

6.1 VISUAL DESIGN



SKETCHNOTES BY SKETCHNOTESPACE.COM

6.2 TYPOGRAPHY



WHITESPACE
CONVEYS
GROUPING

SIZE CONTRAST TO
INDICATE HIERARCHY
vary scale & weight

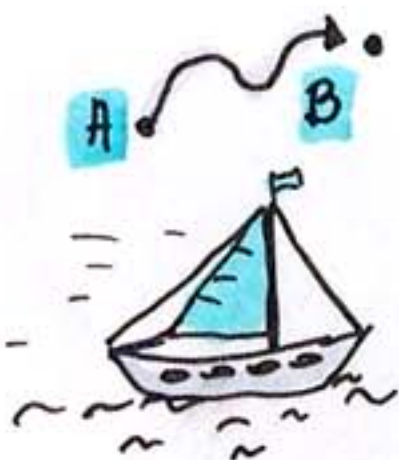
BLUR

PAGE TO CHECK
HIERARCHY, STRUCTURE,
EASINESS, COLOR
IDENTITY

JENNIFER TIDWELL
DESIGNING INTERFACES

THE GOAL

GOOD VISUAL DESIGN GOES UNNOTICED
BECAUSE THE CONTENT COMES
THROUGH CLEARLY & UNOBSTRUCTED.



GUIDE

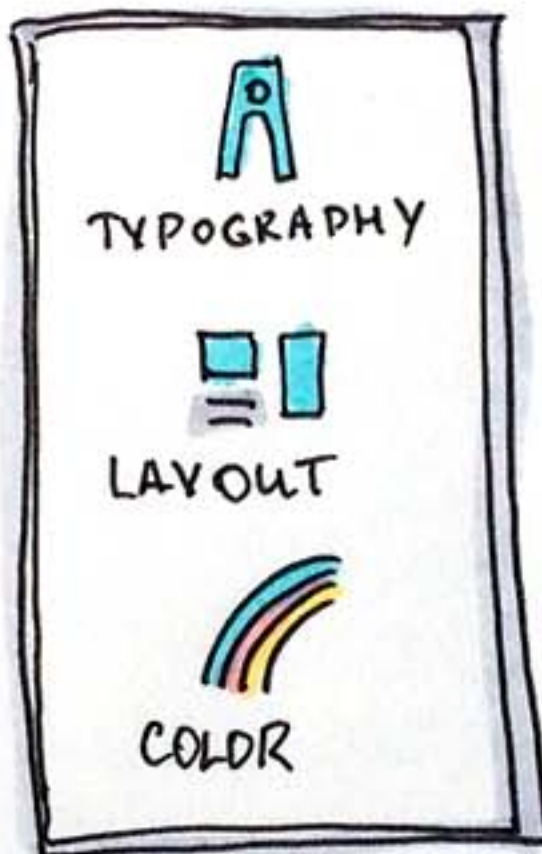
CONVEY STRUCTURE,
RELATIONSHIPS, IMPORTANCE

PACE

PROVIDE HOOKS TO DIVE
DEEP, DRAW IN, ORIENT

MESSAGE

EXPRESS MEANING & STYLE,
BREATHE LIFE INTO THE CONTENT



BASIC TOOLS OF
VISUAL DESIGN

"Legibility, in
practice, amounts
simply to what
one is accustomed
to"

ERIC GILL,
1931



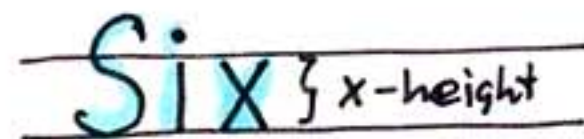
POINT
SIZE



Gill Sans Calibri



LEADING
(20%)



ascenders

Six Typographic Terms

descenders

serifs

light

Weight

regular bold

GARY MUSTWIT
HELVETICA

WHICH TYPEFACE
TO USE?



• ROBERT BRINGHURST
THE ELEMENTS OF
TYPO STYLE

• Jennifer Tidwell
DESIGNING UI

• Edward Tufte
Envisioning Inform.

• Robin Williams,
The Non-designers
Design Book

BOOK

LOGO

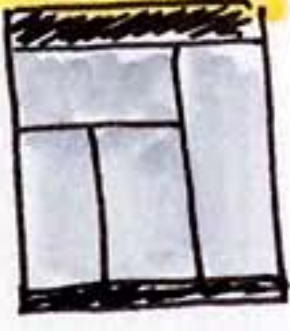
(easy to read)

(bold, dramatic)

USE DIFFERENT FONT
SIZE OR WEIGHT TO
CONVEY INFORMAT.
HIERARCHY AND GUIDE
THE READER'S EYE

6.3 GRIDS & ALIGNMENT

88 SKETCHNOTES BY SKETCHNOTESPACE.COM

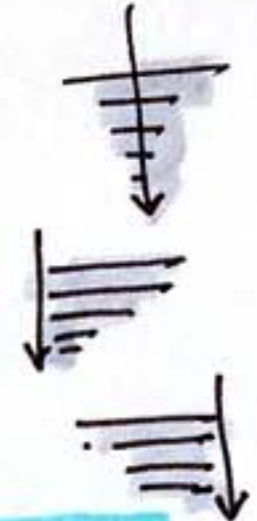


USING GROUNDING
& ALIGNMENT TO
CONVEY STRUCTURE
by Scott Klemmer



VARIETY OF
GRIDS ...

WHEN CREATING
TEMPLATES, DESIGN
FOR THE LONGEST
TEXT BLOCK



- TAN TSCHICHOLD
The new Typography
(BAUHAUS REVOLUTION)
- KEVIN MULLEN, Designing
Visual Interfaces
- Luke Wroblewski, Web form design

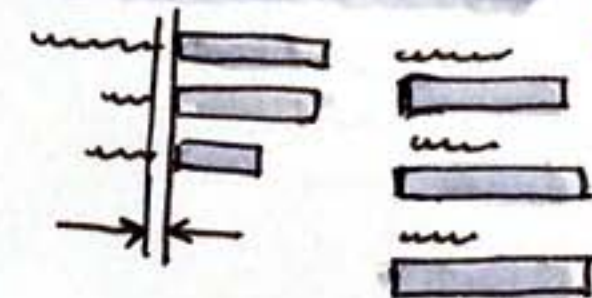
USER INTERFACE ENGINEERING
DESIGNING FOR THE
SCENT OF INFORMATION

Peter Pirolli, Information Foraging Theory

Jakob Nielsen, Alertbox

ALIGNMENT

GUIDES THE EYE,
REDUCING CLUTTER



- USE visual
proximity and
scale
- different alignment
for different purposes
- WHAT THE MOST ?
IMPORTANT PART.

6.4 READING & NAVIGATION

**INFOR-
MA-
VORES**

George Miller

Pete Pirolli (PARC)

SPEAKING BLOCK NAVIGAT.



- DESIGN FOR GLANCEABILITY
- ABOVE THE FOLD
- INTERLACED BROWSING



PEOPLE DON'T
READ ONLINE

Ed Cutrell
(Microsoft)

JAKOB NIELSEN

COLOR

SCALE
↓
LAYOUT
↓
LUMINANCE
↓
COLOR

1. PAY ATTENTION
2. DESIGN IN GRAYSCALE
3. KEEP LUMINANCE
VALUES FROM
GRAYSCALE WHEN
MOVING TO COLOR

MAKE SPACE
guide the eye

SCENT OF
INFORMAT.

ICONS
HELP

- facilitate
recognition
- Know what
smth looks
like but not
what it's called

? CAN I FIND
INFORMATION
THAT I WANT

MULTI-WORD LINKS IN
NAVIGATION IMPROVE SCENT