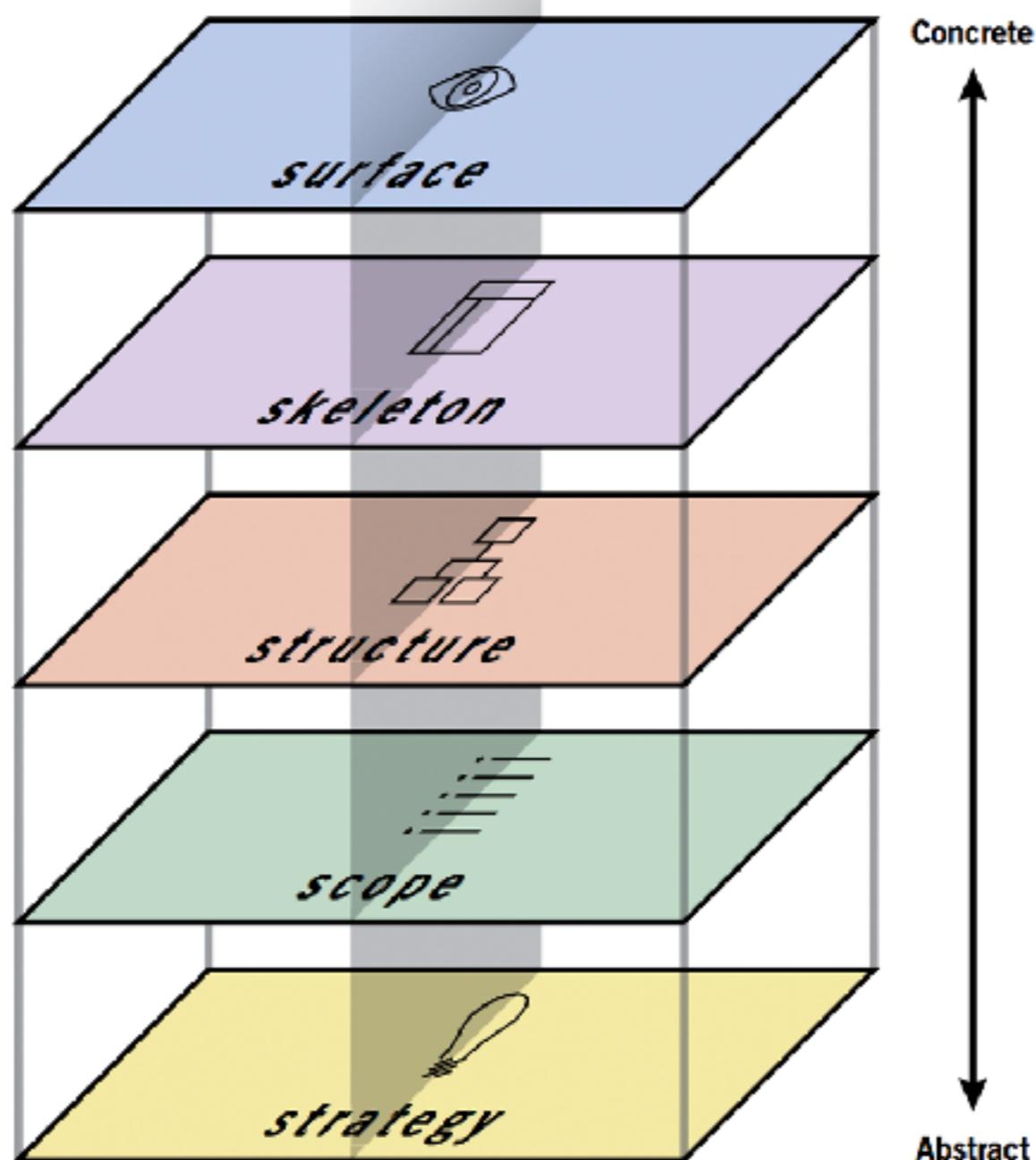


Week 5: Interface (Part 2)

PUCD 2125 Section F, Spring 2018

product as functionality | product as information



Strategy

product as functionality | **product as information**

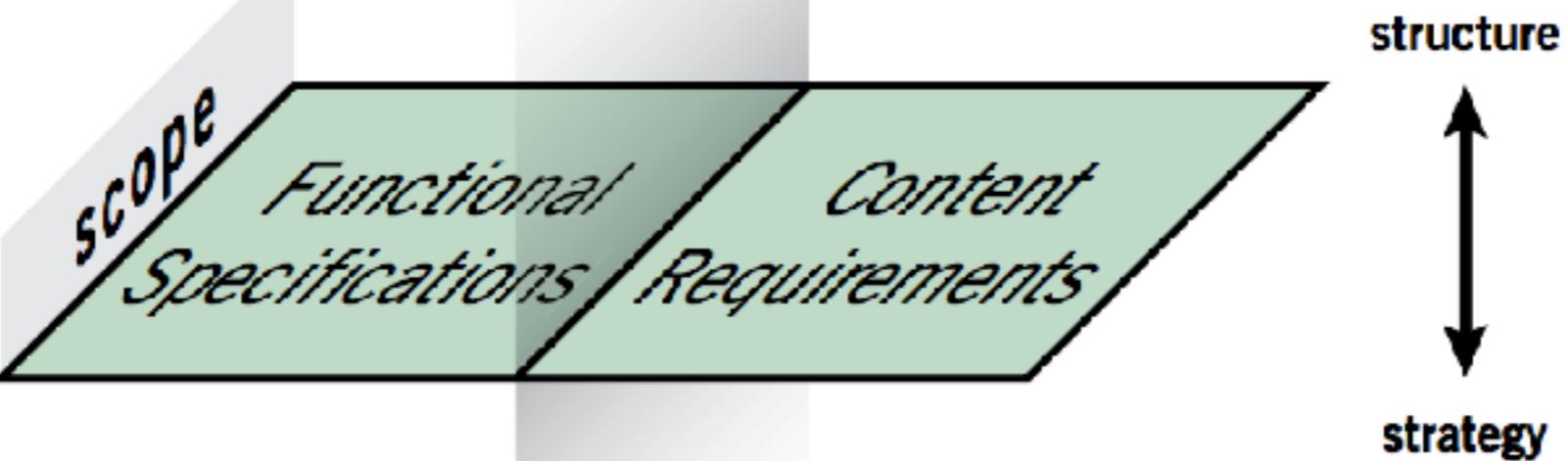


Why are we designing
and building something?

Who are we designing and
building something for, and
what are their needs?

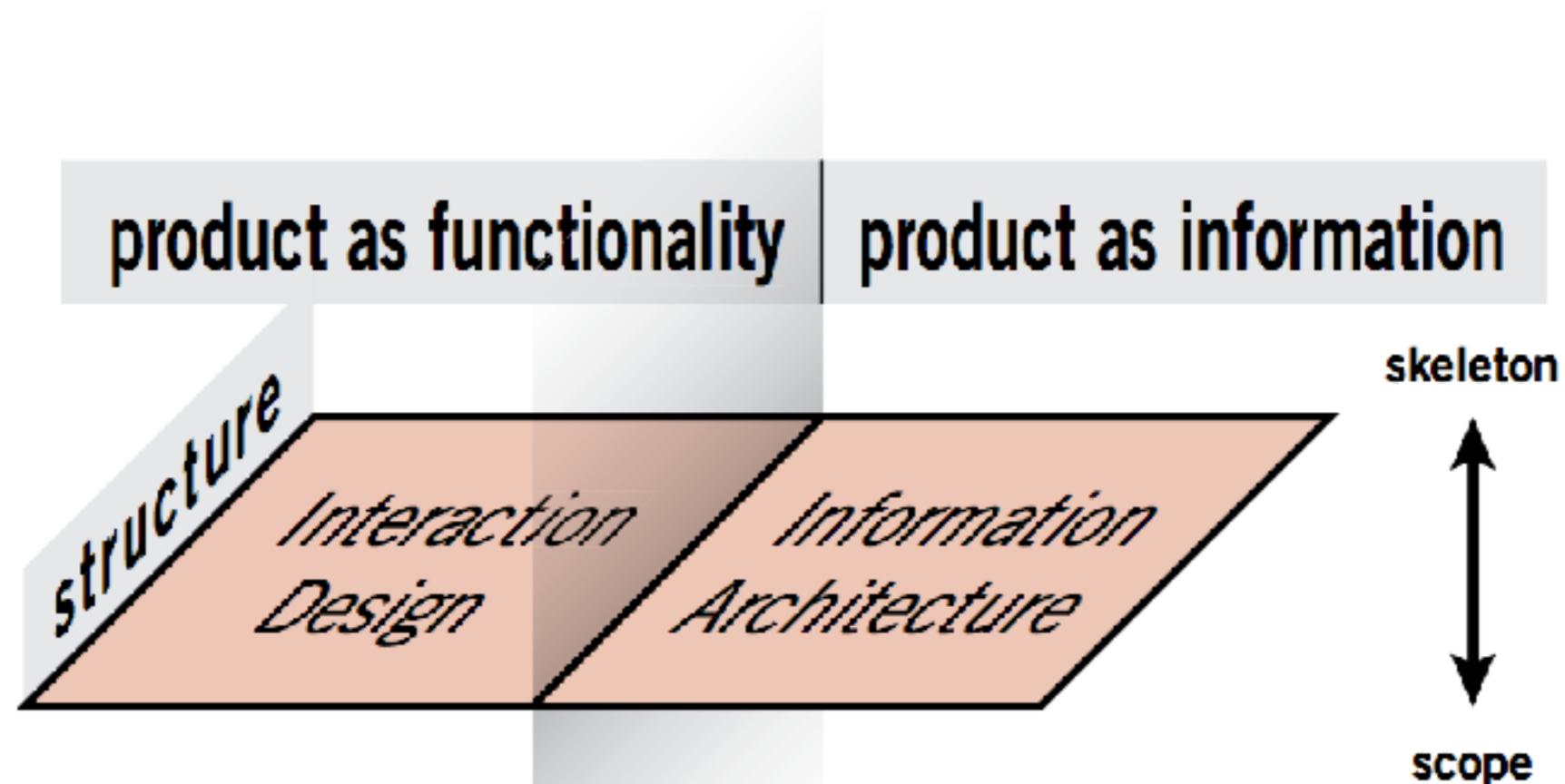
Scope

product as functionality | **product as information**



What are we making?

Structure



Interaction Design

Interaction Design

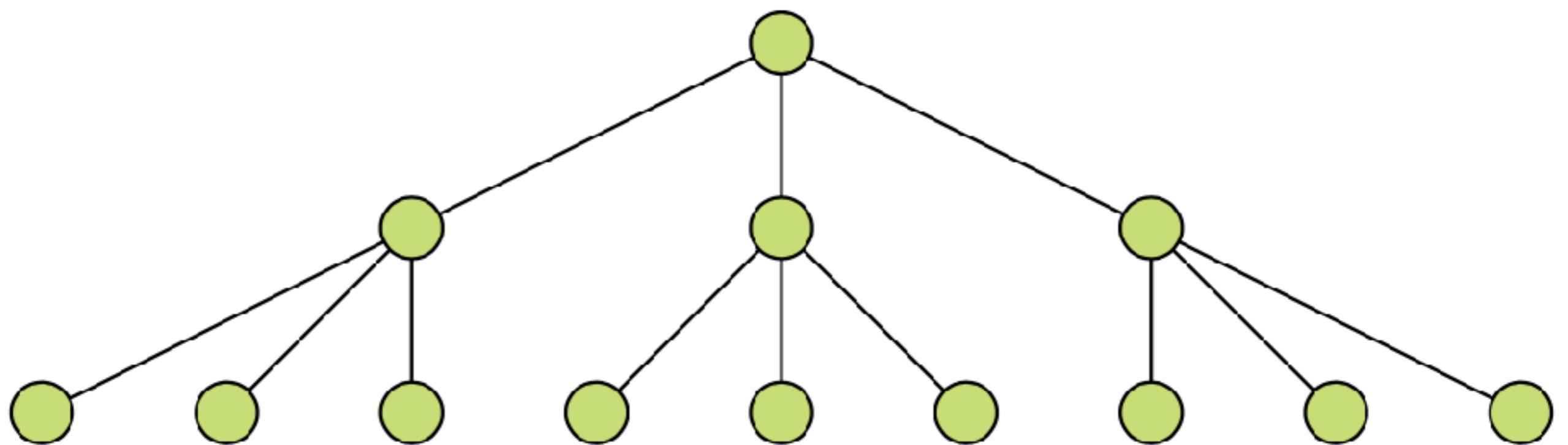
How the user accomplishes tasks.



Information Architecture

Information Architecture

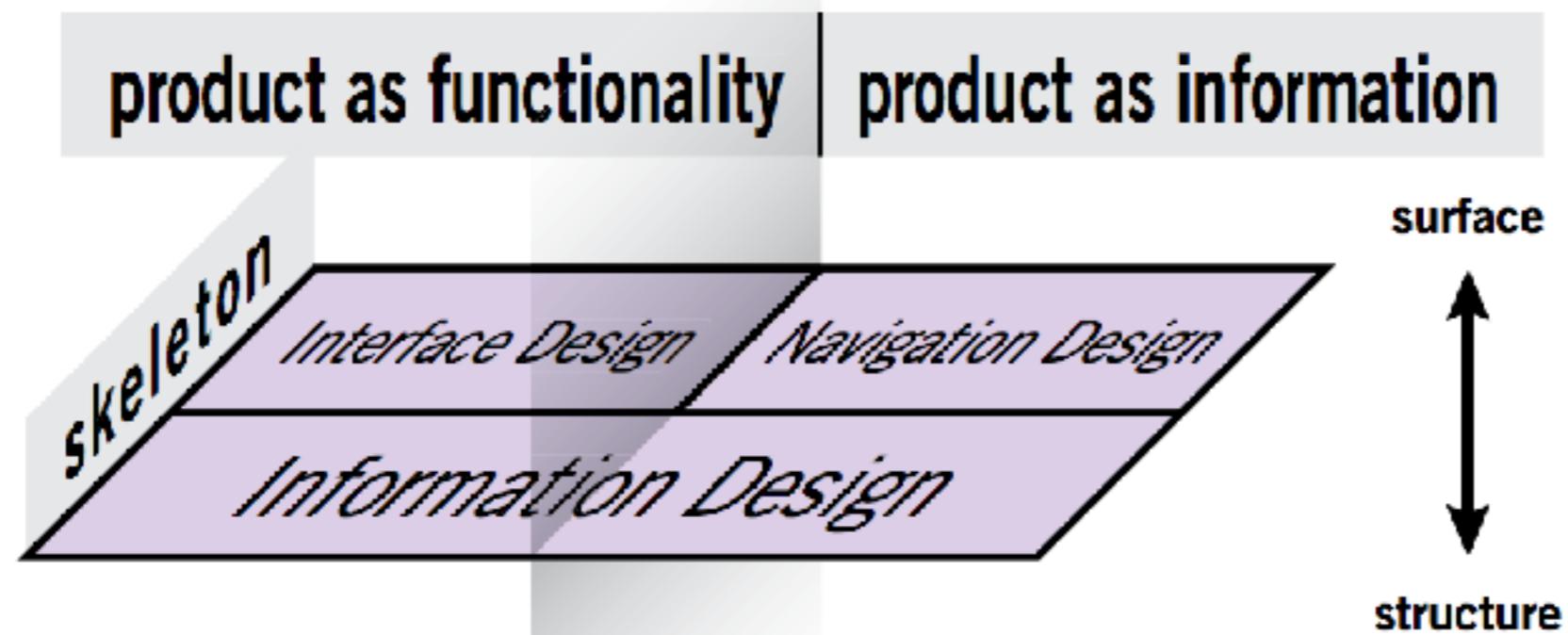
How do we structure our content so that people can understand, find, and use it?



Skeleton

Skeleton

What form will our functionality and content take?



Interface Design

- Buttons, fields, Interface components
- Providing users with the ability to do things

Track plain-text clicks

I'm disabled

Select an option ▾

Select an option

option 1

option 2

option 3

1 Item(S) Selected ▾

Option 1

Option 2

Option 3

Track plain-text clicks

I'm disabled

First name

Any ▾ hello ✖ is it me ✖ you're ✖ looking for? ✖

Standard

Primary Action

Send Now

Stop This Delivery



< February >

S M T W T F S

29	30	31	1	2	3	4
----	----	----	---	---	---	---

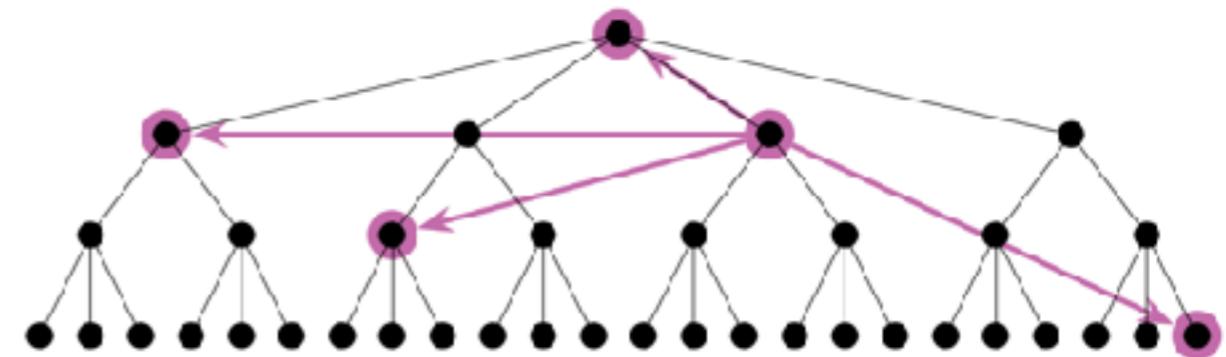
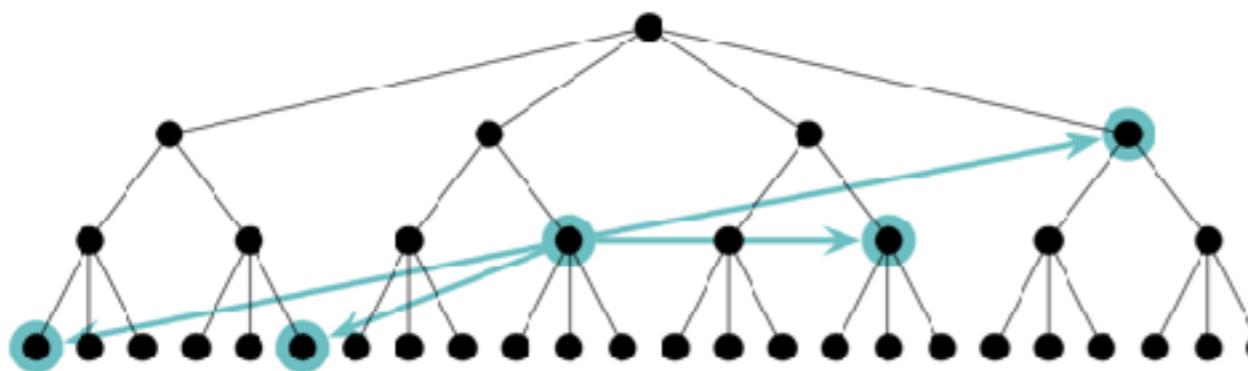
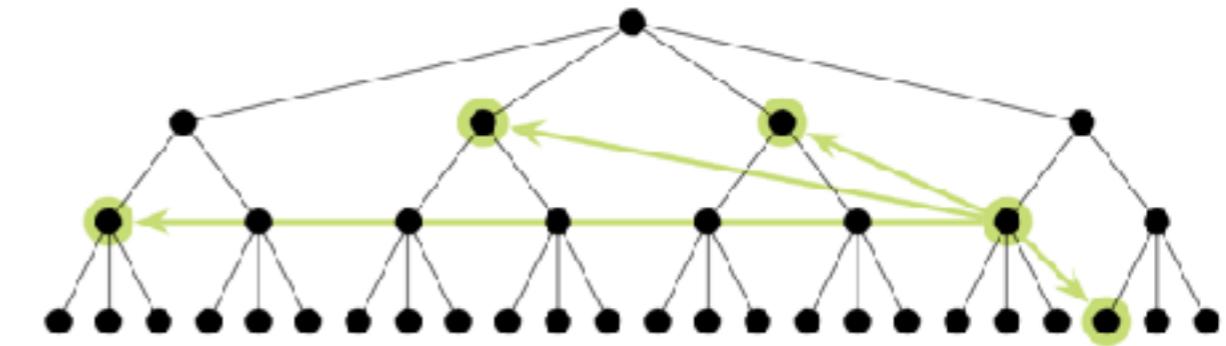
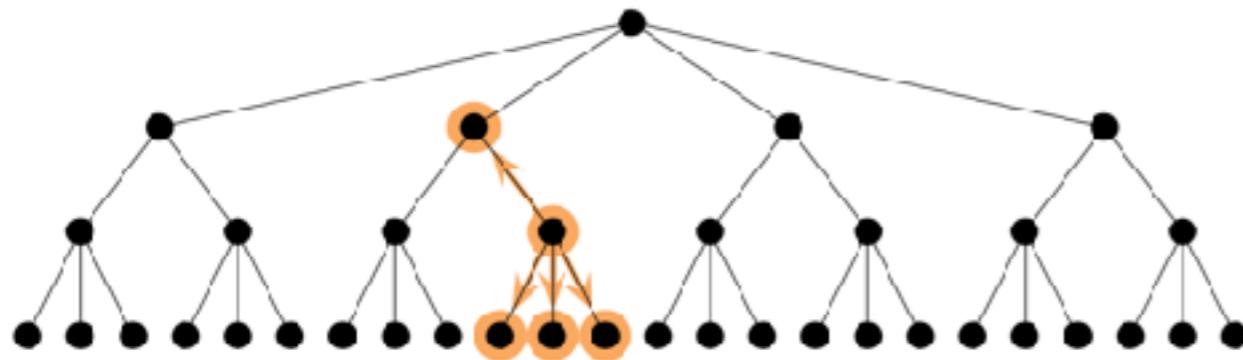
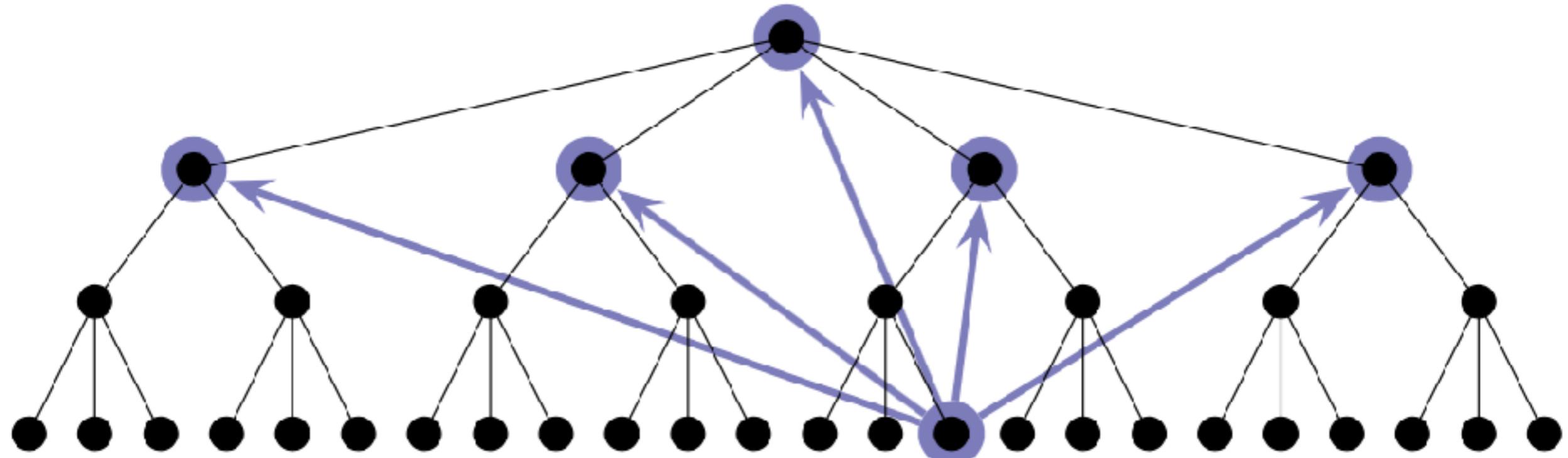
5	6	7	8	9	10	11
---	---	---	---	---	----	----

12	13	14	15	16	17	18
----	----	----	----	----	----	----

19	20	21	22	23	24	25
----	----	----	----	----	----	----

Navigation Design

- Presenting information spaces, and how we move between them.
- Providing users with the ability to go places.



Information Design

- The presentation of information for effective communication
- Crosses between task oriented functionality and information oriented systems

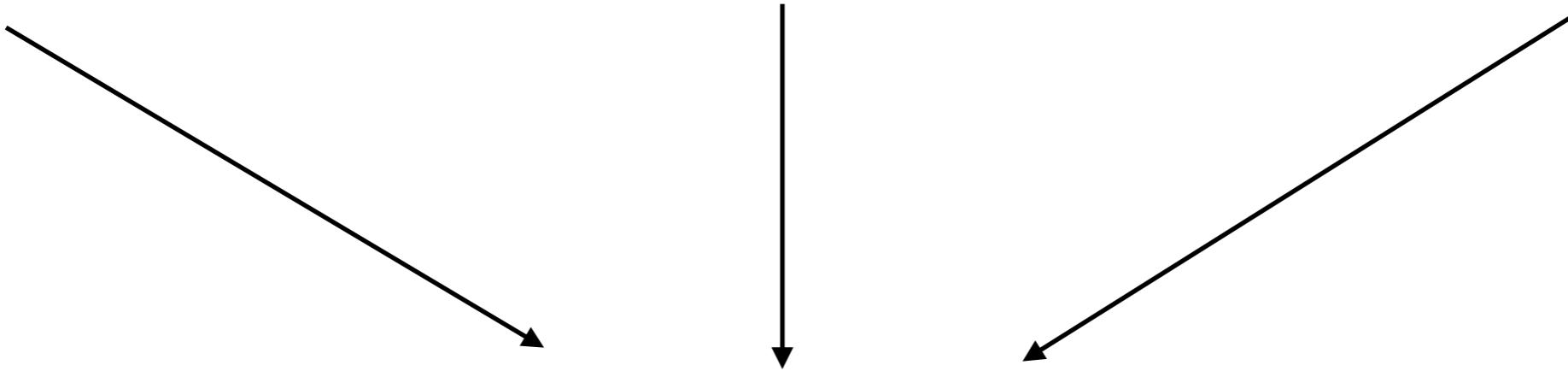
- ▶ Personal information
 - ▶ Name
 - ▶ Job title
 - ▶ Organization
- ▶ Address information
 - ▶ Street address
 - ▶ City
 - ▶ State
 - ▶ Zip code
- ▶ Other contact information
 - ▶ Telephone number
 - ▶ E-mail address
- ▶ Name
- ▶ Job title
- ▶ Organization
- ▶ Street address
- ▶ City
- ▶ State
- ▶ Zip code
- ▶ Telephone number
- ▶ E-mail address
- ▶ State
- ▶ Job title
- ▶ Telephone number
- ▶ Street address
- ▶ Name
- ▶ Zip code
- ▶ Organization
- ▶ City
- ▶ E-mail address

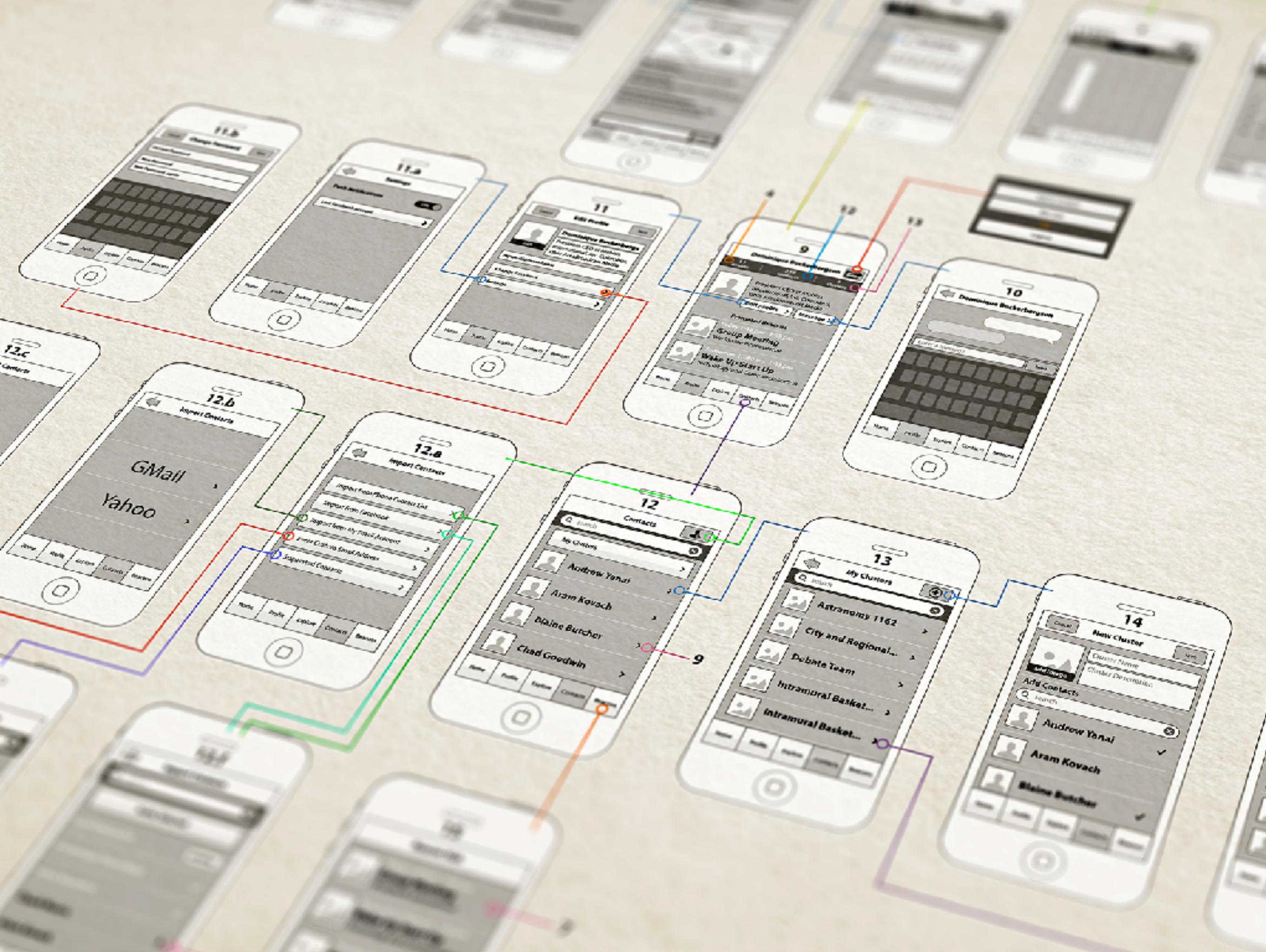
Information Design

Interaction Design

Navigation Design

Page Layout





Surface

product as functionality | product as information



product as functionality produces information



Web Typography

 A BOOK APART
Brief books for people who make websites

No
11

Jason Santa Maria

ON WEB TYPOGRAPHY

FOREWORD BY Ellen Lupton

How we read

Legibility vs. Readability

Can you read it?

vs.

Do you want to read it?

He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections.

Saccades and Fixtures

He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections.

nd if h
l

THE DAY WILL COME WHEN THE DARK, AND IN THE MEAN TIME
MAN AND WOMAN WILL COME OUT OF THE DOWNTIME DUNGEON, STRUGGLING
AND FIGHTING AND WINNING UP A POSITION WITHIN THE SILENT SISTERS.

He lay on his armour-like back and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections

It deosn't mttaer in waht oredr the ltteers in a wrod
are, the olny iprmoetnt tihng is taht the frist and lsat
ltteer be at the rghit pclae. The rset can be a toatl
mses and you can stil raed it wouthit porbelm. Tihs
is bcuseae the huamn mnid deos not raed ervey
lteter by istlef, but the wrod as a wlohe.

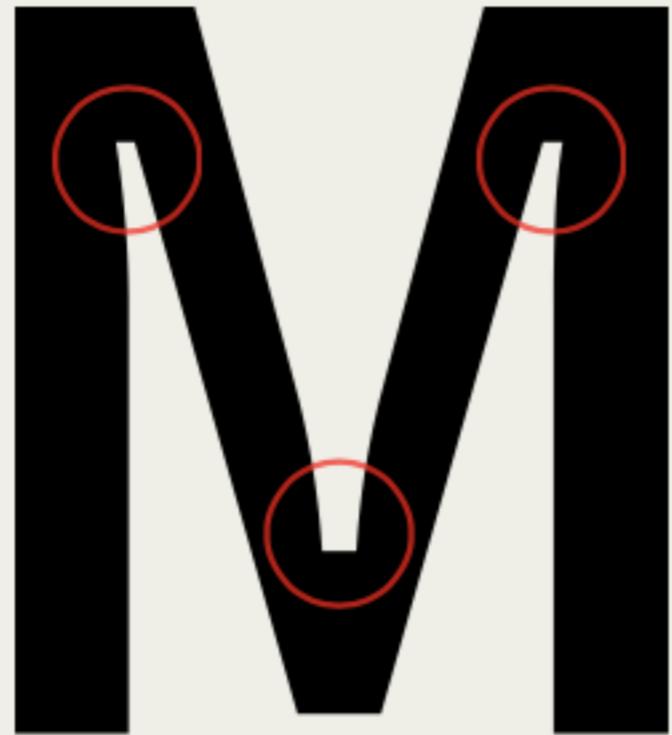
HE LAY ON HIS ARMOUR-LIKE BACK, AND IF HE LIFTED HIS HEAD A LITTLE HE COULD SEE HIS BROWN BELLY, SLIGHTLY DOMED AND DIVIDED BY ARCHES INTO STIFF SECTIONS.

He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections.

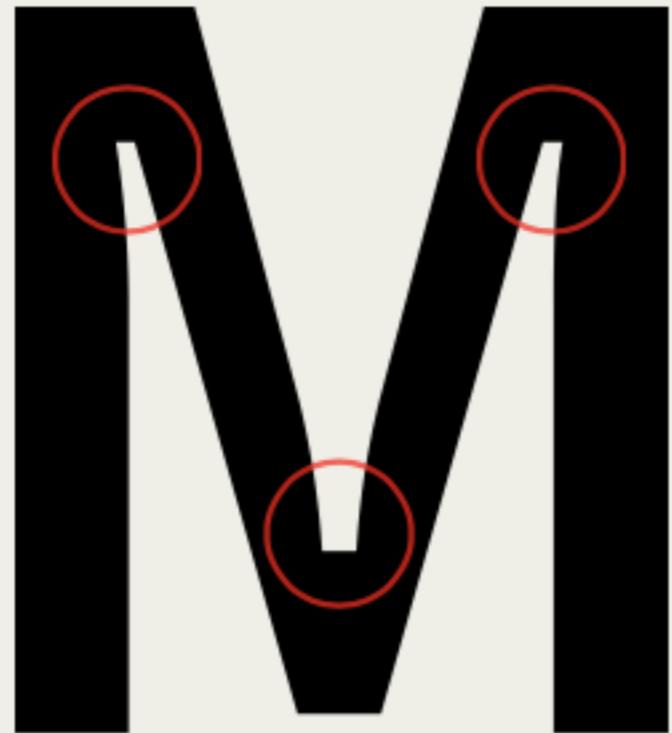
ANTHOLOGIES

Anthologies

How type works

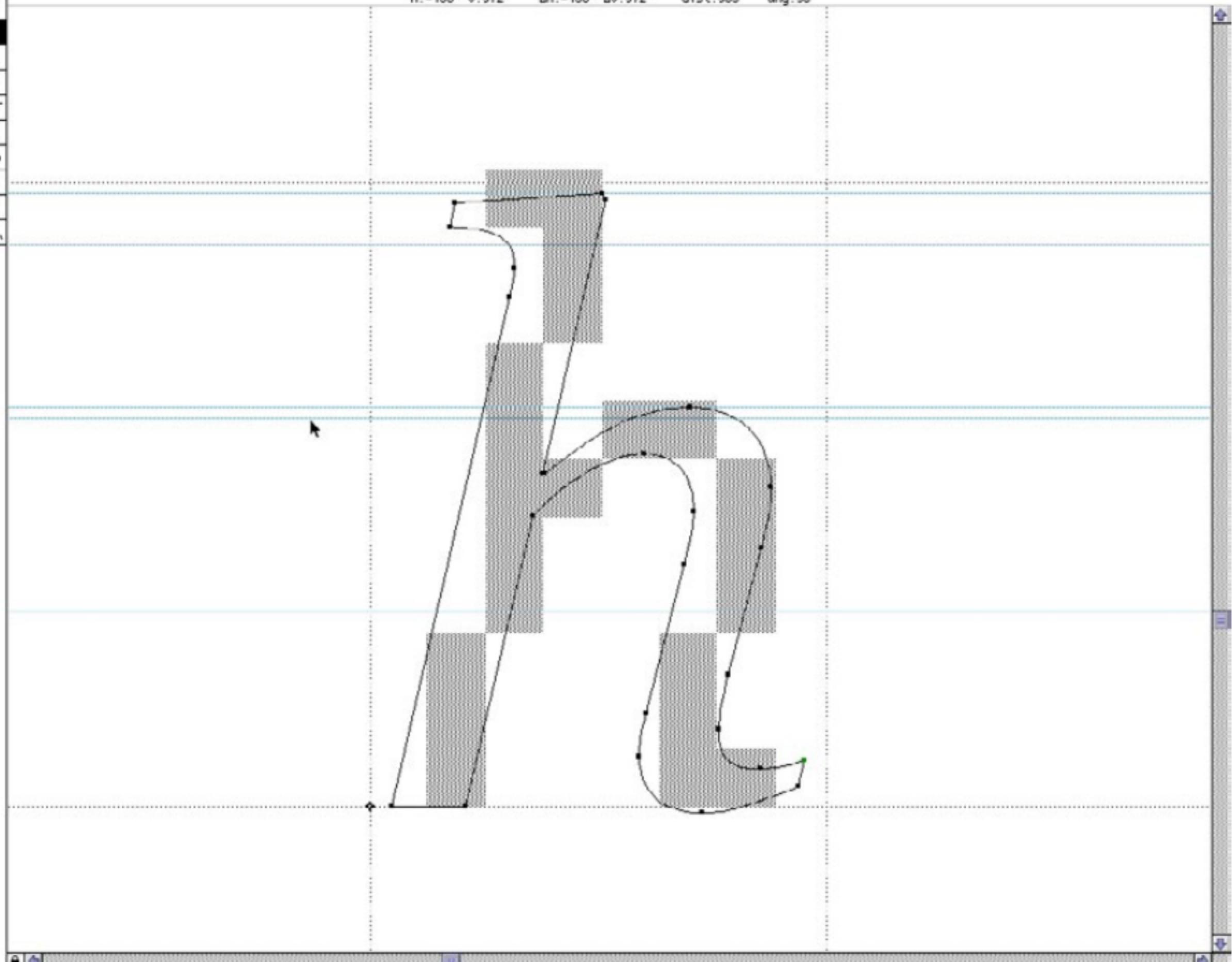


A large, bold, black letter 'M' is centered on a white background. Three small red circles highlight specific features of the letter: one at the top left, one at the top right, and one at the bottom center.



h [104] from Georgia-Italic.P01

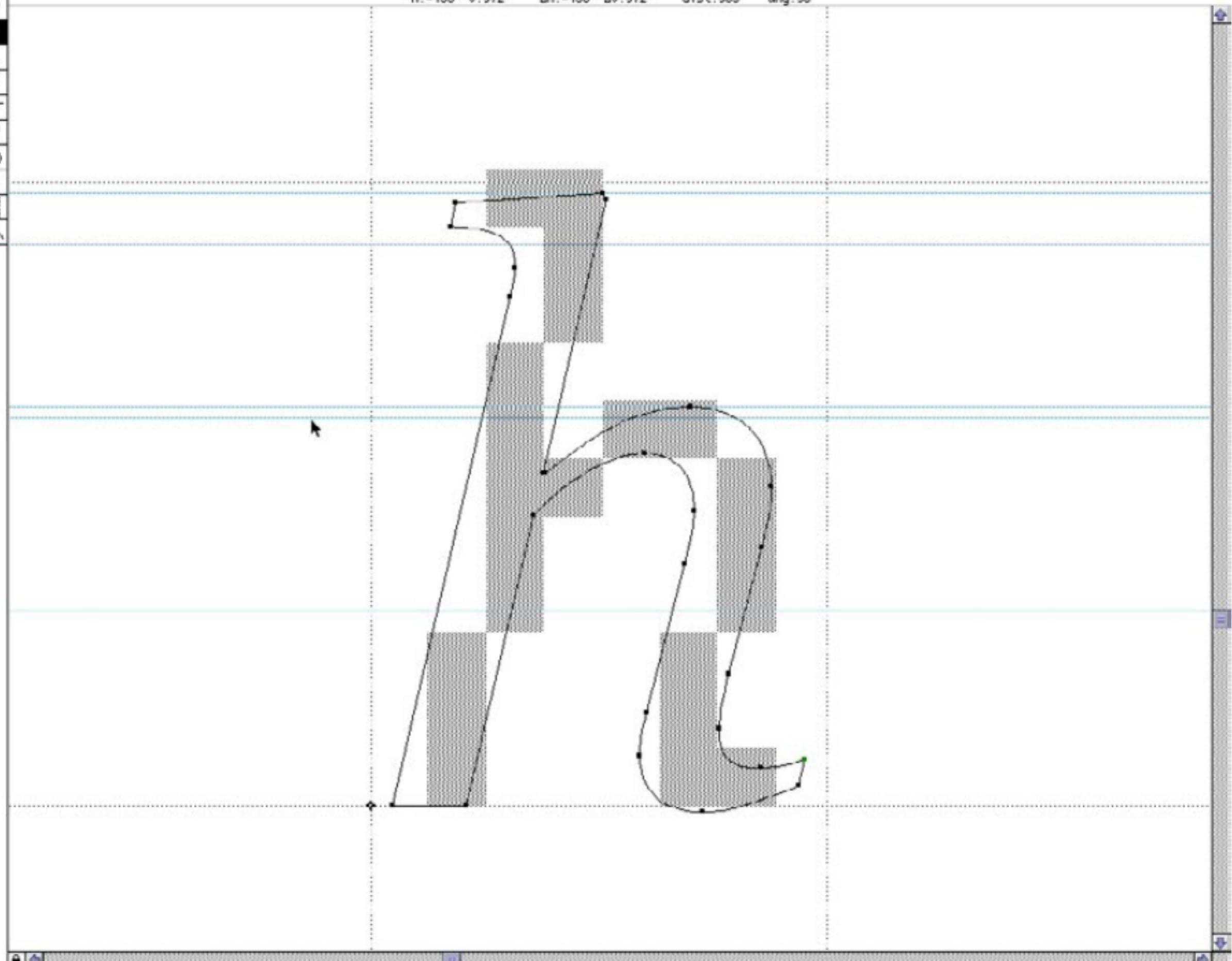
h:-150 v:0.72 Δh:-150 Δv:0.72 dist:0.00 ang:0.0



The quick brown fox
jumps over the lazy dog.

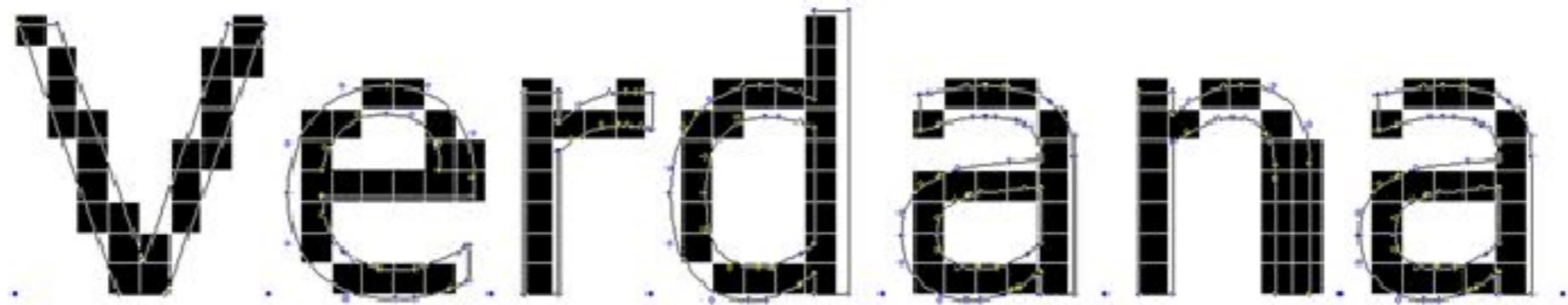
h [104] from Georgia-Italic.P01

h:-150 v:972 dh:-150 dv:972 dist:0 ang:0

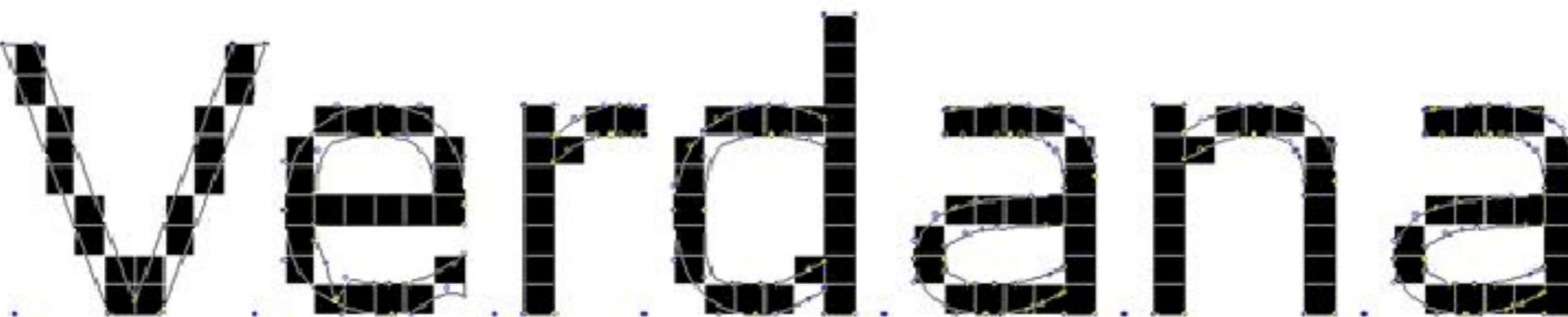


The quick brown fox
jumps over the lazy dog.

The quick brown fox
jumps over the lazy dog.



un-hinted



hinted

Type on the web

@font-face:



<Webtype>

Google Fonts

fonts.com

Typeface vs. Font?

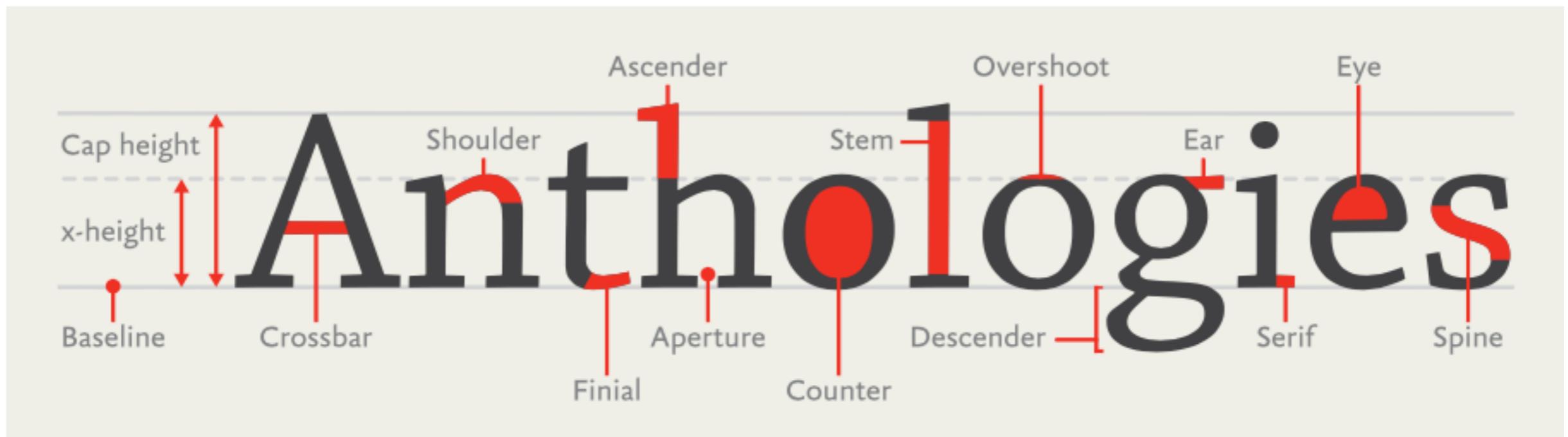
Helvetica

helvetica-regular.otf

Aa Aa Aa Aa *Aa*



Anthologies





Georgia at 40px

Anthologies

Perpetua at 40px

Anthologies

Typeface Contrast

Anthologies

Helvetica

Anthologies

Bauer Bodoni

Weights & Styles

font-weight: 100;

font-weight: 200;

font-weight: 300;

font-weight: 400;

font-weight: 500;

font-weight: 600;

font-weight: 700;

font-weight: 800;

font-weight: 900;

```
font-weight: normal;
font-weight: 400;
```

```
font-weight: bold;
font-weight: 700;
```

Bicycle

Bicycle

Bicycle

Bicycle

Bicycle

Bicycle

Bicycle

Bicycle

Bicycle

Bicycle

Bicycle

Bicycle

Bicycle

Bicycle

Regular

family

✗ *family*

✓ *family*

Regular

family

✗ **family**

✓ **family**

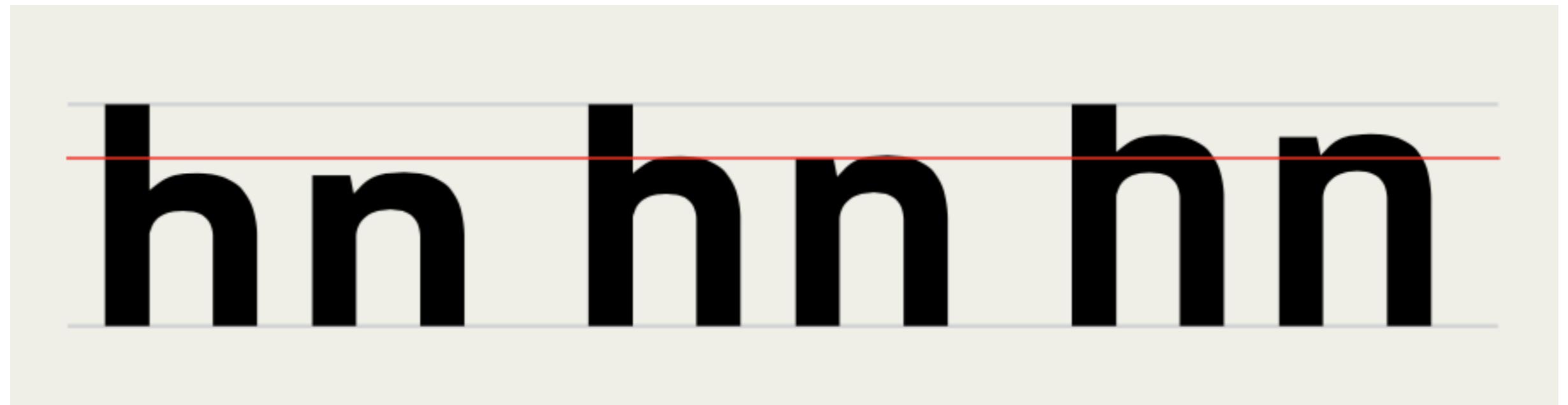
x-height

~~Anthologies~~ Anthologies

JAF Facit

Mrs. Eaves

He lay on his armour-like back and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections



hn hn hn hn hn

counters

The diagram illustrates the vertical structure of the word "Anthologies". It features a light gray background with three horizontal dashed lines: a top line, a middle line, and a bottom line. The word "Anthologies" is written in a bold, black, sans-serif font. Red arrows and lines highlight specific parts of the letters:

- Ascender:** A double-headed red arrow on the left side of the 'A' indicates the height from the baseline to the top of the letter.
- Descender:** A double-headed red arrow on the right side of the 'g' indicates the depth below the baseline to the bottom of the letter's bowl.
- Counter:** A red bracket labeled "Counter" spans the width of the 'o', indicating the internal space within the letterform.
- Ascenders:** Single red lines point upwards from the tops of the 't', 'h', 'l', and 'g'.
- Descenders:** Single red lines point downwards from the bottoms of the 't', 'h', 'l', and 'g'.
- Top Loop:** A red line points upwards from the top loop of the 'g'.

The word "Anthologies" is positioned centrally, with its baseline aligned with the middle dashed line.

Numb3rs, Punctuat!on,
\$pecial €haracters

Age 1234567890 Age 1234567890

Age 1234567890

Garamond Premier Pro with uppercase numerals

Age 1234567890

Garamond Premier Pro with lowercase numerals

1,800,131
121,111
61,040
—
1,982,151

1,800,131
121,111
61,040
—
1,982,151

1,800,131

121,111

61,040

1,982,151

Proportional figures

1,800,131

121,111

61,040

1,982,151

Tabular figures

•

Period

,

Comma

• •

Colon

;

Semicolon

?

Question mark

!

Exclamation mark

“

Open double quote

—

Hyphen

—

En dash

—

Em dash

,

Apostrophe

”

Close double quote

"Don't be dumb"

"You're smart!"

Mac

Entities

without charset [utf-8](#)

‘

⌘ Opt +]

‘ or ‘

Single opening

,

⌘ Opt + ⌄ Shift +]

’ or ’

Single closing &
apostrophe

“

⌘ Opt + [

&lquo; or “

Double opening

”

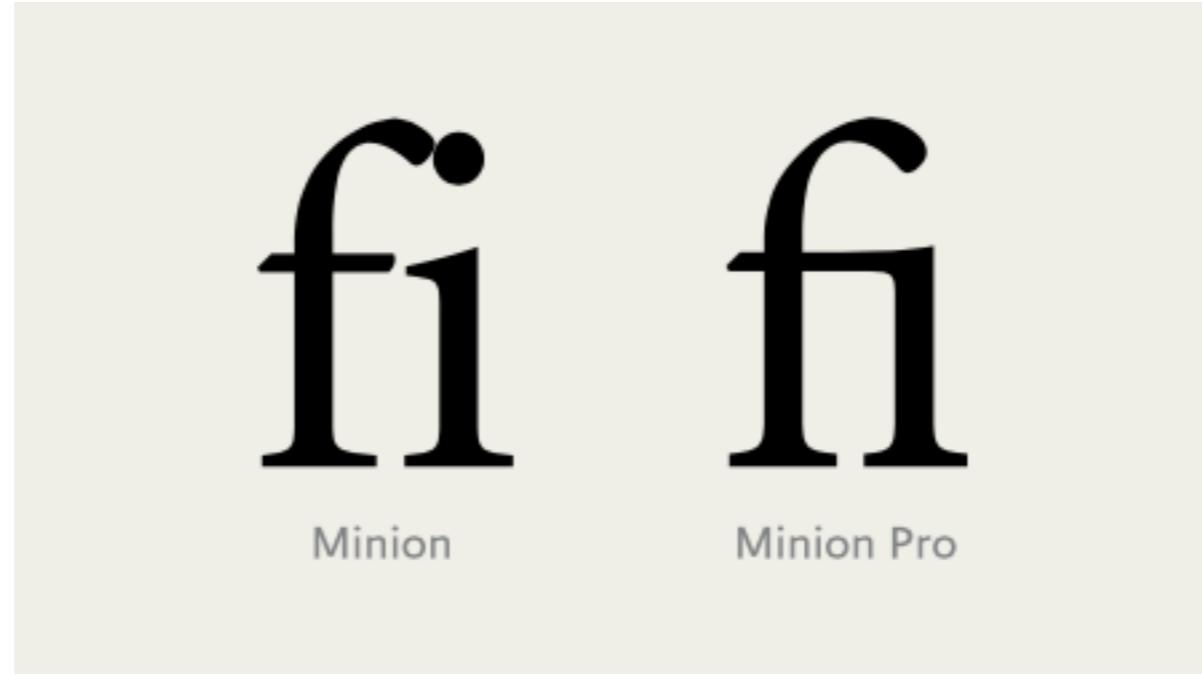
⌘ Opt + ⌄ Shift + [

” or ”

Double closing

Small caps &
Ligatures

- ✗ SHRUNKEN CAPITALS masquerading as small capitals
- ✓ TRUE SMALL CAPS blend perfectly with lowercase



fi

Minion

fi

Minion Pro

font-feature-settings: ;

liga: standard ligatures	smcp: small caps	locl: localized forms
dlig: discretionary ligs	c2sc: small caps from caps	rlig: required ligatures
onum: old style figures	case: case-sensitive forms	medi: medial forms
lnum: lining figures	hlig: historical ligatures	init: initial forms
tnum: tabular figures	calt: contextual alternates	isol: isolated forms
zero: slashed zero	swsh: swashes	fina: final forms
frac: fractions	hist: historical forms	mark: mark
sups: superscript	ss**: stylistic sets	mkmk: mark-to-mark
subs: subscript	kern: kerning	positioning

font-feature-settings: liga;

Technical Considerations

Typefaces are software— one or more font files, loading from a server somewhere.

TrueType (.ttf)

OpenType (.otf)

Web Open Format (.wof)

R

abcefghijop 123 A G Wizards II

The five boxing wizards jump quick
Brawny gods just flocked up to do
Waltz, bad nymph, for quick jigs
Vamp fox held quartz duck just

g wizards jn

1st flocked

nnh for mini g wizards ju

1st flocked

R

abcefghijop 123 A

The five boxing wizards jump quick
Brawny gods just flocked up to quick
Waltz, bad nymph, for quick jig
• Vamp fox held quartz duck just

Choosing and Pairing Type

What typeface should
I choose?

“Type for a moment”

- Only need a moment to read it
- Interface copy (buttons, navigation)
- Display type for headlines
- Going for functionality
- Not overly stylized
- Readable at small size

“Type to live with”

- Long-form text
- Even texture
- Can have some personality,
- But shouldn't be distracting

- Sufficient x-height
- Low-to-medium contrast
- Recognizable and distinct letter forms

What do I want my
design to convey?

The quick brown fox
jumps over the lazy dog.

The quick brown fox
jumps over the lazy dog.

The quick brown fox
jumps over the lazy dog.

The quick brown fox
jumps over the lazy dog.

Appropriateness

Halloween

Testing!

Background Baseline Grid Style Guide View CSS Add Element

New Container

body > div > h1

Skolar

Regular

OpenType Features

ff

Text Size: 63 px

Line Height: 63 px

Spacing: 0 px

Indent/Exdent: 0 px

Text Align:

Text Transform: Ab AB ab None

Inherit styles from parent

Design with over 23,000 web fonts

Typecast helps you create beautiful, realistic and consistent designs.

Get ready for less labor, more love. Until now, designing with web fonts using real content was difficult and time consuming. To design for the wider web, we need tools that create space for craftsmanship. Typecast does this by making it quicker and easier to design in the browser. You'll spend less time on manual changes, re-work and hassle so you can spend more time being an awesome designer.

Design with
23,000 we

Typecast helps y
realistic and con

Get ready for less labor, m
with web fonts using real
consuming. To design for t
create space for craftsma
making it quicker and easi
spend less time on manua
you can spend more time

**Large Headline. 75 Bold,
#201F20, 45pt/45pt.
Maximum line length 2
columns. padding: 0, 40px.**

SmallHeadline. 75 Bold, #201F20, 22pt/25pt.
Maximum line length 2 columns. padding:
0,40px.

Excerpt. 55Roman, #9F9F9F 20pt/25pt. Maximum line
width 2 columns padding:0, 40px.

Meta. 55 Roman, #9F9F9F 14pt/20pt. Maximum line width 2 columns, padding: 0,
40px.

Eyebrow 75 Bold, #9F9F9F 14pt/20pt. Maximum line width 2 columns.
padding: 0, 40px.

Body text. 55 Roman, #201F20. 18/30pt. Maximum line width 2 columns
Padding: 0px 40px, 20px, 40px.

Sub Navigation. 75 Bold, #201F20,
16/20pt.

Maximum linewidth: 1 column.
padding 0, 40px, 20px, 40px.

**Large Headline on color. 75
Bold, #FFFFFF, 45pt/45pt.
Maximum line length 2
columns. padding: 0, 40px.**

**Pullquote on color. 75 Bold,
#FFFFFF, 50% opacity,
45pt/45pt. Maximum line
length 2 columns. padding:
0, 40px.**

**Small Headline. 75 Bold, #FFFFFF, 22pt/25pt.
Maximum line length 2 columns. padding: 0,
40px.**

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width 2 columns. padding: 0, 40px.

Meta. 55 Roman, #9F9F9F 14pt/20pt. Maximum line width 2 columns, padding: 0,
40px.

Eyebrow 75 Bold, #9F9F9F 14pt/20pt. Maximum line width 2 columns.
padding: 0, 40px.

**Large Headline on image. 75
Bold, #FFFFFF, 45pt/45pt.
Maximum line length 2
columns. padding: 0, 40px.**

**Pullquote or hero for RG
child content on image. 75
Bold, #FFFFFF, 50% opacity,
45pt/45pt. Maximum line
length 2 columns. padding:
0, 40px.**

**Small Headline. 75 Bold, #FFFFFF, 22pt/25pt.
Maximum line length 2 columns. padding: 0,
40px.**

Excerpt. 55 Roman, #FFFFFF 20pt/25pt. Maximum line
width 2 columns. padding: 0, 40px.

Meta. 55 Roman, #FFFFFF, 70% opacity, 14pt/20pt. Maximum line width 2 columns
padding: 0, 40px.

Eyebrow 75 Bold, #FFFFFF, 70% opacity, 14pt/20pt. Maximum line width 2
columns. padding: 0, 40px.

- Does the typeface have the right feel?
- Is it good for extended reading?
- Do the characters in your headline or company name look weird?
- Does the typeface family have additional styles you can use to flesh out your type palette?

Pairings

A close-up, low-angle shot of Spider-Man's face and upper body. He is wearing his iconic red and blue suit with the spider emblem on the chest. His eyes are glowing with a golden light. The background is a blurred, futuristic city skyline with glowing blue lights and digital billboards.

WITH GREAT POWER COMES GREAT RESPONSIBILITY..



Bobulate

for INTENTIONAL ORGANIZATION

WRITING

WORDS

SHELF

ABOUT

CONTACT

JAN 16, 2017

Vinicunca, or the absence of snow. cf. "Beauty is the harvest of presence, the evanescent moment of seeing or hearing on the outside what already lives far inside us; the eyes, the ears or the imagination suddenly become a bridge between the here and the there, between then and now, between the inside and the outside; beauty is the conversation between what we think is happening outside in the world and what is just about to occur far inside us." —David Whyte, Consolations

The thing about long-term relationships

JAN 13, 2017

As we age together, New York and I hold one another up when we fall down; we finish one another's sentences.

When we have successes together, we celebrate in the wild forests of the park, along the carousel under the bridge, in the urban ocean, next to the little red lighthouse near the north point.

See also:
[This is New York](#)

We celebrate together, the city and me, as we protect and trust our relationship like no other. I arrived, looking to the city for answers, solitude, assignment, reward, punctuation to a sentence not yet written. The city, in turn, returned untempered possibilities.

The thing about long-term relationships is: you have to hold on. ↗

Rethinking "grow it there and eat it here" agriculture.

It's time for tech to embrace prison reform

Alan Jobs Underhoffer Wins Cooper Hewitt's 2015 National Design Award for Design Interaction

Intestine-inspired 3D printed fashion will hold glowing bacteria

Trust drives change

Launching a digital currency initiative

Exhibit: Three Pioneers
O'Reilly Solid Conference (2015): Hardware, Software, and the Internet of Things
Jobbie on the Future of Design, Learning, and Science

#M2L #MediaLab MIT

GIA with Neil Gersman

Teaching programming to preschoolers

GIA with Neil Gersman

Intestine-inspired 3D printed fashion will hold glowing bacteria

Anthozoa

Ullitmate Media

We are a multi-disciplinary Lab of research and special interest groups working to invent the future of # music

Designing for, with, and by nature.

3D Printing of Functionally Graded Materials

GIA with Neil Gersman

Teaching programming to preschoolers

Anthozoa

Ullitmate Media

We are a degree-granting institution rooted in real world research

Program Overview

The Media Lab is a community of inventors who work under state-of-the-art facilities, doing the things that conventional wisdom says can't or shouldn't be done.

Students come to the Media Lab through the Program in Media Arts and Sciences (MAMS), based within MIT's School of Architecture + Planning. Each year, the program accepts approximately 30-40 master's level PhD candidates with backgrounds ranging from computer science, to music, to architecture.

MAMS offers approximately 30 graduate courses, several undergraduate subjects, and an alternative freshman year program. Media Lab courses explore several themes, including, for example, human-computer interaction, communications, learning, design, and entrepreneurship. Examples of Media Lab graduate courses can be found on MAMS Course Catalog.

"All graduate students are currently fully supported (tuition/medical insurance, plus a stipend), and spend a majority of their time on research activities."

The approximate \$100,000+ cost of living at the Lab can be covered by the students who conduct their own research and experiments, by innovative devices for human adaptation and augmentation, or new modes of transportation for human movement.

Life at the Lab

The approximate \$100,000+ cost of living at the Lab can be covered by the students who conduct their own research and experiments, by innovative devices for human adaptation and augmentation, or new modes of transportation for human movement.

**Large Headline. 75 Bold,
#201F20, 45pt/45pt.
Maximum line length 2
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SmallHeadline. 75 Bold, #201F20, 22pt/25pt.
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Meta. 55 Roman, #9F9F9F 14pt/20pt. Maximum line width 2 columns, padding: 0,
40px.

Eyebrow 75 Bold, #9F9F9F 14pt/20pt. Maximum line width 2 columns.
padding: 0, 40px.

Body text. 55 Roman, #201F20. 18/30pt. Maximum line width 2 columns
Padding: 0px 40px, 20px, 40px.

Sub Navigation. 75 Bold, #201F20,
16/20pt.

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Excerpt. 55 Roman, #FFFFFF 20pt/25pt. Maximum line
width 2 columns. padding: 0, 40px.

Meta. 55 Roman, #FFFFFF, 70% opacity, 14pt/20pt. Maximum line width 2 columns,
padding: 0, 40px.

Eyebrow 75 Bold, #FFFFFF, 70% opacity, 14pt/20pt. Maximum line width 2
columns. padding: 0, 40px.

Distinction & Harmony

LEAGUE GOTHIC IS STRONG

And Garamond Premier Pro is elegant & classic. If these line lengths weren't so short, I'd split this thing up and show you all how great it looks in two columns. Wait a second, I can do just that!

A Welshman went for a job. The interviewer said to him, "We will have to give you a small test as the Welshman we have recently interviewed didn't have a good command of the English language. Can you give me a sentence using the word 'great'?" The Welshman replied, "I've got a

donkey jacket & I think it's great." The interviewer said, "That's pretty good. Now give me a sentence using the words 'great' and 'fascinate'." To which the Welshman replied, "I've got a donkey jacket and I think it's great, it has nine buttons, but I can only fascinate."

Don't compete with each
other, but aren't too
similar either.

For Thursday:

- Project 1 Working Prototypes!
- Simplify your scope as much as possible!
- Looking for polished execution that supports your goals/strategy!