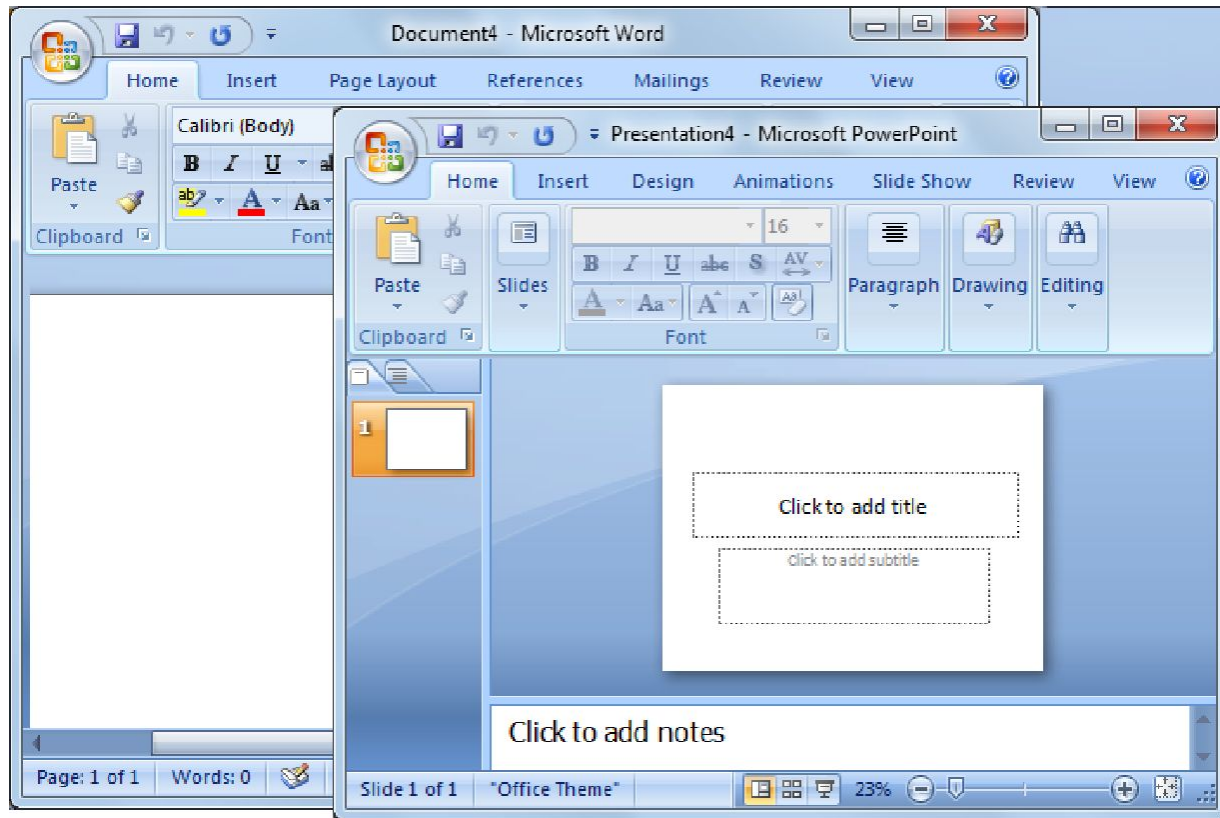


Golden Rules and Heuristics

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect.

Shneiderman's Eight Golden Rules of Interface Design

Strive for consistency



Same shortcut keys for same actions



Enable frequent users to use shortcuts

Ps CS6 Shortcuts

												Brushes Palette	Color Palette	Layer Palette	Info Palette	Actions Palette	Revert
												F5	F6	F7	F8	F9	F12
Switch Open Tabs	10% Opacity	20% Opacity	30% Opacity	40% Opacity	50% Opacity	60% Opacity	70% Opacity	80% Opacity	90% Opacity	100% Opacity	Fit Screen	Zoom In	Zoom Out	Backspace			
Tab	Quick Mask	Magic Wand	Eraser	Rotate Tool	Type Tool	History Brush	Shape Tool	Eye Dropper	Dodge Tool	Pen Tool	- Brush Size	+ Brush Size	Toggle Layer Mask				
	Q Quit	W Close	E Merge Layer	R Rulers	T Transform	Y Proof Colors	U Hue/Sat.	I Invert	O Open	P Print	[Move Layer ↓] Move Layer ↑					
Caps Lock	Path Select	Clone Stamp	Default Colors	Screen Modes	Paint Bucket	Hand	Healing Brush	3D Tools	Lasso Tools	: Hide/Show Guides	" Hide/Show Grid			Enter			
	A Select All	S Save	D De-select	F Last Filter	G Group Layers	H Hide Extras	J Copy Layer	K Pref.	L Levels								
Shift	Zoom Tool	Switch Fg/Bg	Crop Tool	Move	Brush Tool	3D Camera	Marquee Tools	Preset Brush ↑	Preset Brush ↓	?				Shift			
	Z Undo/Redo	X Cut	C Copy	V Paste	B Color Bal.	N New File	M Curves	<	>	/							
Ctrl	Win	Alt	Space										Alt	Menu	Ctrl		

SWITCHING TOOLS

To switch between tools within groups Shift + Tool

SELECTING

Draw Marquee from Center Alt + Marquee

Add to a Selection Shift

Subtract from a Selection Alt

Intersection with a Selection Shift + Alt

Make Copy of Selection w/ Move Tool Alt + Drag Selection

Make Copy of Selection not in Move Tool Ctrl + Alt + Drag Selection

Move Selection (in 1-pixel increments) Arrow Keys

Move Selection (in 10-pixel increments) Shift + Arrow Keys

Select all Opaque Pixels on Layer Ctrl + Click Layer Thumbnail (in Layers Panel)

Restore last Selection Ctrl + Shift + D

Feather Selection Shift + F6

Move Marquee while drawing Selection Hold Space while drawing marquee

VIEWING

Hide all tools and panels Tab

Hide all panels except Toolbox and Options Shift + Tab

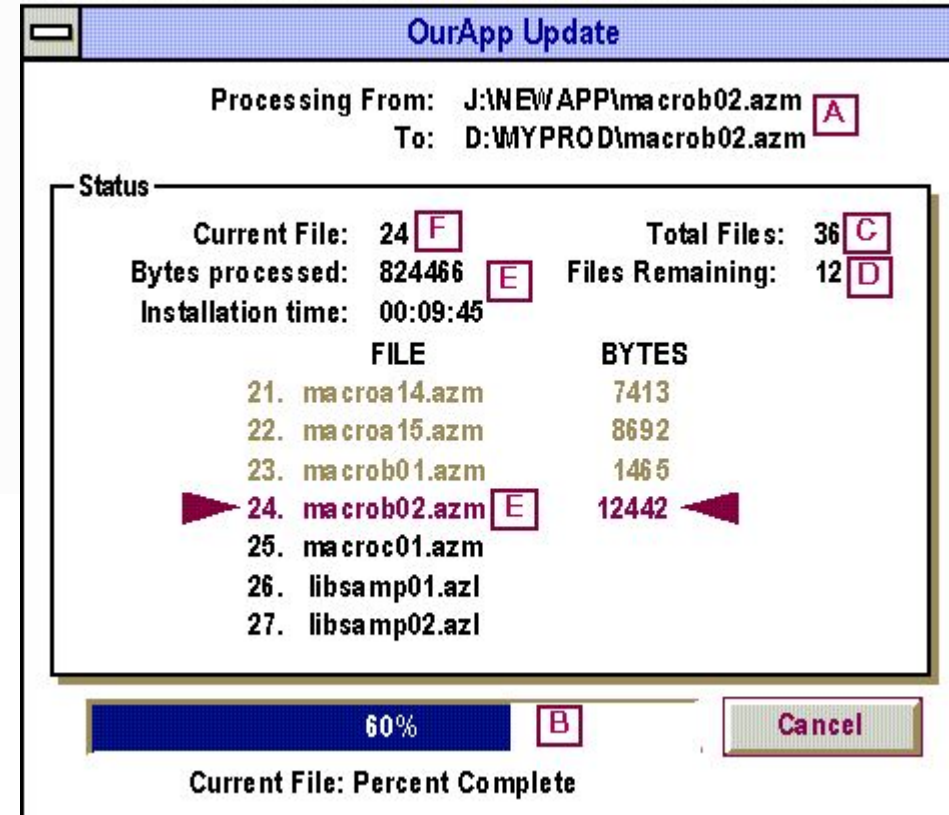
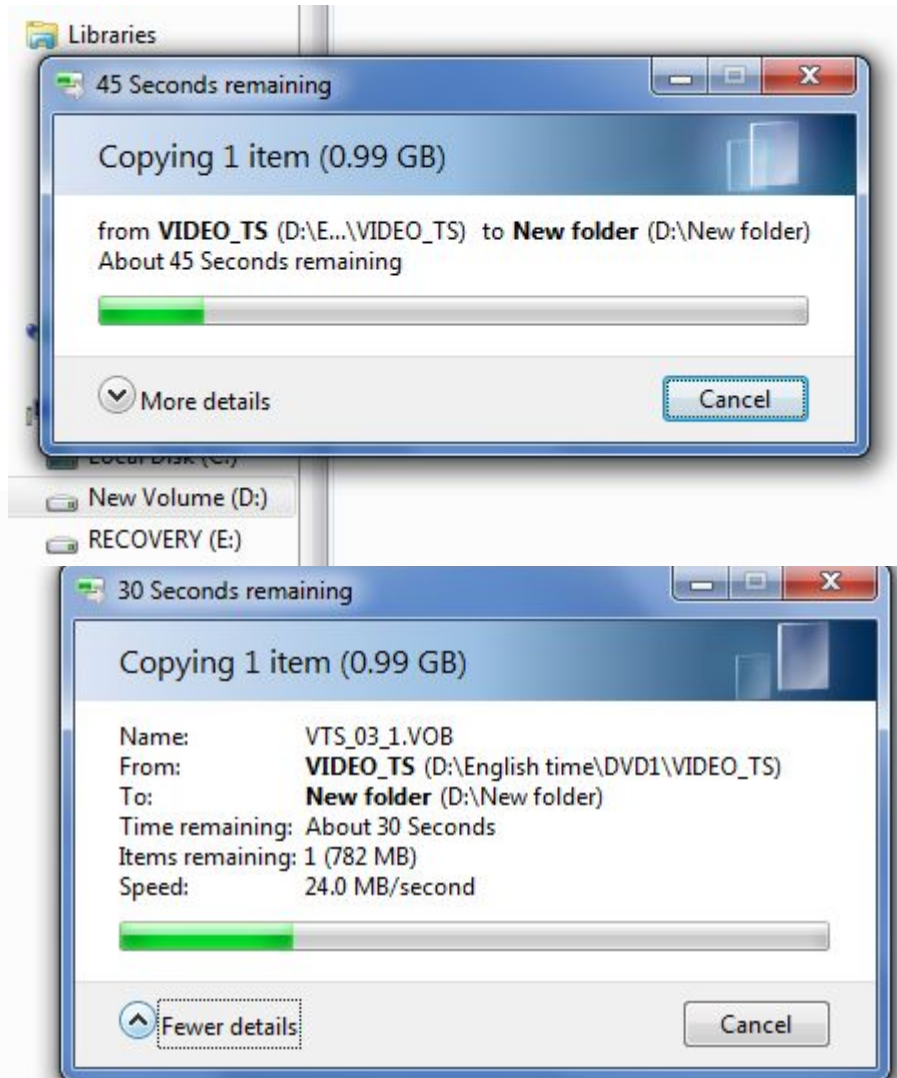
Scroll image left or right in window Ctrl + Shift + Page ↑ / ↓

Jump/Zoom to part of Image Ctrl + Shift + Drag in Navigator Panel

Fit on screen Ctrl + 0 or Double-click on Hand Tool

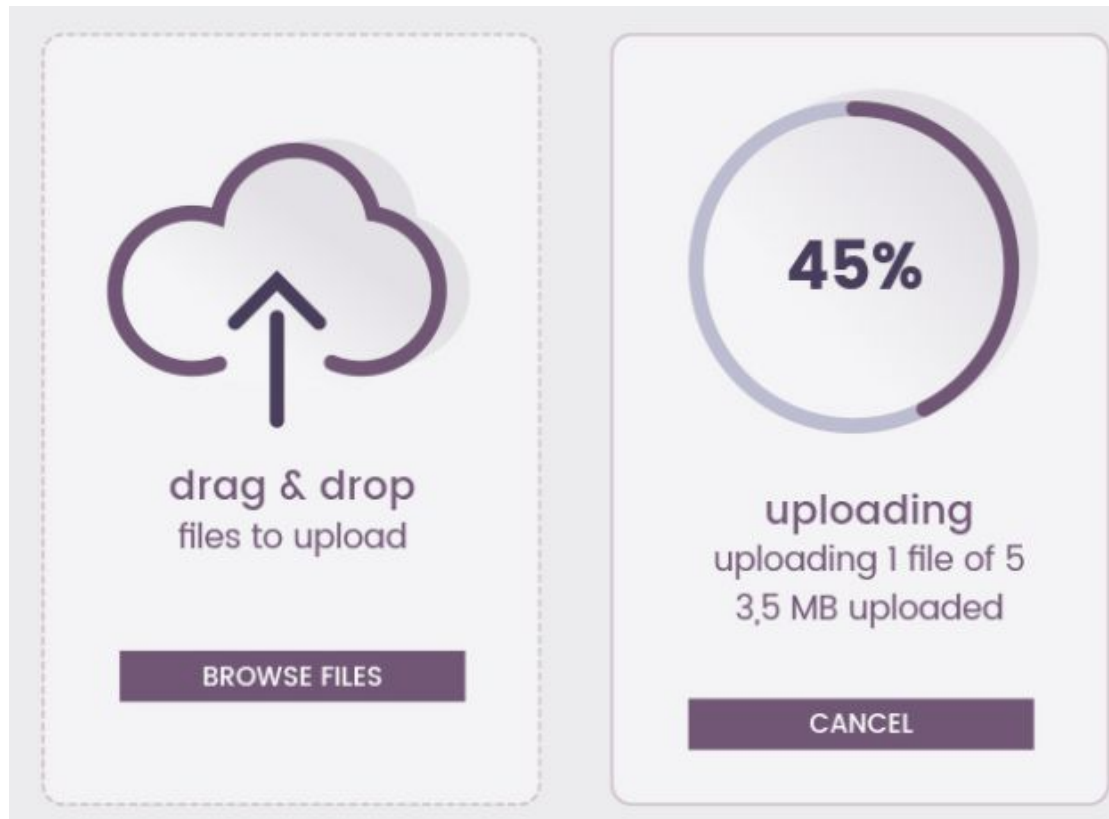
100% View Level (Actual Pixels) Ctrl + Alt + 0 or Double-click on Zoom Tool

Offer informative feedback

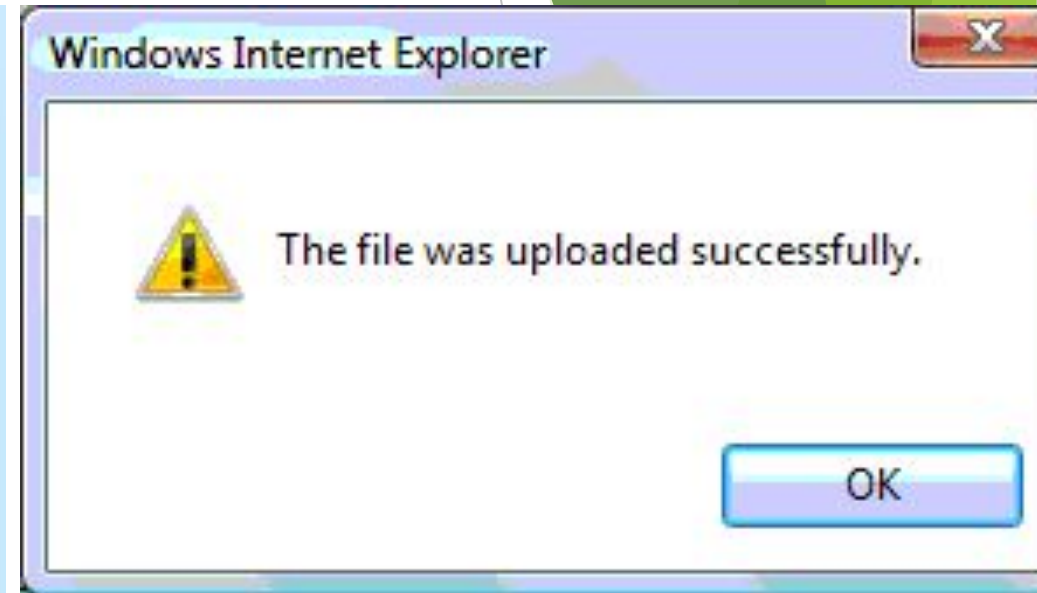
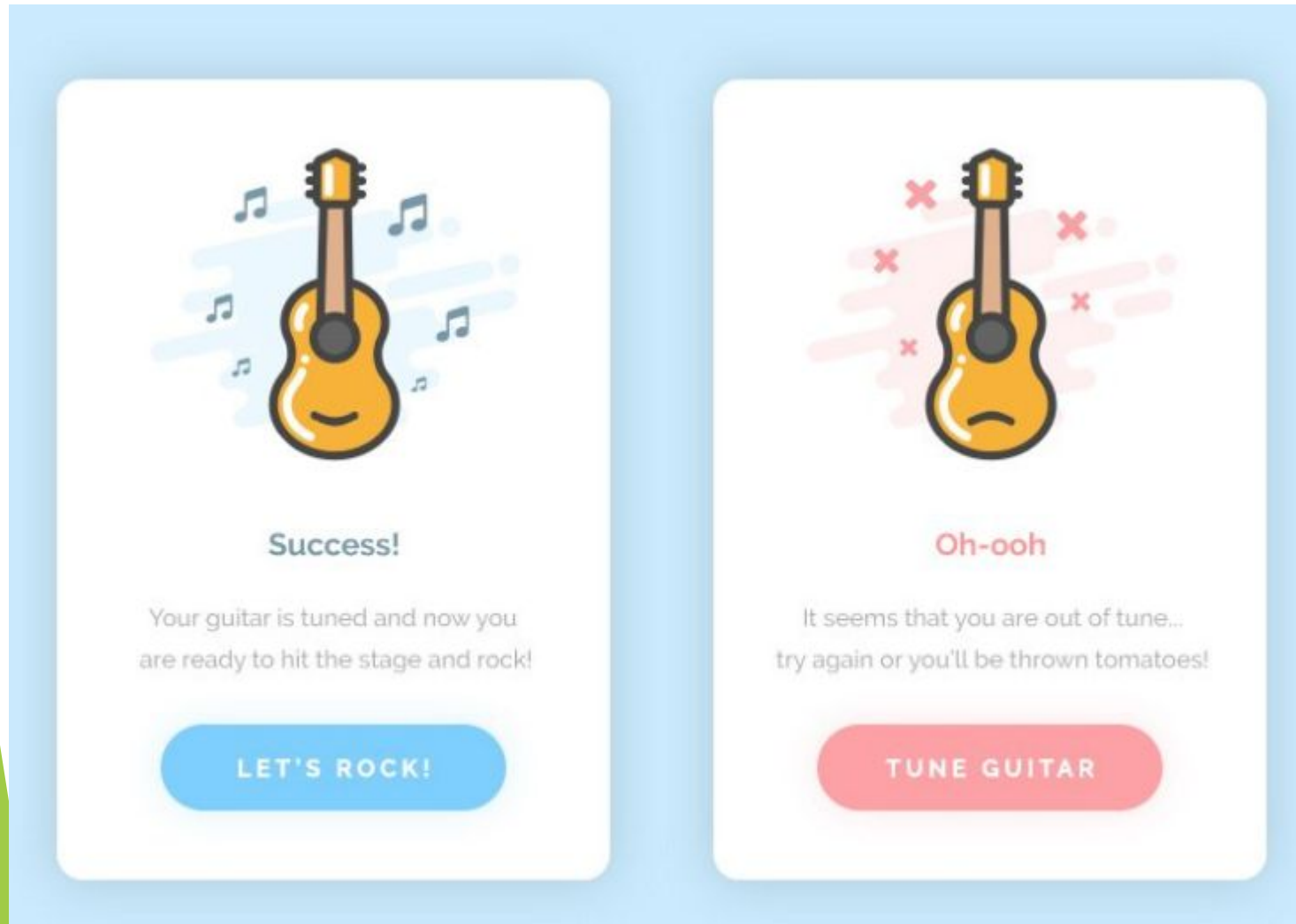


If delay is inevitable, provide reassurance

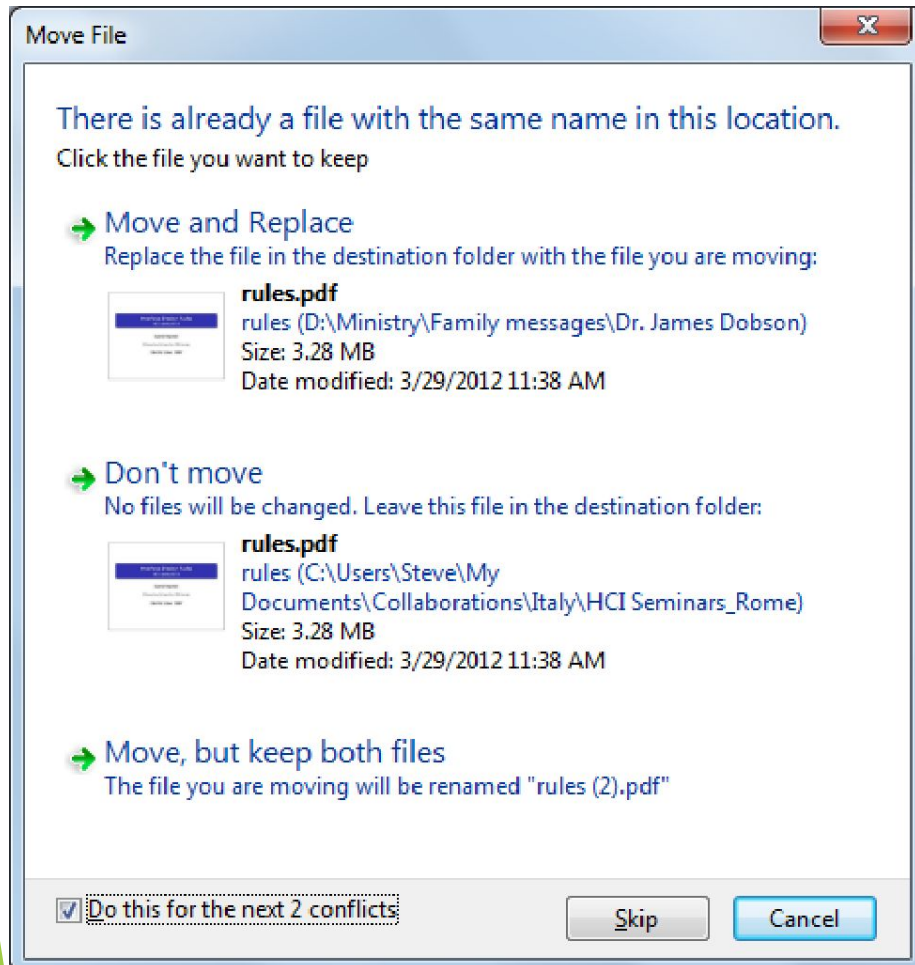
Offer informative feedback



Design dialogs to yield closure



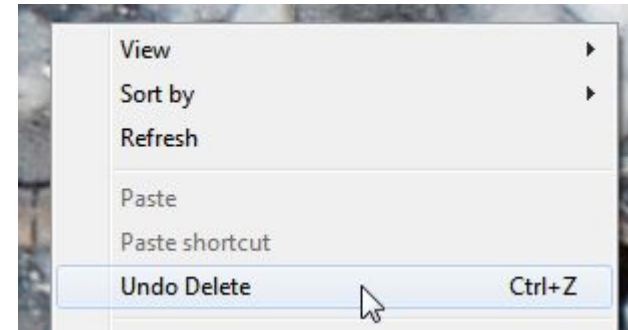
Offer error prevention and simple error handling



A screenshot of the Litmus sign-up form. The header shows the Litmus logo and the text 'Sign Up for a Litmus Account'. Below the header, it says 'Your plan: Litmus Premium' with a 'Change Plan' link. The form is divided into sections:

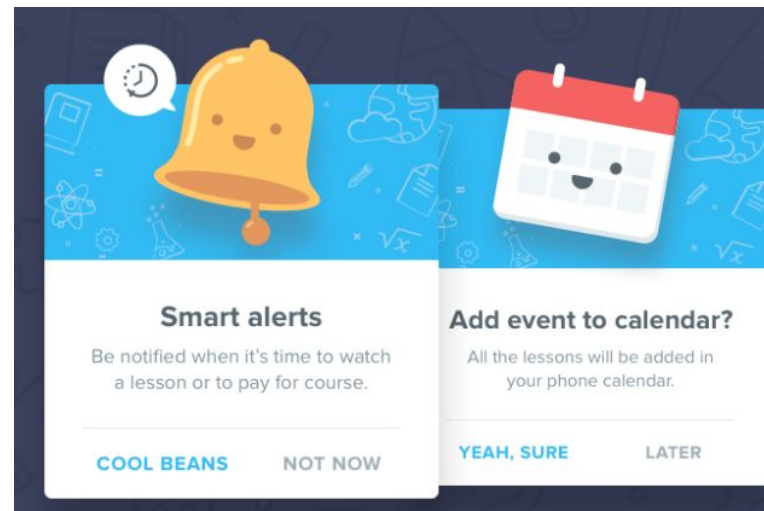
- Personal details**:
 - Last name: Jason
 - Email: user@litmuscom (with a red error message: 'Please enter a valid email address')
 - Password: (masked with dots) (with a green success message: 'Great choice!')
 - Confirm password: (empty)
 - Which email service provider do you use? (dropdown menu)
- Billing**: Free for 7 days, we won't charge your credit card, your 7-day free

Permit easy reversal of actions



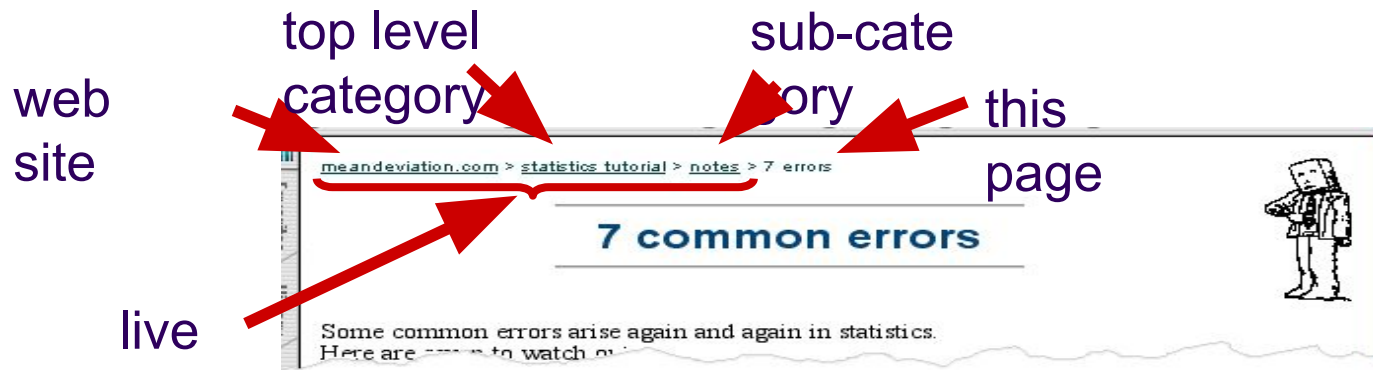
Support internal feel of control

- ▶ *degree to which people believe that they have control over the outcome of events*
- ▶ Users should be the initiators of the actions rather than the responders
- ▶ Example 1: Do not eject CD upon playing all the records
- ▶ Example 2: Do not give all default values in a form
- ▶ Example 3: youtube allowing user to set notification settings.

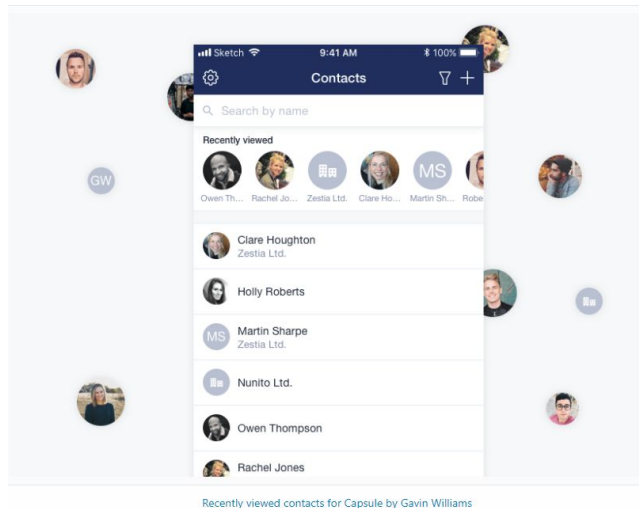


Reduce short term memory load

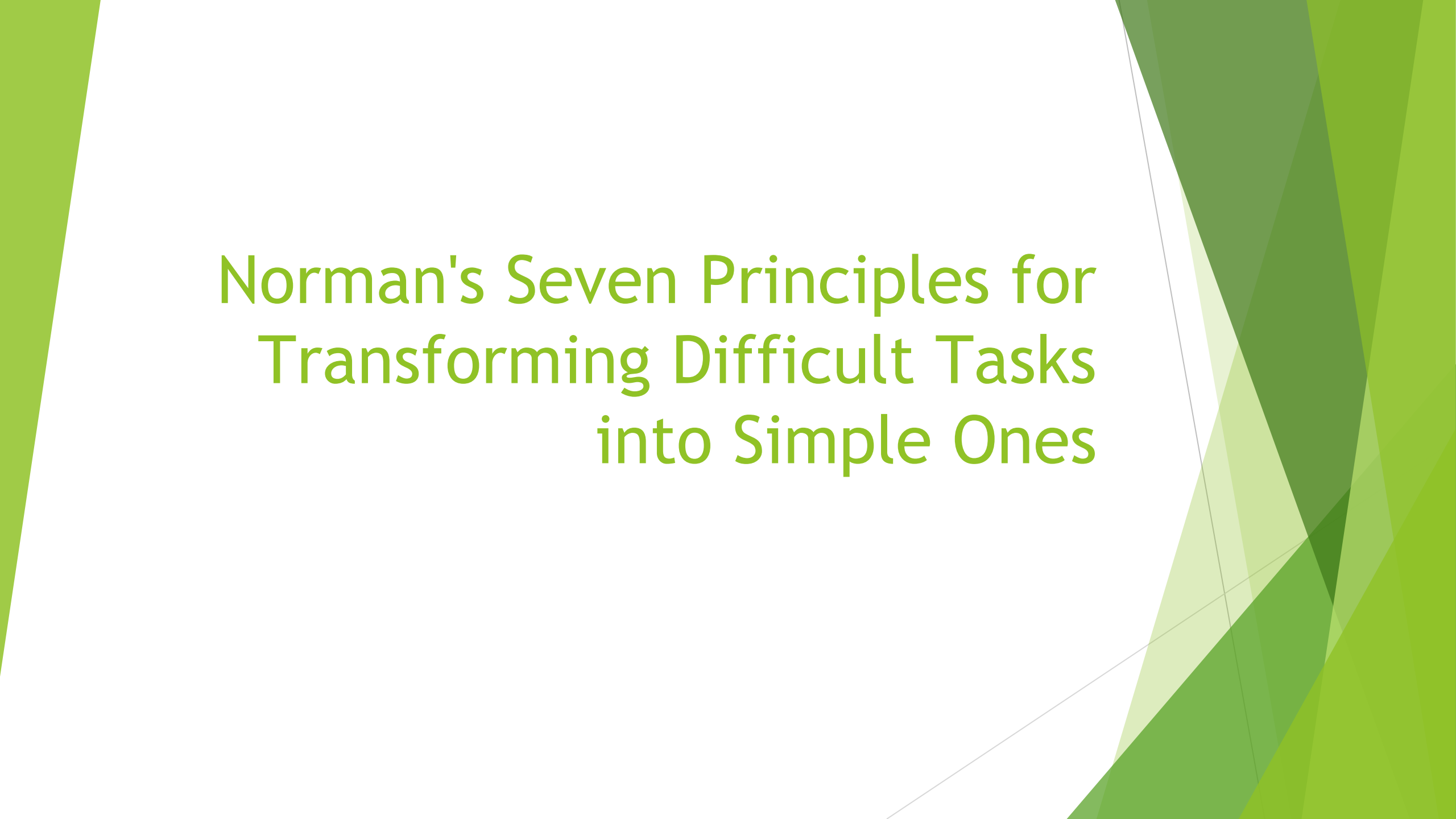
shows path through web site hierarchy



live links to higher levels



The limitation of human information processing in short-term memory requires that displays be kept simple, multiple page displays be consolidated, window-motion frequency be reduced, and sufficient training time be allotted for codes, mnemonics, and sequences of actions.

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect.

Norman's Seven Principles for Transforming Difficult Tasks into Simple Ones

Use both knowledge in the world and knowledge in the head

- For first time or infrequent users, knowledge required for a task should be available either explicitly in the world or derived from constraints in the environment. There should be a natural, easily interpreted relationship between the knowledge and the information it's intended to convey.

Selected United States Coin Dimensions and Weights							
Width	17.9mm (0.7 in.)	19.5mm (0.75 in.)	21.21mm (0.835 in.)	24.26mm (0.955 in.)	26.49mm (1.043 in.)	30.61mm (1.205 in.)	38.1mm (1.5 in.)
							
Weight	2.27g	2.5g	5.0g	5.67g	8.1g	11.34g	22.68g
Thickness (edge)	1.35mm	1.55mm	1.95mm	1.75mm	2.0mm	2.15mm	2.58mm

(Image Copyright 2012, VisitorGold.com)

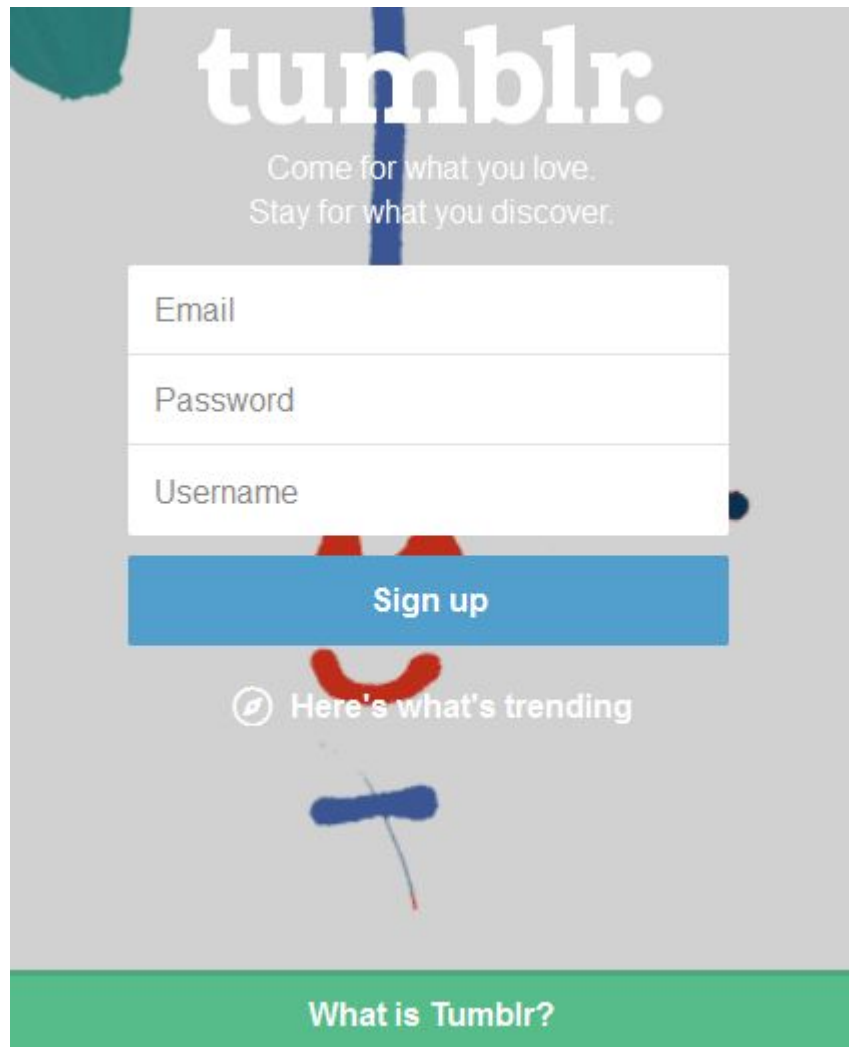


United States Currency



Indian Currency

Simplify the structure of tasks



tumblr.

Come for what you love.
Stay for what you discover.

Email

Password

Username

Sign up

Here's what's trending

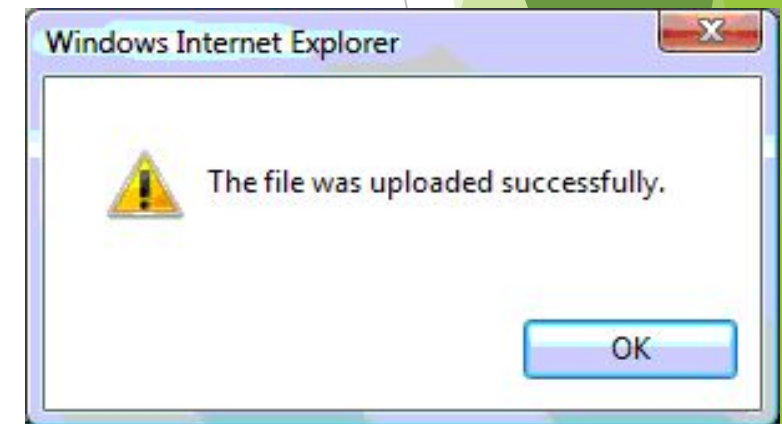
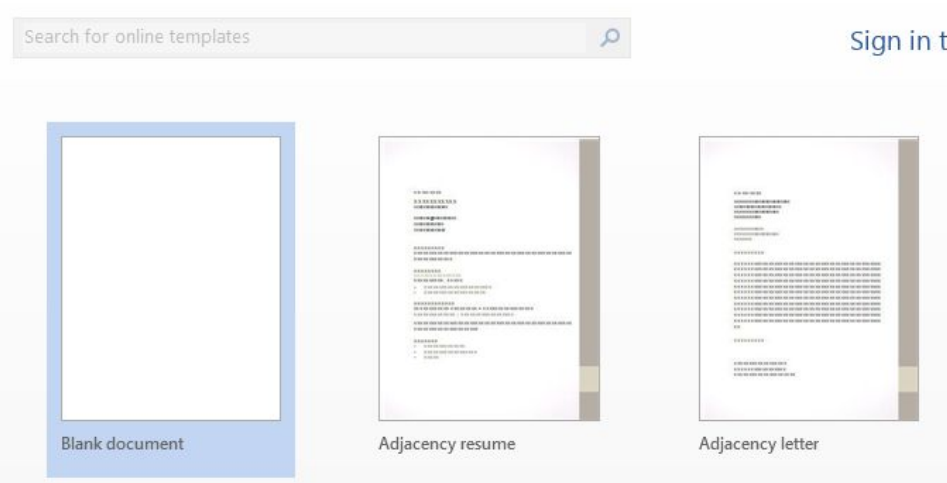
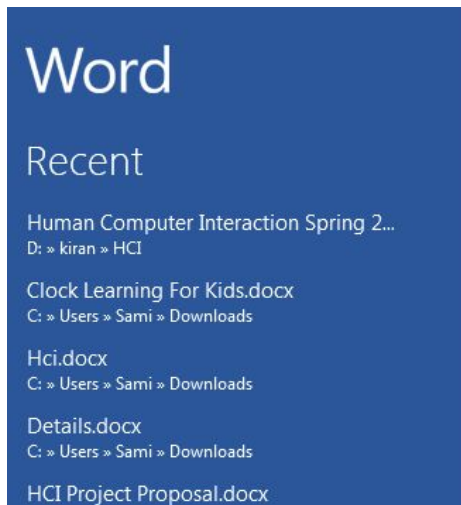
What is Tumblr?

The image shows a Tumblr sign-up form with a light gray background. At the top, the Tumblr logo is in white. Below it is a tagline. The form consists of three white input fields for Email, Password, and Username, stacked vertically. A blue 'Sign up' button is below the fields. Under the button is a link 'Here's what's trending' with a circular icon. At the bottom is a green bar with the text 'What is Tumblr?'.

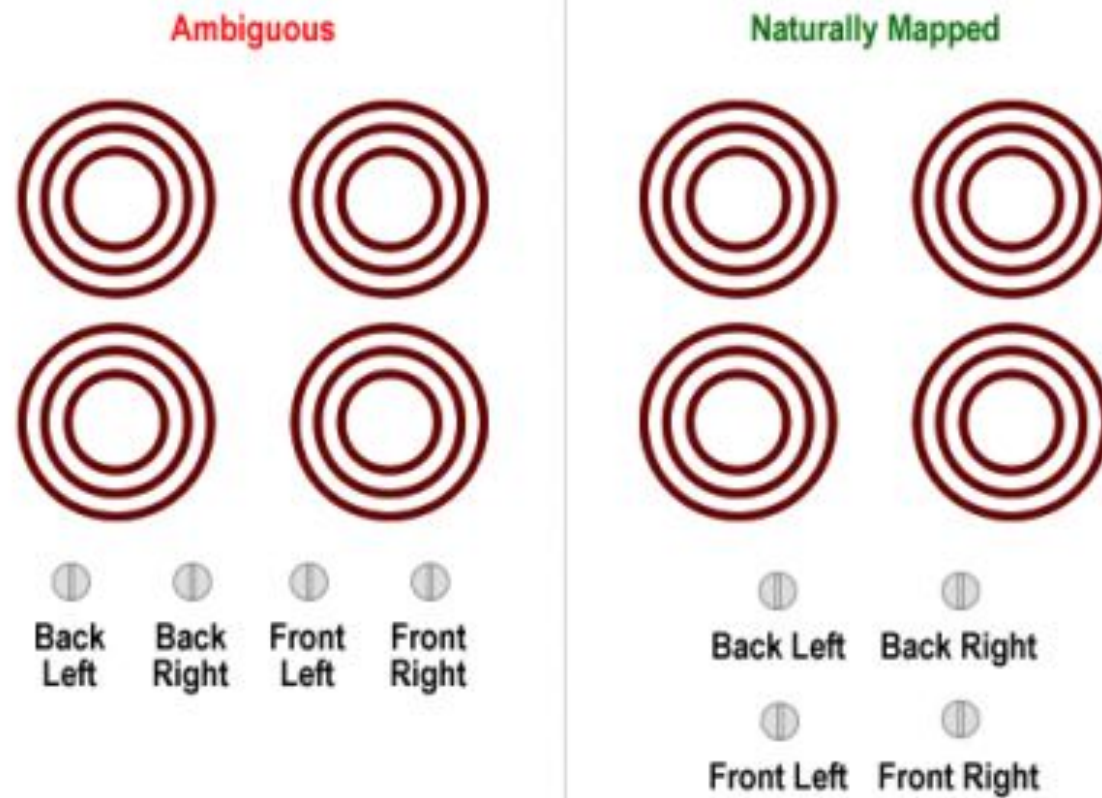
Make things visible: bridge the gulfs of execution and evaluation

- What do I do here?

What happened?



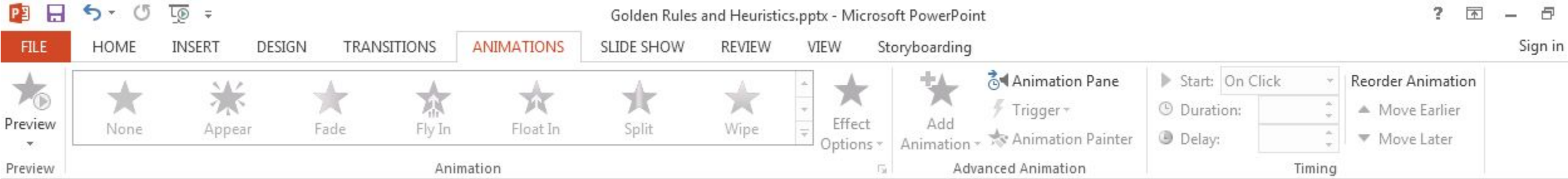
Get the mappings right



Stove example

light
button

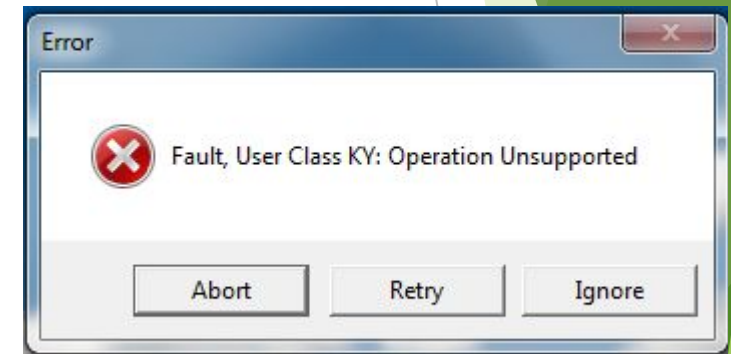
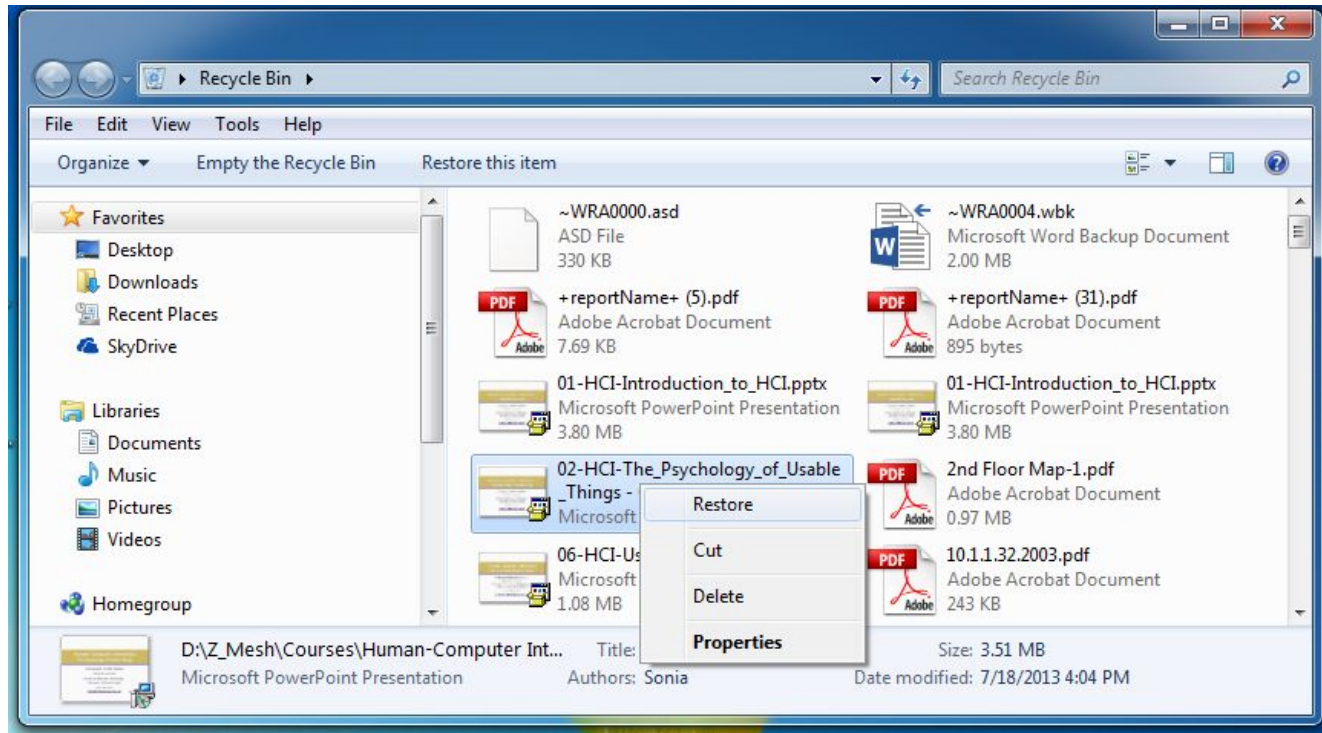
Exploit the power of constraints



Vs.



Design for error



When all else fails, standardize

