN Mobile Web:** This site features a red header bar at the top. Below it is a main content area with a large image of hockey players. To the left is a sidebar with sections like "Looking To Get Even" and "Scores & Schedules". A red footer bar at the bottom contains links for NBA, MLB, NHL, NASCAR, and MORE.
- The Washington Post:** This site has a white header bar with the paper's name and a weather forecast. The main content area includes a news article about a NATO base attack in Kandahar, followed by other news stories and a politics section. A sidebar on the left lists categories such as "What's Hot", "News & Analysis", "Video", "Sports", "SportsNation", "Favorite Teams", "Fantasy", "Podcenter", and "More from ESPN".
- REI:** This site has a green header bar with the company logo and navigation links for Home, Stores, Log In, and Cart. The main content area includes a search bar and a sidebar with links for Shop, REI.com, REI-OUTLET.com, Shop Brands, Gift Cards, Sale, Find Out, Expert Advice, Order Tracking, REI Membership, Sign Up for Gearmail, Stewardship, About REI, Call 1-800-426-4840, Help, Feedback, and Privacy. At the bottom, there are links to the full REI website and UsabilityNet.

Figure 10-4. Vertical Stacks on the mobile sites for ESPN, the Washington Post, and REI

# Vertical Stacks

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- **What:** vertical column with no side-by-side elements
- **Use When:** most mobile sites, especially if they contain a lot of text or information
- **Why:** devices come in different widths, using a design with a non-set width helps
- **How:**
  - Lay out the page's content in a scrolling vertical column
  - Put the most important items on top and less important items farther down so that most users can see the important stuff
- **Related Patterns:** Liquid layout

# Streamlined Branding

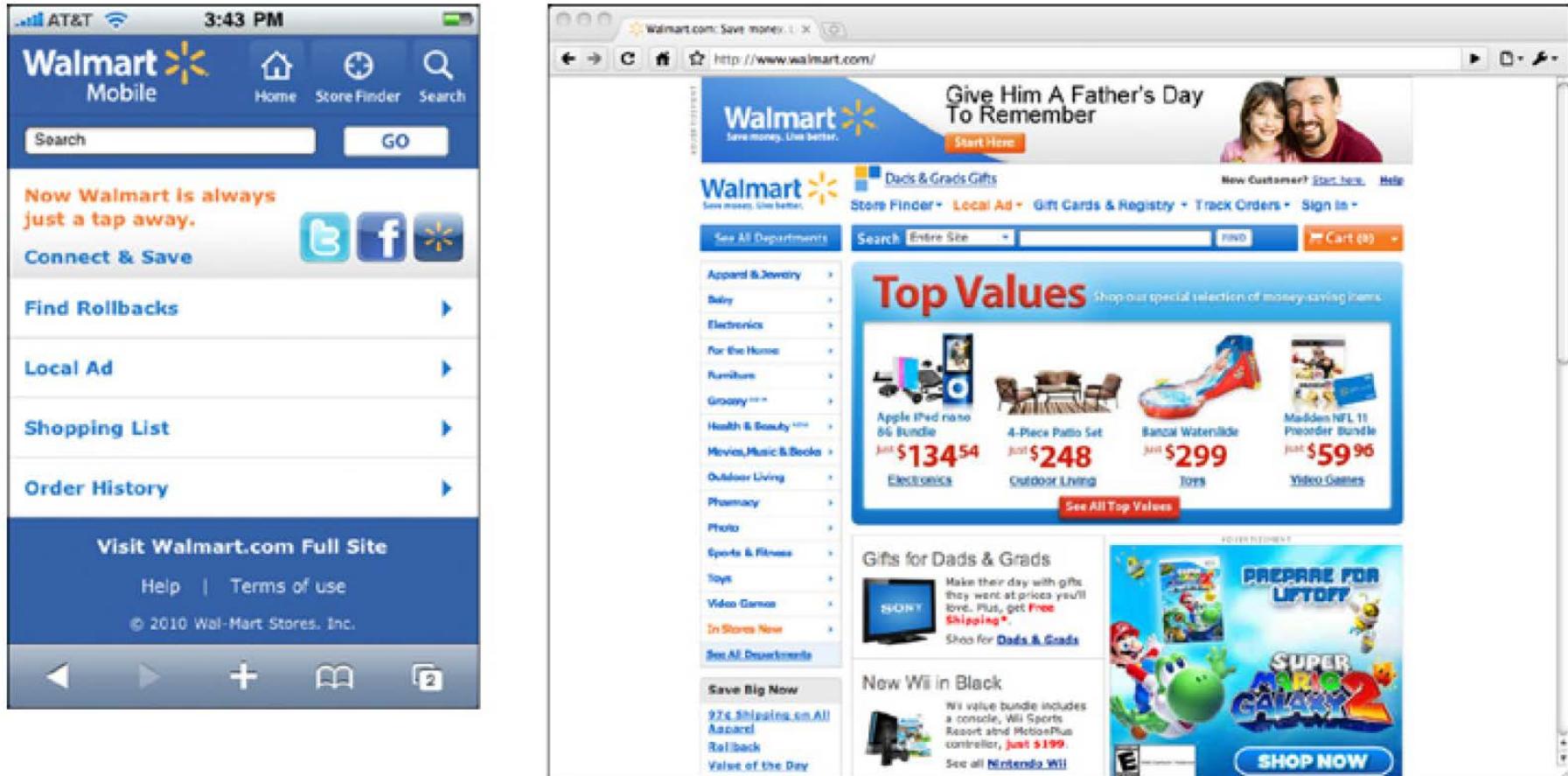


Figure 10-31. Walmart's mobile site compared to its full site

# Streamlined Branding

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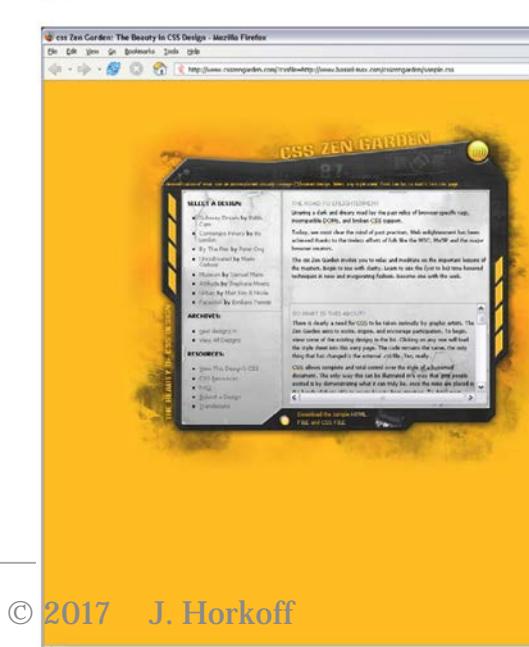
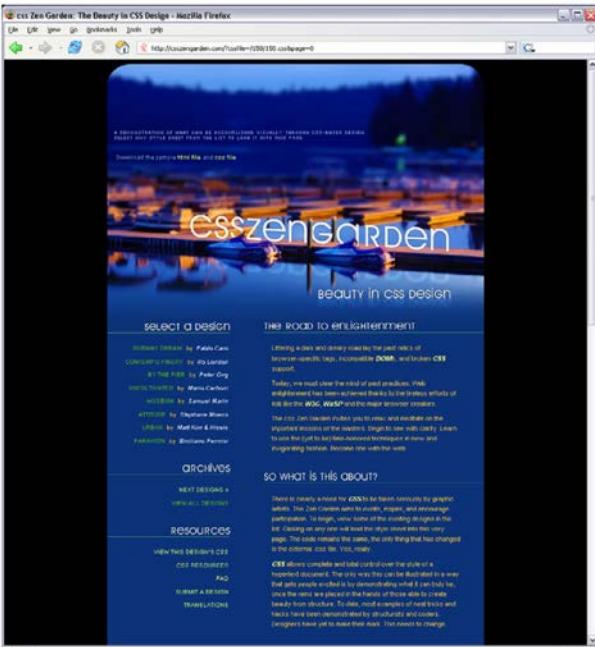
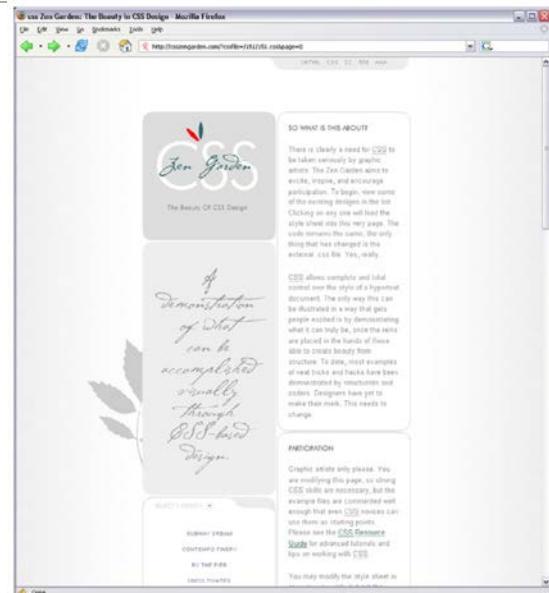
- **What:** simplify logos, keep them fast to load
- **Use When:** mobile apps with a brand
- **Why:** users need to identify your app but don't have much space
- **How:**
  - Create a small version of your logo, no taller than around 50 pixels, so that it takes up as little vertical space as you can get away with
  - Make sure to use the same colors and style
- **Related Patterns:** none?

# Making It Look Good: Visual Style and Aesthetics

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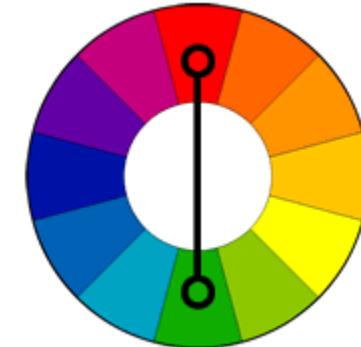
- Studies show that users will not trust your site if it looks amateurish
  - Particularly if you are collecting financial information
- People are more forgiving of poor usability if they like the style of the site/system
- Style is important
- Examples...

# CSS Zen Garden



# Color

- Always put dark foregrounds against light backgrounds, and vice versa
- Never use red versus green as a critical color distinction
- Never put bright blue, small text on a bright red or orange background or vice versa
- *Warm versus cool*
- *Dark versus light background*
- *High versus low contrast*
- *Saturated versus unsaturated*
- *Combinations of hues*



<http://www.tigercolor.com/color-lab/color-theory/color-harmonies.htm>

# Typography

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## Goudy Old Style

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## Futura

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## Verdana

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## Arial Narrow



# Style Patterns

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1. Deep Background
  2. Few Hues, Many Values
  3. Corner Treatments
  4. Borders That Echo Fonts
  5. Hairlines
  6. Contrasting Font Weights
  7. Skins and Themes
- 
- Can check these out in the book

# Questions?

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