

Tape your P2
milestones to
the wall

Visual Design

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CS 247

THANKS TO SCOTT KLEMMER AND MANEESH AGRAWALA

High-level

info scent, location, neg. space

Medium-level

grids, responsive

Low-level

colors, typography, components

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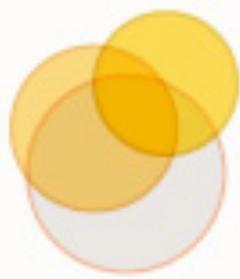
Low-level

colors, typography, components

“Where do I start?”

Mood boards

a.k.a. the first excuse since 5th grade to build a collage



SUNLIGHT FOUNDATION

— Notes —

The concept behind this moodboard is guiding the way to transparency. It will take cues from planning schematics and road signs in monochromatic colors and smaller graphics. This design will be bold, bright, playful but structured.

— Sample Color Palette —



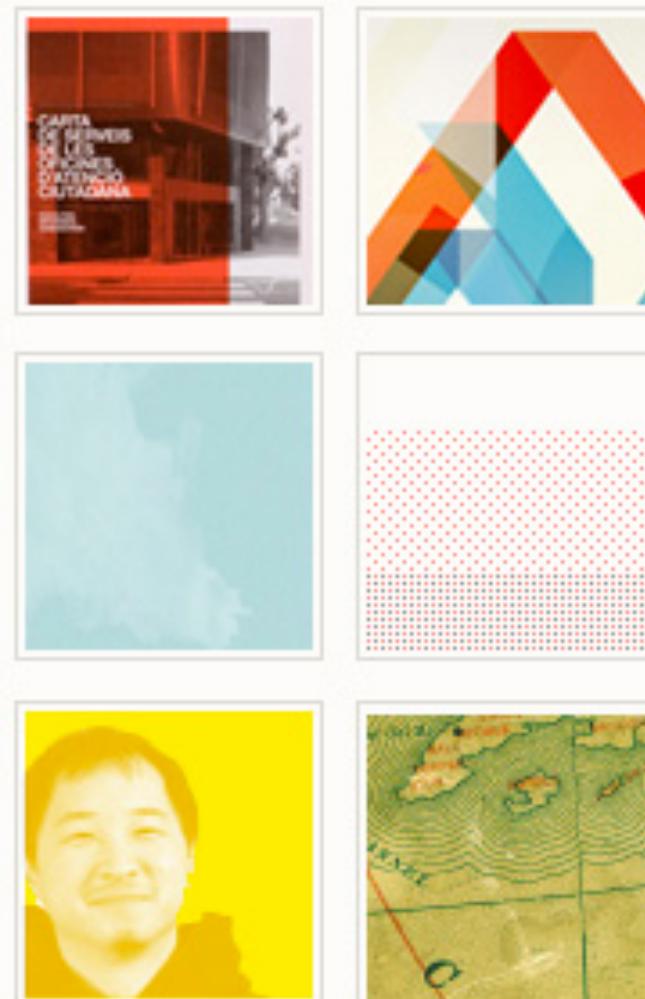
— Text —

HEADER SAMPLE

Secondary Headline Sample

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus eros. Quisque eu dui. Curabitur interdum ultricies mauris. In quis lorem nec orci mollis laoreet.

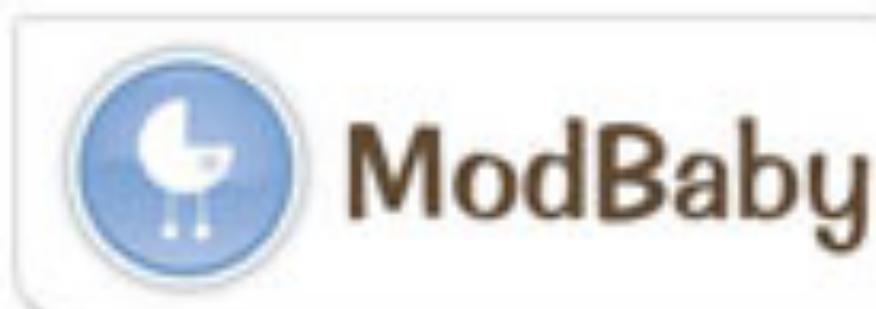
— Sample Textures —



— Style Preview —



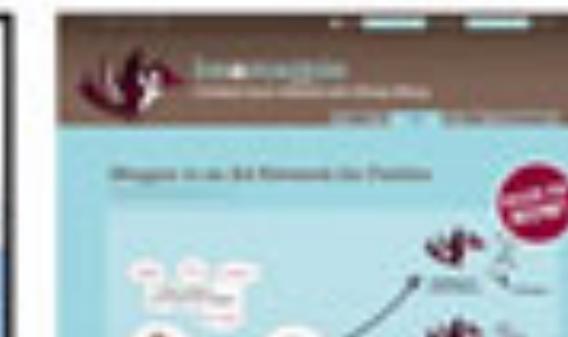
Inspiration:



Company Logo

Adjectives:
Soft
Warm
Friendly
Modern

Sophisticated
Stylish
Comforting



Sample Colors:



Sample Textures & Patterns



iStock photo #4306066

Sample Typography:

Sample Page Heading: Our Products

Font: Impress BT

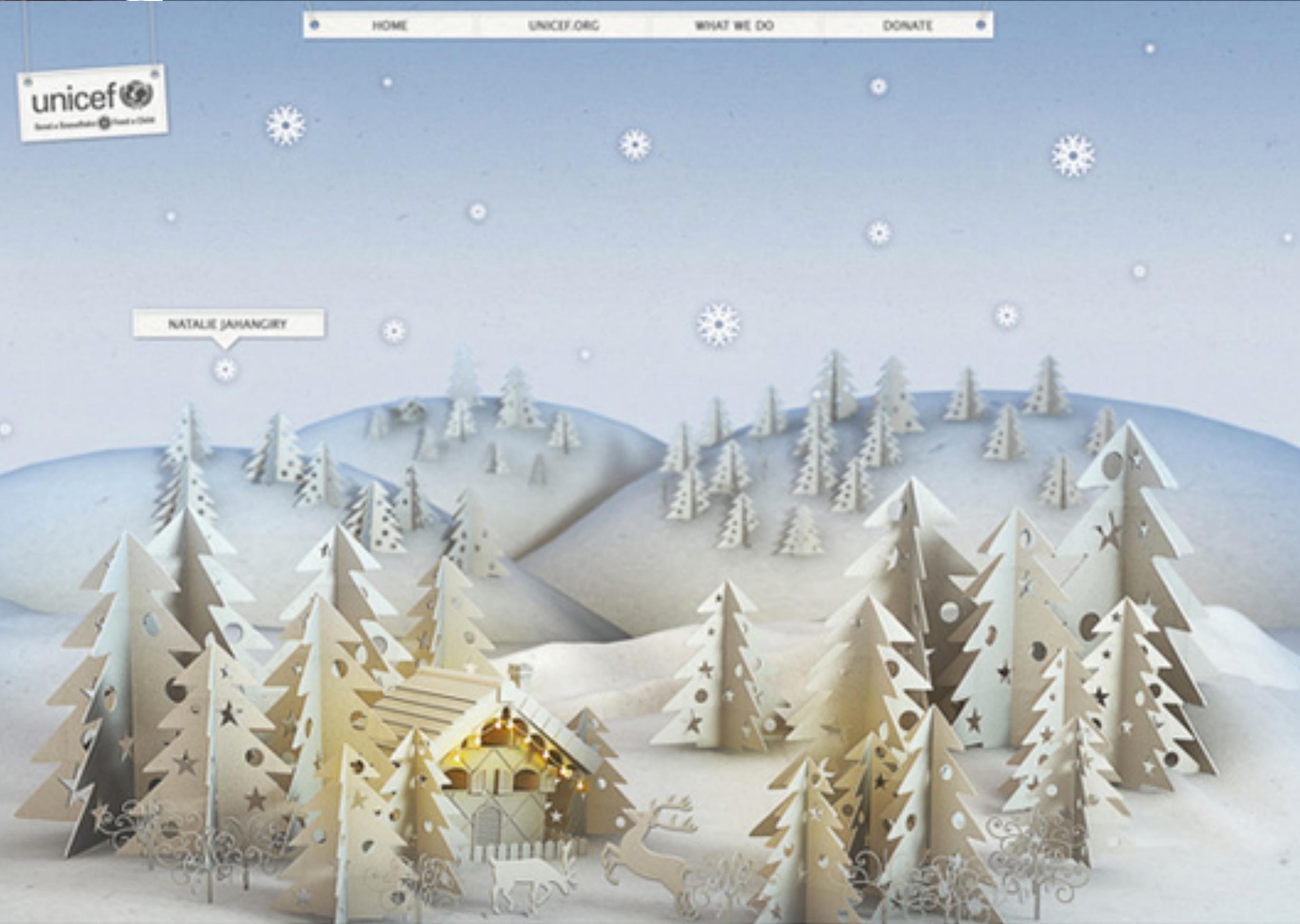
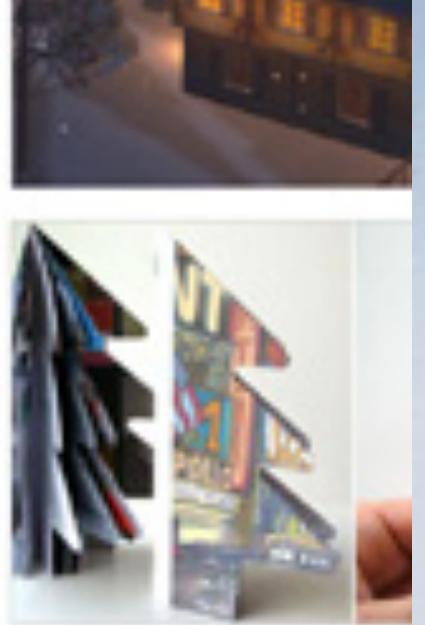
Sample Subheading: Receiving Blankets

Font: Georgia

Sample body text. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante. Donec eu libero sit amet quam egestas semper. Aenean ultricies mi vitae est. Mauris placerat eleifend leo. **This is a link.**

Font: Arial





Unicef's mood board

<http://www.creativebloq.com/graphic-design/mood-boards-812470>

Requirements for a mood board

- Snippets of other peoples' work — e.g., swatches, images, small clippings — not an entire website
- **Evocative, not exemplar:** don't fill it with items that belong on web sites. Find items that evoke the same mood, no matter the media.

HCI design studio

CS 247 · Fall 2015



This class will deepen your fluency with design prototyping and critique for interactive technology. To do this, you'll learn techniques for rapidly brainstorming and prototyping multiple interface alternatives — and why rapid prototyping is essential to excellent interaction design. You'll learn to communicate your ideas visually. You'll deepen your experiences with needfinding and continuous feedback. And you will do all this in a design studio environment, learning to critique and be critiqued with industry leaders who hold years of experience.

What would have gone on CS 247's mood board?

Mood board activity

7min

<http://hci.st/247english>

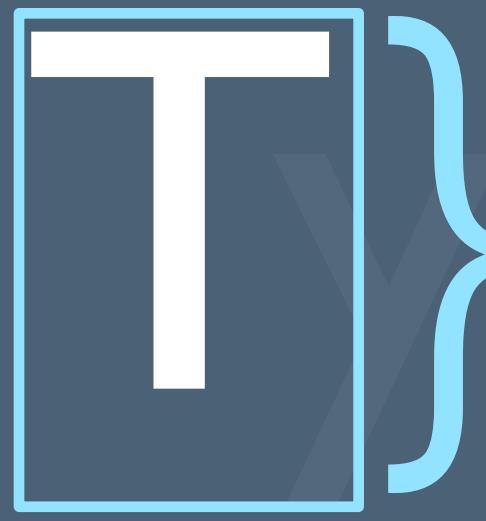
Typography

A large, bold, black letter 'R' is centered on a white background. The letter is designed with a thick, rounded top bar and a vertical stem that tapers towards the bottom right. The interior of the letter is white, providing a strong contrast.

Gill Sans, designed by Eric Gill and released
by the Monotype Corporation in 1928

Typographic Terms





Point size

S S

Gill Sans

Helvetica

Typographic Terms

} Leading

Typographic Terms

TYPO } x-height



Type Type Type

Gill Sans

Roboto
High x-height

Baskerville
Low x-height

Typefaces with high
x-height easier to read
at small point size

Typographic Terms

light

regular

bold

weight

Weights and Styles

Roboto Thin & *Thin Oblique*

Roboto Light & *Light Oblique*

Roboto Regular & *Oblique*

Roboto Medium & *Medium Oblique*

Roboto Bold & *Bold Oblique*

Roboto Black & *Black Oblique*

Roboto Condensed Light & *Condensed Light Oblique*

Roboto Condensed & *Condensed Oblique*

Roboto Condensed Bold & *Condensed Bold Oblique*

Small caps, lowercase numbers

Neutraface

enjoy cs247

enjoy cs247

Combining Type: Concordant

Typography

FROM WIKIPEDIA, THE FREE ENCYCLOPEDIA

Typography is the art and technique of arranging type, type design, and modifying *type glyphs*. Type glyphs are created and modified using a variety of illustration techniques. The arrangement of type involves the selection of typefaces, point size, line length, leading (line spacing), adjusting the spaces between groups of letters (tracking) and adjusting the space between pairs of letters (kerning).

Adobe Caslon Semibold
48 pt

Adobe Caslon Smallcaps, 14 pt

Adobe Caslon Regular, 12 pt

Combining Type: Contrasting

Typography

From Wikipedia, the free encyclopedia

Typography is the art and technique of arranging type, type design, and modifying *type glyphs*. Type glyphs are created and modified using a variety of illustration techniques. The arrangement of type involves the selection of typefaces, point size, line length, leading (line spacing), adjusting the spaces between groups of letters (tracking) and adjusting the space between pairs of letters (kerning).

Gill Sans Light
48 pt

Gill Sans Light, 16 pt

UC Berkeley OldStyle, 12 pt

Combining Type: Conflicting

Typography

From Wikipedia, the free encyclopedia

Typography is the art and technique of arranging type, type design, and modifying type glyphs. Type glyphs are created and modified using a variety of illustration techniques. The arrangement of type involves the selection of typefaces, point size, line length, leading (line spacing), adjusting the spaces between groups of letters (tracking) and adjusting the space between pairs of letters (kerning).

Arial
36 pt

Futura Medium, 14 pt

Myriad Regular, 12 pt

Google Fonts

- Free web fonts - with drop-in scripts and CSS

The screenshot shows the Google Fonts homepage with the following interface elements:

- Header:** Google Fonts
- Top Bar:** More scripts, About, Analytics, New to Google Fonts?
- Search/Filter:** 667 font families shown, Word (selected), Sentence, Paragraph, Poster, Preview Text: CS 247, Size: 100 px, Sorting: Popularity.
- Filters:** All categories, Thickness, Slant, Width.
- Script:** Latin.
- Reset:** Reset all filters/search.

The main content displays six font families in a grid:

- Open Sans**, 10 Styles, Normal 400: CS 247. Buttons: Add to Collection, Embed, Copy.
- Slabo 27px**, 1 Style, Normal 400: CS 247. Buttons: Add to Collection, Embed, Copy.
- Roboto**, 12 Styles, Normal 400: CS 247. Buttons: Add to Collection, Embed, Copy.
- Oswald**, 3 Styles, Normal 400: CS 247. Buttons: Add to Collection, Embed, Copy.
- Lato**, 10 Styles, Normal 400: CS 247. Buttons: Add to Collection, Embed, Copy.
- Roboto Condensed**, 6 Styles, Normal 400: CS 247. Buttons: Add to Collection, Embed, Copy.

[Goal](#)[Brief](#)[Part I deliverable](#)[Thesis and mood board](#)[Sketch six concepts](#)[Wireframe two concepts](#)

Project 2: Hello, World!

P2 is our opportunity to dive into interaction design for the web by creating a portfolio. This project focuses on the visual, the aesthetic and the interactive aspects of design. It does so first through mocks, then through code. We'll connect these skills to the broader design process in future projects.

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[Pixel-perfect mock](#)

Typography activity

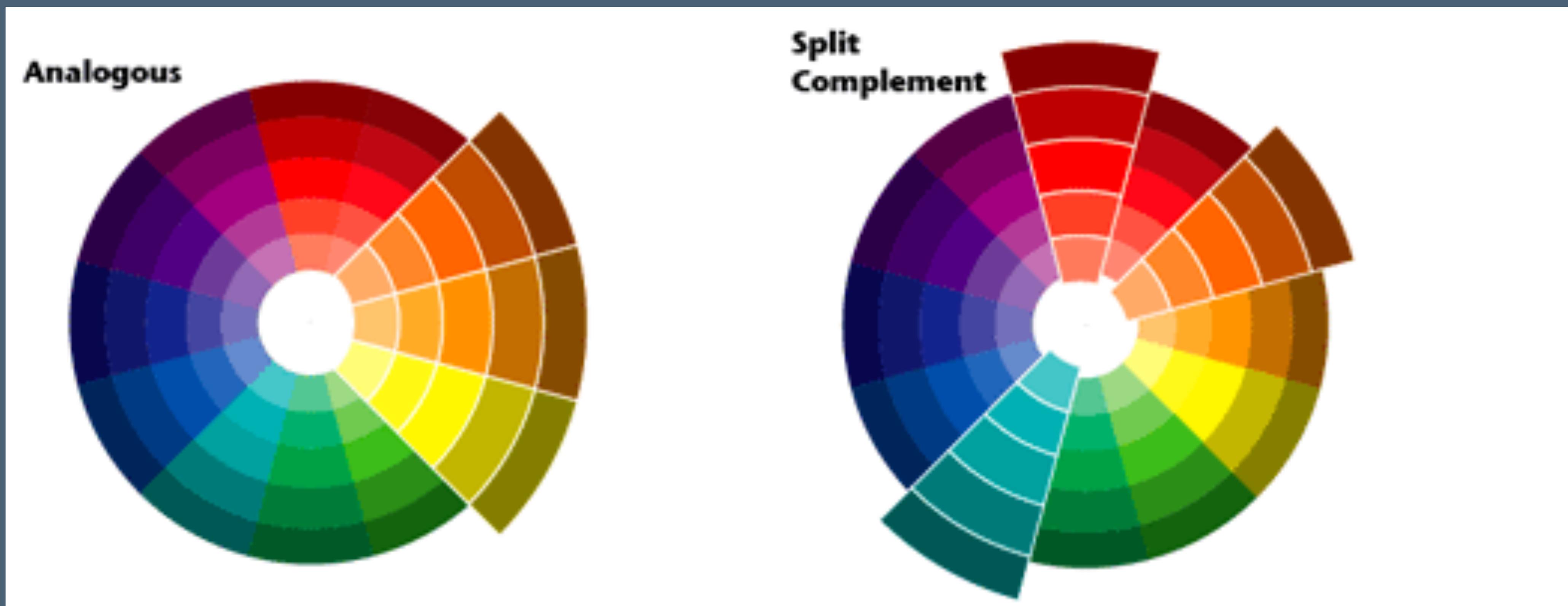
7min

Color

Do it last.

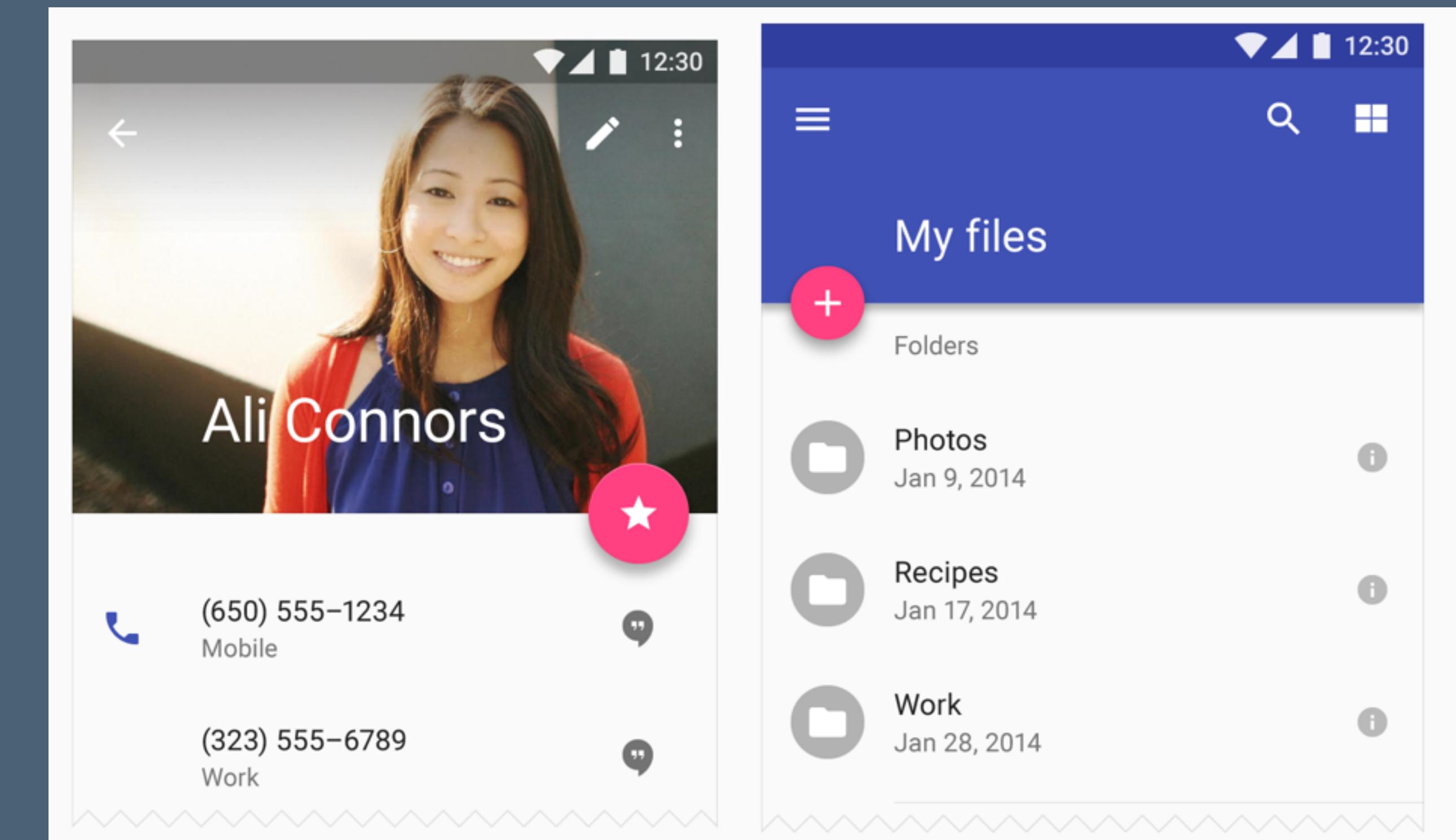
Reminders from CS 147

- Start in grayscale, then keep the luminance values
- Common schemes: analogous and split complement



Primary + accent

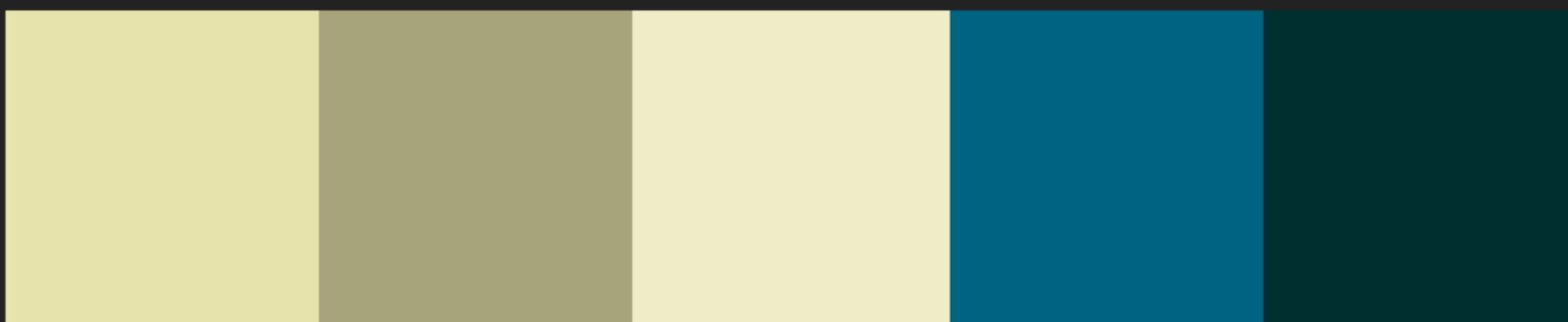
- Choose one primary color, using a one or possibly two different hues
- Then a secondary color you use as an accent or highlight



Google Material Design spec
Hues of blue as primary, pink as accent

Benefit from color theory

- Adobe Color CC <http://color.adobe.com>
- Fork popular themes (click “Explore”)



sandy stone beach ocean ...

👁 9K+ ❤ 9K+ 💬 328



Firenze

👁 9K+ ❤ 8K+ 💬 186



Neutral Blue

👁 9K+ ❤ 7K+ 💬 54



Phaedra

👁 6K+ ❤ 4K+ 💬 16

Coloring time

Recolor our starter website

Use the Chrome debugger or edit cs247.css

Seven minutes

Energy and tension



Uniform weights: little tension

- Some things must be small, so that others may be large



Example from Sean Adams, Stanford Lynda

Simple grids: little tension

- Tension requires elements that are not entirely predictable or repeated.
- However, they must still balance.

Play with the grid

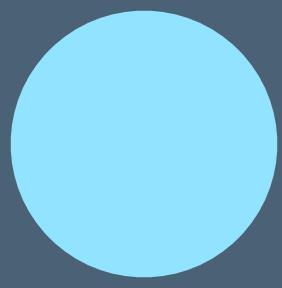
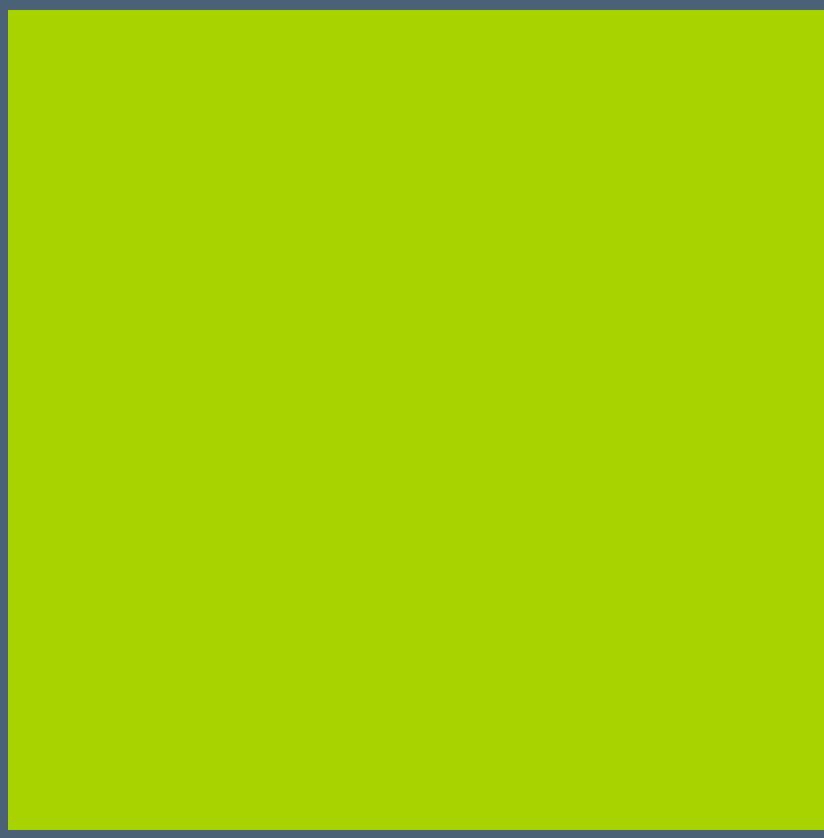
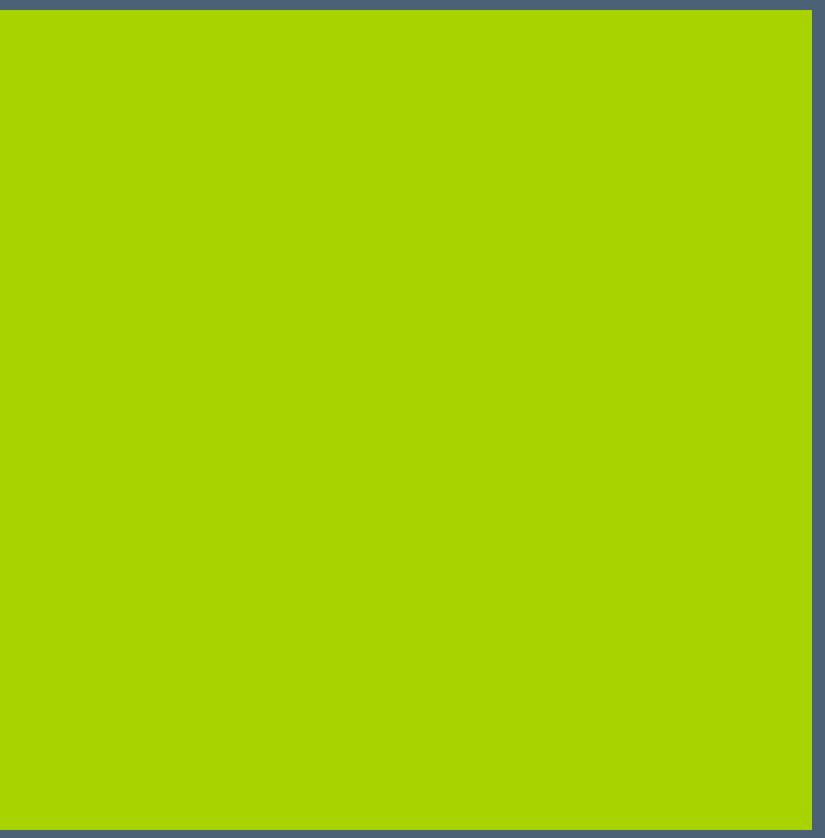


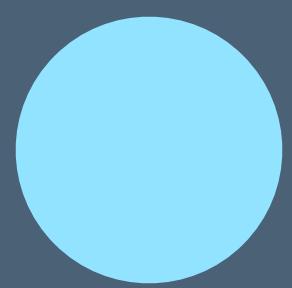
Play with the grid

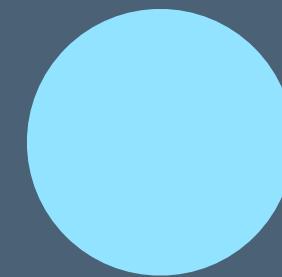
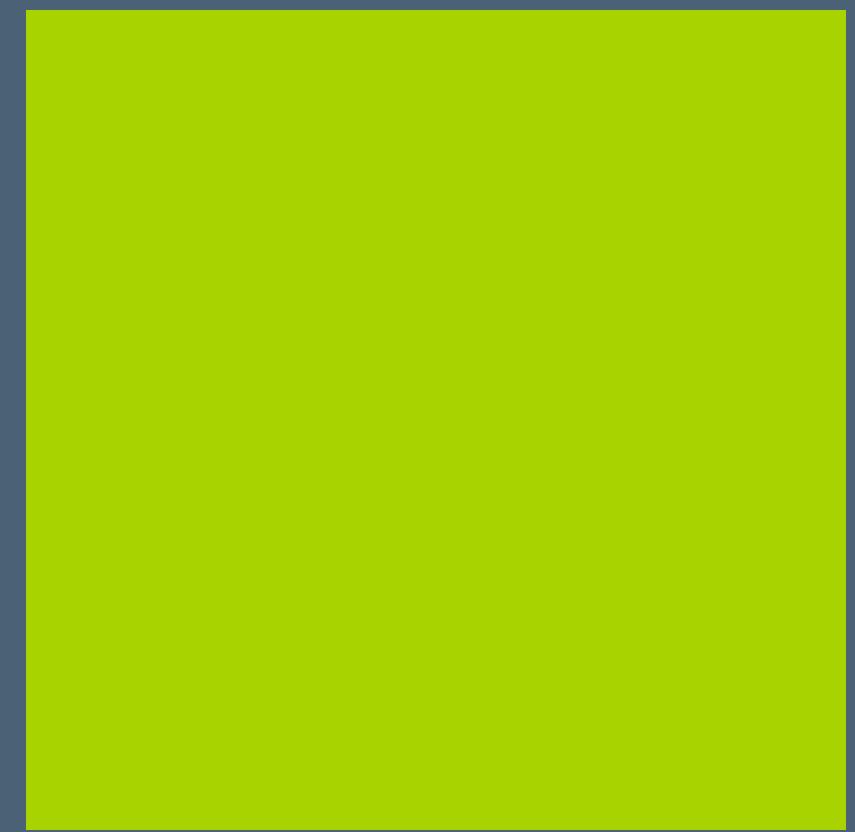


Balance

- Create tension by breaking the grid, which puts extra weight in some parts of the design.
- Counter that tension to maintain overall balance in the design.









Reusable components

“I’ll just write it myse—”
“PLZ STAHP”

Resist the temptation

- It may seem like a good idea to develop your own icons for your design
- It's typically not a good idea
- Good icon design is hard

Easy to find well-designed icons



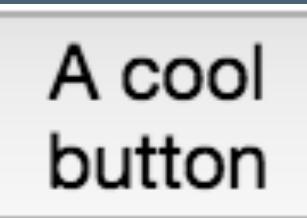
The Noun Project

500px	500px	
■	battery-1 (alias)	
□	battery-empty	
■	battery-three-quarters	
📅	calendar-plus-o	
⌚	calendar-times-o	
chrome		
contao		
fonticons		
gg-circle		
a	amazon	
■	battery-2 (alias)	
■	battery-full	
👔	black-tie	
📅	clone	
cc	creative-commons	
○	genderless	
✋	hand-grab-o (alias)	

Font Awesome

Utilizing years of refinement

- The native HTML user interface components are bland, incomplete, and do not carry modern affordances.

Button: 

<http://www.cs.tut.fi/~jkorpela/www/testel.html>

Reset button: 

Single-line text input field:

Multi-line text input field (textarea):

//

The following two radio buttons are inside a **fieldset** element with a **legend**:

Legend

Radio button 1
 Radio button 2 (initially checked)

Check those that apply

UI toolkits

- Capture today's best practice

Name	Double-Line Header	Rating	Signed Up ▾
 John Boo	ok		15 Sep, 8:56 AM (2013)
 Michael Robinson	ok		15 Sep, 7:12 AM (2013)
 Alexander Robson	Blocked		15 Sep, 4:34 AM (2013)
 Jannifer Pinsker	Blocked 24h		15 Sep, 2:08 AM (2013)
 Bob Robson	ok		15 Sep, 8:56 AM (2013)
 Michael Robinson	Suspect		15 Sep, 7:12 AM (2013)

EXAMPLE

Default Primary Success Info Warning Danger Link

```
<!-- Standard button -->
<button type="button" class="btn btn-default">Default</button>

<!-- Provides extra visual weight and identifies the primary action in a set of buttons -->
<button type="button" class="btn btn-primary">Primary</button>

<!-- Indicates a successful or positive action -->
<button type="button" class="btn btn-success">Success</button>
```

Progressive disclosure

...and its role in interaction design

Design is no longer static



VS.

The screenshot shows the homepage of the Organizing for Action website. At the top right are buttons for 'DONATE', 'Connect', and 'Sign In'. Below the navigation bar, there is a large text block: 'Organizing for Action: We're the people who don't just support progressive change—we're fighting for it.' Below this text is a 'LET'S GO →' button. The page is divided into two main sections: an orange section on the left with a megaphone icon and the text 'Do your part for Obamacare' with a 'I'm in' button, and a teal section on the right featuring a photo of Barack Obama speaking at a podium with the text 'This work has never mattered more.' and 'It's up to this grassroots movement to finish what we started—add your name today and say you're on board.' At the bottom right is an 'Email' button.

What, and when?

- Not all information needs to be presented “above the fold”, or even visible initially.
- What signals of interest should you use to expand or guide users to more information and content?

It's no longer simply “subtract”.

- Subtract what, and when? Watch the video again:

