

HUMAN-CENTERED  
DESIGN

# Visual Design

Scott Klemmer

UC San Diego  
The Design Lab



# How Might We Improve This? And What Would the Objective Function be?

You are cordially invited to Robert and Alexandra's delectable after-dinner party. Wine and nibbles will be served. when: june 30th, 2012 at 9:30pm. Where: the pad. if you need directions, ping us. Kindly let us know if you'll be attending by june 1st.

# Whitespace conveys grouping

“Some space must be narrow so that other space may be wide, and some space must be emptied so that other space may be filled.”

# Let's add whitespace

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# Use size contrasts to indicate hierarchy

“Information consists of differences  
that make a difference.”

# And vary scale and weight

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# Three goals for visual design

**GUIDE** Convey structure, relative importance, relationships

**PACE** Draw people in, help orient, provide hooks to dive deep

**MESSAGE** Express meaning and style, breathe life into the content



# The New York Times

Sunday, June 10, 2012 Last Update: 9:03 PM ET



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## Allies Restrict Airstrikes on Taliban in Civilian Homes

By ERIC SCHMITT 7:17 PM ET

Attacks on militants who hide in private dwellings, including a NATO strike that Afghan officials say killed 18 civilians, have increased tensions with the United States.

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## Tony Awards



Sara Krulwich/The New York Times

◀ 1 2 3 4 5 6 7 8 9 10 11 12 ►

A performance by the cast of "Follies."

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The Times theater critic Charles Isherwood and reporter Dave Itzkoff are writing about the awards ceremony.

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### community

activities lost+found  
artists musicians  
childcare local news  
general politics  
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pets volunteers  
events classes

### housing

apts / housing  
rooms / shared  
sublets / temporary  
housing wanted  
housing swap  
vacation rentals  
parking / storage  
office / commercial  
real estate for sale

### jobs

accounting+finance  
admin / office  
arch / engineering  
art / media / design  
biotech / science  
business / mgmt  
customer service  
education  
food / bev / hosp  
general labor  
government  
human resources  
internet engineers  
legal / paralegal  
manufacturing  
marketing / pr / ad  
medical / health  
nonprofit sector  
real estate  
retail / wholesale  
sales / biz dev  
salon / spa / fitness  
security  
skilled trade / craft  
software / qa / dba  
systems / network  
technical support  
transport  
tv / film / video  
web / info design  
writing / editing  
[ETC]  
[ part-time ]

### personals

strictly platonic  
women seek women  
women seeking men  
men seeking women  
men seeking men  
misc romance  
casual encounters  
missed connections  
rants and raves

### for sale

appliances arts+crafts  
antiques auto parts  
barter baby+kids  
bikes beauty+hlth  
boats cars+trucks  
books cds/dvd/vhs  
business cell phones  
computer clothes+acc  
free collectibles  
furniture electronics  
general farm+garden  
jewelry garage sale  
materials household  
rvs motorcycles  
sporting music instr  
tickets photo+video  
tools toys+games  
wanted video gaming

### services

beauty automotive  
creative farm+garden

### nearby cl

bakersfield  
chico  
fresno  
gold country  
hanford  
humboldt  
inland empire  
klamath falls  
las vegas  
los angeles  
medford  
mendocino co  
merced  
modesto  
monterey  
orange co  
redding  
reno  
roseburg  
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## 16TH ANNUAL WEBBY SPECIAL ACHIEVEMENT AWARD WINNERS

### About Webby Special Achievement Awards

The Webby Special Achievement Awards Honorees were presented by The Academy at the 16th Annual Webby Awards Celebration during the live online broadcast of the Show on May 21, 2012. See their 5-Word Speeches at [webbyawards.com](http://webbyawards.com)



Webby Lifetime Achievement

### MAYOR MICHAEL BLOOMBERG

The Webby Awards is proud to present Mayor Michael Bloomberg with a Webby Award for Lifetime Achievement.

# The New York Times

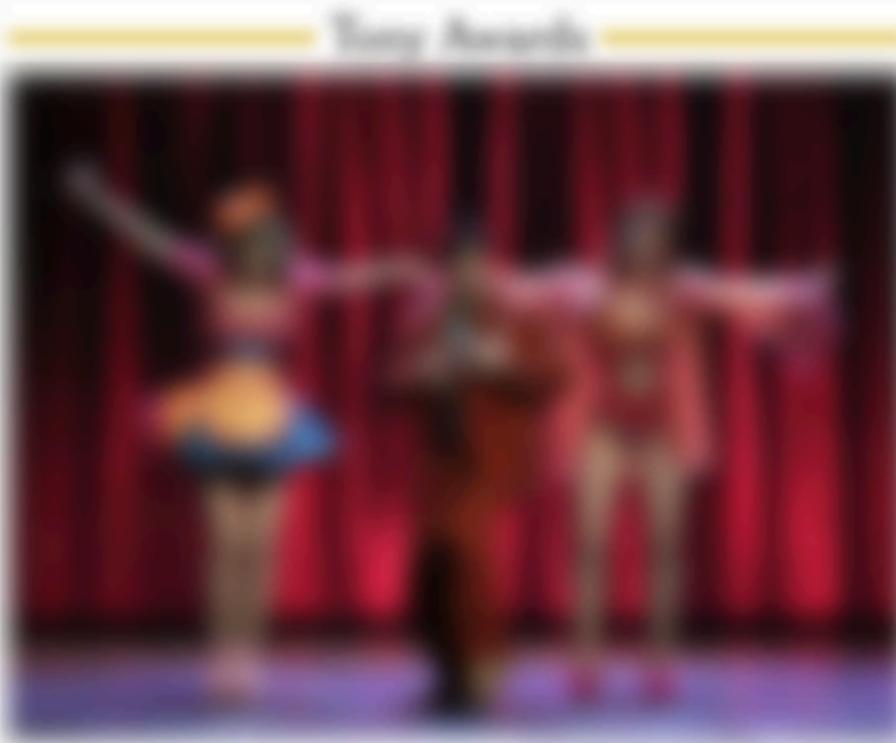
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## Allie Bethke Aptly Known Tallies Up Civitan Hours

By Jennifer Steingarten  
Published: April 10, 2013  
Updated: April 10, 2013  
10:00 AM ET  
See also: [Allie Bethke's Profile](#)

**Photo:** Allie Bethke, 11, of Webster, N.Y., at a Civitan meeting.

When Allie Bethke, 11, of Webster, N.Y., was diagnosed with a rare form of cancer, her mother, Kristin, turned to the Civitan Club of Webster for help. The club, which has been around since 1922, has a tradition of helping people in need, so they started a GoFundMe page to raise money for Allie's medical expenses. The campaign has raised more than \$100,000, and the club has also organized a benefit concert and a car wash to help out.



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## Like iPhone on the Toy Beach

The iPhone 5s will soon be joined by another new model coming down the pike.

[Read more](#)

By Jennifer Steingarten

**Photo:** Allie Bethke, 11, of Webster, N.Y., at a Civitan meeting.

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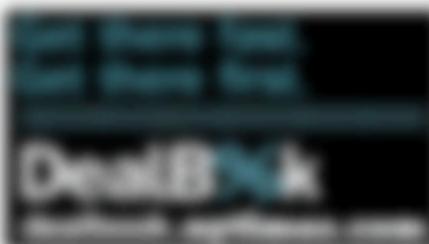
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# The Original Google Computer Storage



Courtesy Stanford Infolab, <http://infolab.stanford.edu/pub/voy/museum/pictures/display/0-4-Google.htm>



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activities lost+found  
artists musicians  
childcare local news  
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groups rideshare  
pets volunteers  
events classes

### housing

apts / housing  
rooms / shared  
sublets / temporary  
housing wanted  
housing swap  
vacation rentals  
parking / storage  
office / commercial  
real estate for sale

### jobs

accounting+finance  
admin / office  
arch / engineering  
art / media / design  
biotech / science  
business / mgmt  
customer service  
education  
food / bev / hosp  
general labor  
government  
human resources  
internet engineers  
legal / paralegal  
manufacturing  
marketing / pr / ad  
medical / health  
nonprofit sector  
real estate  
retail / wholesale  
sales / biz dev  
salon / spa / fitness  
security

### for sale

appliances arts+crafts  
antiques auto parts  
barter baby+kids  
bikes beauty+hlth  
boats cars+trucks  
books cds/dvd/vhs  
business cell phones  
computer clothes+acc  
free collectibles  
furniture electronics  
general farm+garden  
jewelry garage sale  
materials household  
rvs motorcycles  
sporting music instr  
tickets photo+video  
tools toys+games  
wanted video gaming

### services

beauty automotive  
creative farm+garden  
tax

### nearby cl

bakersfield  
chico  
fresno  
gold country  
hanford  
humboldt  
inland empire  
klamath falls  
las vegas  
los angeles  
medford  
mendocino co  
merced  
modesto  
monterey  
orange co  
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# Three basic tools of visual design

- Typography
- Layout
- Color