

Visual Design



Scott Klemmer

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Quiz 3

- 10 minutes
- Don't start until instructed
- You should also get a blank sheet of paper for later in lecture

A5 Examples

J Delaney,
Michael Hohl,
& Jennie Yoon



Tavish Grade, Raymond Liu, & Spencer Woo

The image displays three hand-drawn sketches of a mobile application interface, labeled 1, 2, and 3 from left to right.

- Sketch 1:** A cartoon tooth character with a smiling face. Above it, the text "Here's your first baby tooth!" is written. Below the tooth are two small circular icons with arrows pointing to them, labeled "click to start brushing" and "Hold to floss".
- Sketch 2:** A "Settings" screen. At the top, it asks "When will you:" followed by "BRUSH" and "FLOSS" with corresponding time options: "Morning and Night", "After all meals", "Night", and "Morning and Night". Below these are "SOUND OFF" and "REMINDERS ON/OFF" buttons. At the bottom are "ABOUT >" and three navigation icons labeled "HISTORY", "STATUS", and "DENTISTS SETTINGS".
- Sketch 3:** A "GUM" screen featuring a large drawing of a tooth with a sad expression. Below the tooth are two circular icons: one showing a toothbrush and the other showing a floss. At the bottom, there is a timer bar with the text "2 min" and a red circle highlighting the end of the timer.

User Control & Freedom

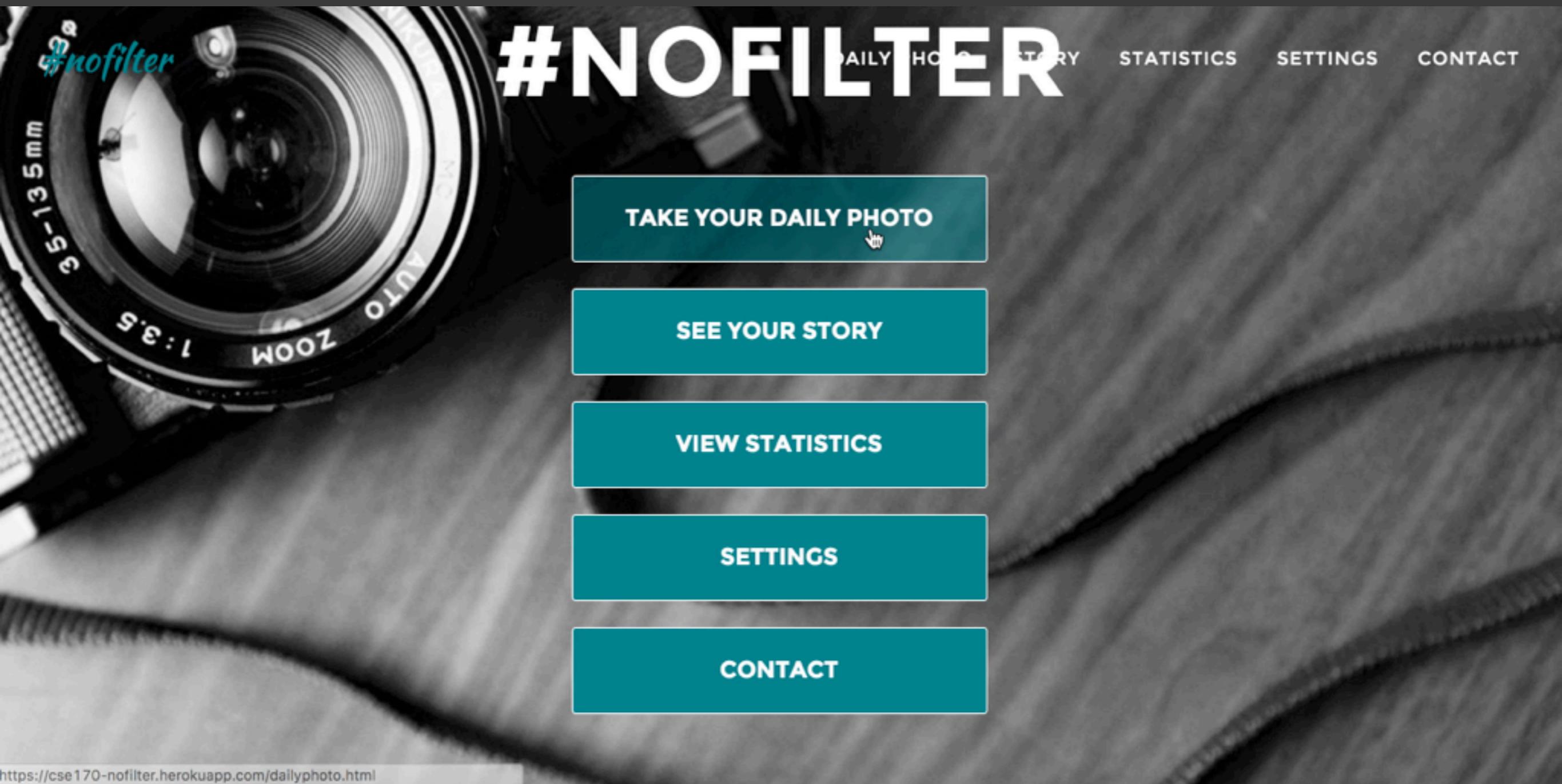
Some of our main issues came with control and freedom. Mainly that there was no back button so if I went to the store, or any other page that wasn't part of the front page, then our user would no longer be able to return to the app. Additionally, our user couldn't log out of the application in case their friends or anyone else wanted to use the application on the device.

Solutions:

1. We plan on creating a back button in the same place on the application and on the home page where first login. This way the user will always have a standard place he/she knows to click in order to backtrack through the app and ultimately successfully navigate it.

Chonlada Woointranon, Young Jin Yun, & Arvind Kalathil

Carolyn Thio, Robert Cheng, & Ryan Gurney



A black and white photograph of a camera lens, likely a Canon 50mm, resting on a dark surface. A watermark "#nofilter" is visible on the lens. The background is blurred, showing some fabric or paper texture.

#NOFILTER

DAILY HOME STORY STATISTICS SETTINGS CONTACT

TAKE YOUR DAILY PHOTO

SEE YOUR STORY

VIEW STATISTICS

SETTINGS

CONTACT

<https://cse170-nofilter.herokuapp.com/dailyphoto.html>

What's wrong with this interface?

Red, yellow, and green window control buttons

Welcome

webtixs.easytixs.com/SundanceKabuki/TicketingStartPage.aspx?634229118899241250



KABUKI

Tickets & Showtimes

Gift Card Information

Gift
Card
Number:

LOGIN

PLEASE SELECT A SEARCH OPTION

For Today's Schedules or to Purchase Tickets for Today

For Future Schedules or to Purchase Tickets for a Future Date

Search

GO

GO

GO

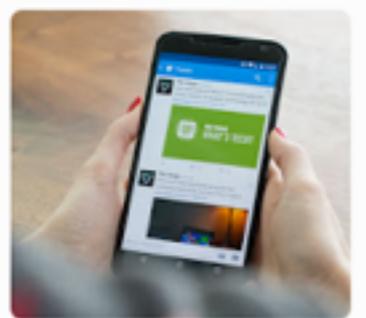


All



Managing Your Startup In 2016: New Rules For A New Environment

It's a new environment for startups
15 TechCrunch / 2min



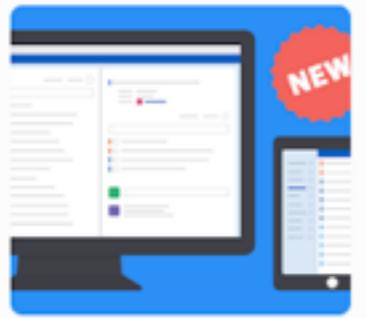
Here's how Twitter's new algorithmic timeline is going to work

Twitter went into an uproar Friday
15 The Verge / 3min



Red Dead Redemption is playable on Xbox One after getting backward compatibility

10 VentureBeat / 18min



Remember the Milk 2.0

Comments
83 Hacker News / 23min



Listen to astronaut Sally Ride discuss all the sexist questions she was asked by the press

25 The Verge / 25min

Today

Must Reads

59

Saved For Later

5

Explore

All

499+

Uncategorized

Add content

Recently Read

Edit Content

Switch Theme

Clear caches

Connections

Lowercase (aka old style)

0123456789

Helvetica Neue 25 Ultra Light

Helvetica Neue 35 Thin

Helvetica Neue 45 Light

Helvetica Neue 55 Roman

Helvetica Neue 65 Medium

Helvetica Neue 75 Bold

Helvetica Neue 85 Heavy

Helvetica Neue 95 Black

Ligatures

What to do with CAPITALS in your text? SMALL CAPITALS are the best solution. If they aren't available, reduce the point size of the full-size CAPITALS slightly and letterspace so they aren't crashing into each other.
capitals attract too much attention and break up the text

What to do with CAPITALS in your text? SMALL CAPITALS are the best solution. If they aren't available, reduce the point size of the full-size CAPITALS slightly and letterspace so they aren't crashing into each other.
small caps are designed to work with lowercase letters

What to do with CAPITALS in your text? SMALL CAPITALS are the best solution. If they aren't available, reduce the point size of the full-size CAPITALS slightly and letterspace so they aren't crashing into each other.
if you don't have small caps, set full-size caps smaller

office flirt file afflict effect
office flirt file afflict effect

4'6" = 4 feet, 6 inches
4'6" = 4 minutes, 6 seconds

"Typography is not an independent Art: it is a means to an end, not an end in itself. It must always be sub-servient to the text which is its 'raison d'être'..."

—HERBERT SPENCER

Type Classifications

AaBbCc

Sans Serif

AaBbCc

Serif

AaBbCc

Serifs Highlighted

TABLE 1

Map and Test Characteristics, All Six-name Tests

Map Description	List Description	Type Sample	Type Sample	Map Description	List Description
Map One. All names in 8-point light sans-serif face (Monsen Light), all capitals.	Typewritten	<p>HAM DUNCAN REVERE PA MADISON TAUTON HIBBING INGBORO BIDWELL TRINWAY AS WALDRON GIBBON MCGRATH REMONT VILLARD NIAGARA ODESSA JEFFERSON RUSH CITY ALBANY TON BIRCHWOOD CALUM KENSINGTON LAKEFIELD PRESTON KALIDA</p>	<p>M VENUS LUCKLAND DELHI Madison Tauton Duncan Revere Pali gboro Bidwell Hibbing Trinway Waldron Gibbon McGrath remont Villard Bainbridge Niagara Odessa Jefferson Rush City Albany Birchwood Birchfield Calumet Kensington Kalida Preston ZI</p>	Map Five. All names set in 12-point bold sans-serif face (Venus Bold Condensed), capitals and lower-case.	Typewritten
Map Two. All names in 8-point light sans-serif face (Monsen Light), capitals and lower-case.	Typewritten	<p>ham LOCKLAND DELHI Madison DUNCAN Revere Pa ngboro Tauton Hibbing Bidwell Trinway Waldron Gibbon McGrath remont Villard Bainbridge Niagara Odessa Jefferson Rush City Albany ton Birchwood Lakefield Calumet Kensington Kalida Preston ZI</p>	<p>m VENUS LUCKLAND DELHI Madison Tauton Duncan Revere Pali ingboro Bidwell Hibbing Trinway Waldron Gibbon McGrath remont Villard Bainbridge Niagara Odessa Jefferson Rush City Albany ton Birchwood Lakefield Calumet Kensington Kalida Preston ZI</p>	Map Six. Contains 85 names set in 5-point Monsen Light capitals and lower-case, and 58 names set in 10-point Monsen Light, capitals and lower-case.	Test 6a: Typewritten Test 6b: List set to match type in which name appears on map. Test 6c: List set to match type in which name appears on map.
Map Three. All names set in 10-point serif face (Times Roman), all capitals.	Typewritten	<p>HAM LUCKLAND DELHI DUNCAN REVERE PA MADISON TAUTON HIBBING INGBORO BIDWELL TRINWA AS WALDRON GIBBON MC GRATH REMONT VILLARD NIAGARA ODESSA JEFFERSON RUSH CITY ALBAN TON BIRCHWOOD CALUM KENSINGTON LAKEFIELD PRESTON KALIDA</p>	<p>Shater Madison Tauton Bidwell boro Waldrone Villard remont Bainbridge Niagara Odessa Jefferson Rush City Albany ton Birchwood Lakefield Calumet Kensington Kalida Preston ZI</p>	regenerate image or show in background. either way, no copyright issues	
Map Four. All names set in 10-point serif face (Times Roman), capitals and lower-case.	Typewritten	<p>ham LUCKLAND DELHI DUNCAN Revere Pa Madison Tauton Hibbing ngboro Bidwell Trinway Waldron Gibbon McGrath remont Villard Bainbridge Niagara Odessa Jefferson Rush City Albany ton Birchwood Lakefield Calumet Kensington Kalida Preston ZI</p>	<p>m VENUS LUCKLAND DELHI Madison Tauton Duncan Revere Pali boro Bidwell Hibbing Trinway Waldron Gibbon McGrath remont Villard Bainbridge Niagara Odessa Jefferson Rush City Albany ton Birchwood Lakefield Calumet Kensington Kalida Preston ZI</p>		

To learn more...

- Robert Bringhurst, *The Elements of Typographic Style*
- Jennifer Tidwell, *Designing Interfaces*
- Edward Tufte, *Envisioning Information*
- Robin Williams, *The Non-Designer's Design Book*
- Gary Hustwit, *Helvetica*

There are some useful heuristics
like design for the longest title

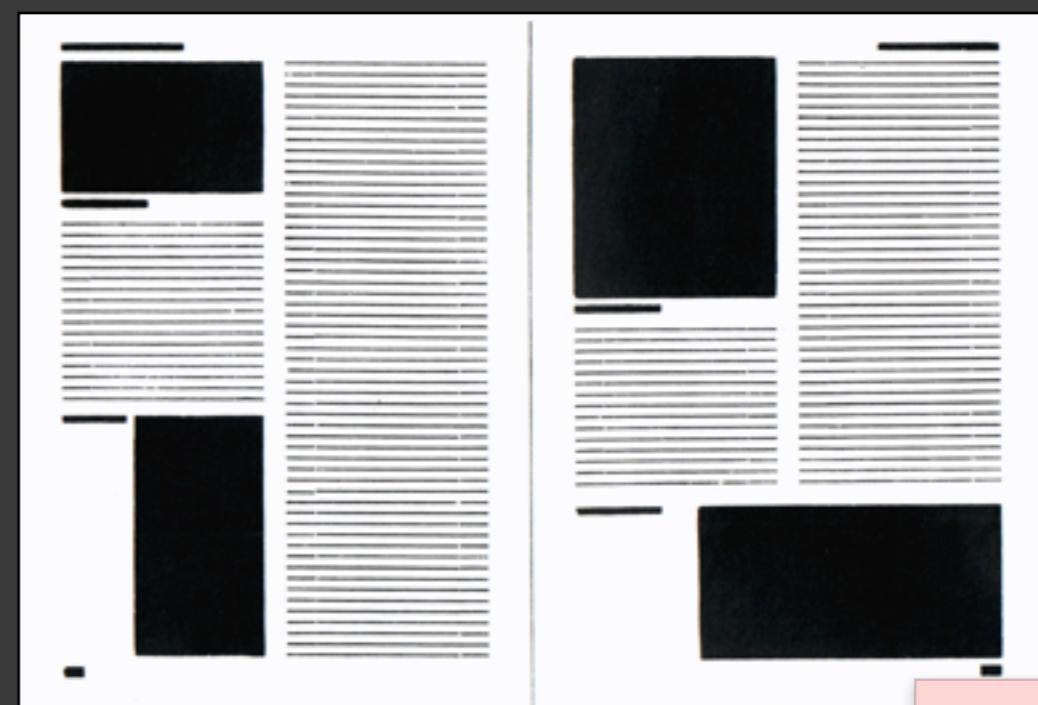
Form alignment

JAN TSCHICHOLD

Asymmetric Typography



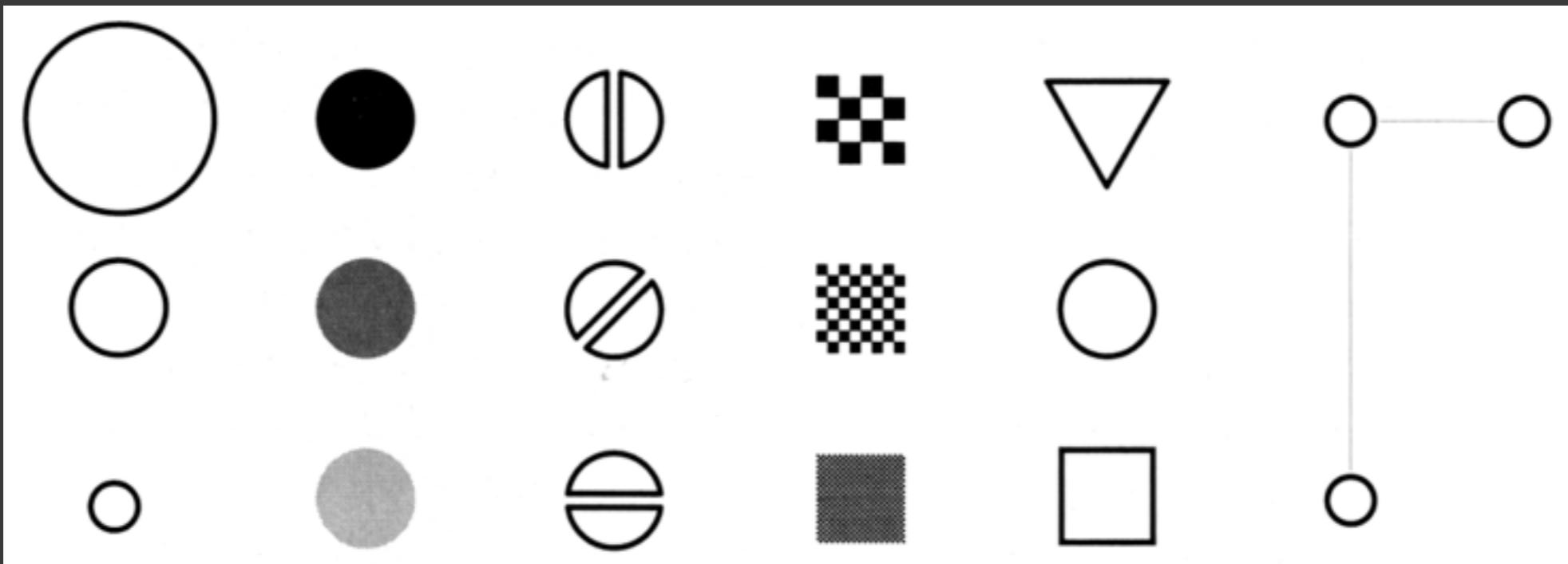
How blocks used to be arranged in magazines. Schematic, thoughtless centering of blocks (= ugly).



The same blocks, correctly arranged in the same t
Constructive, meaningful, and economical (= beau

show in background

Proportion and Scale



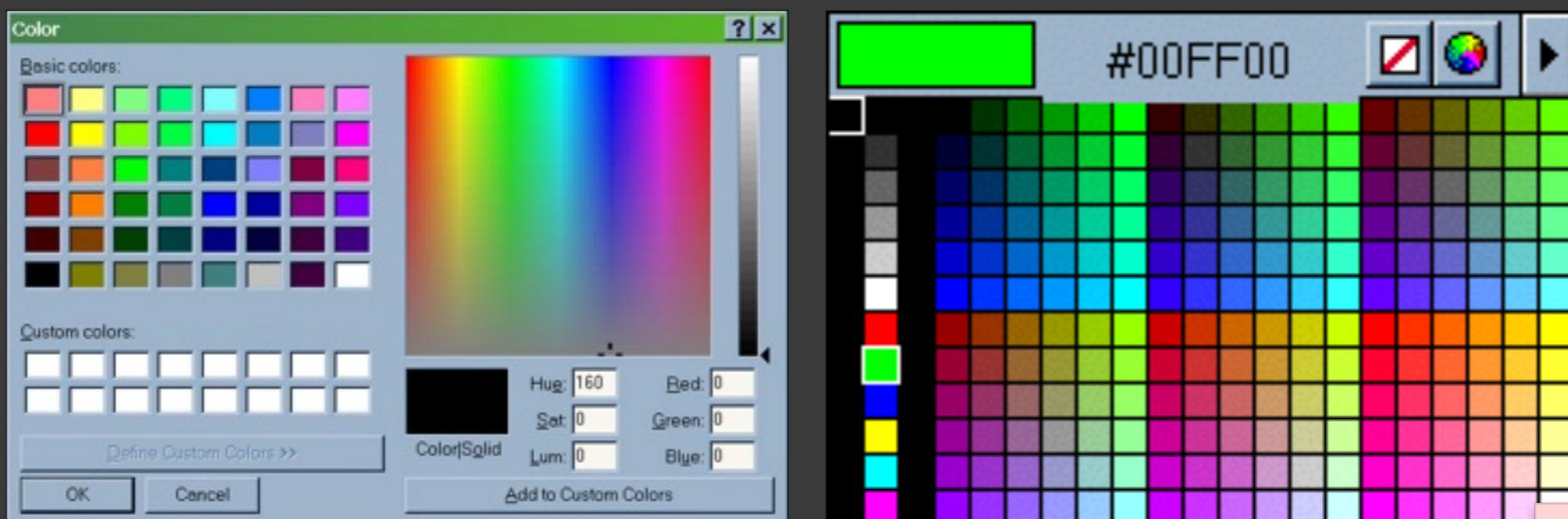
52: Bertin's "retinal variables" form the basis for all forms of visual coding. A visual code can be based on (from left to right) contrasts in *size*, *value*, *orientation*, *texture*, *shape*, or *position* in 2D or 3D space. *Hue* (chromatic color) provides an additional dimension not pictured here.

will redraw this

I need to say more

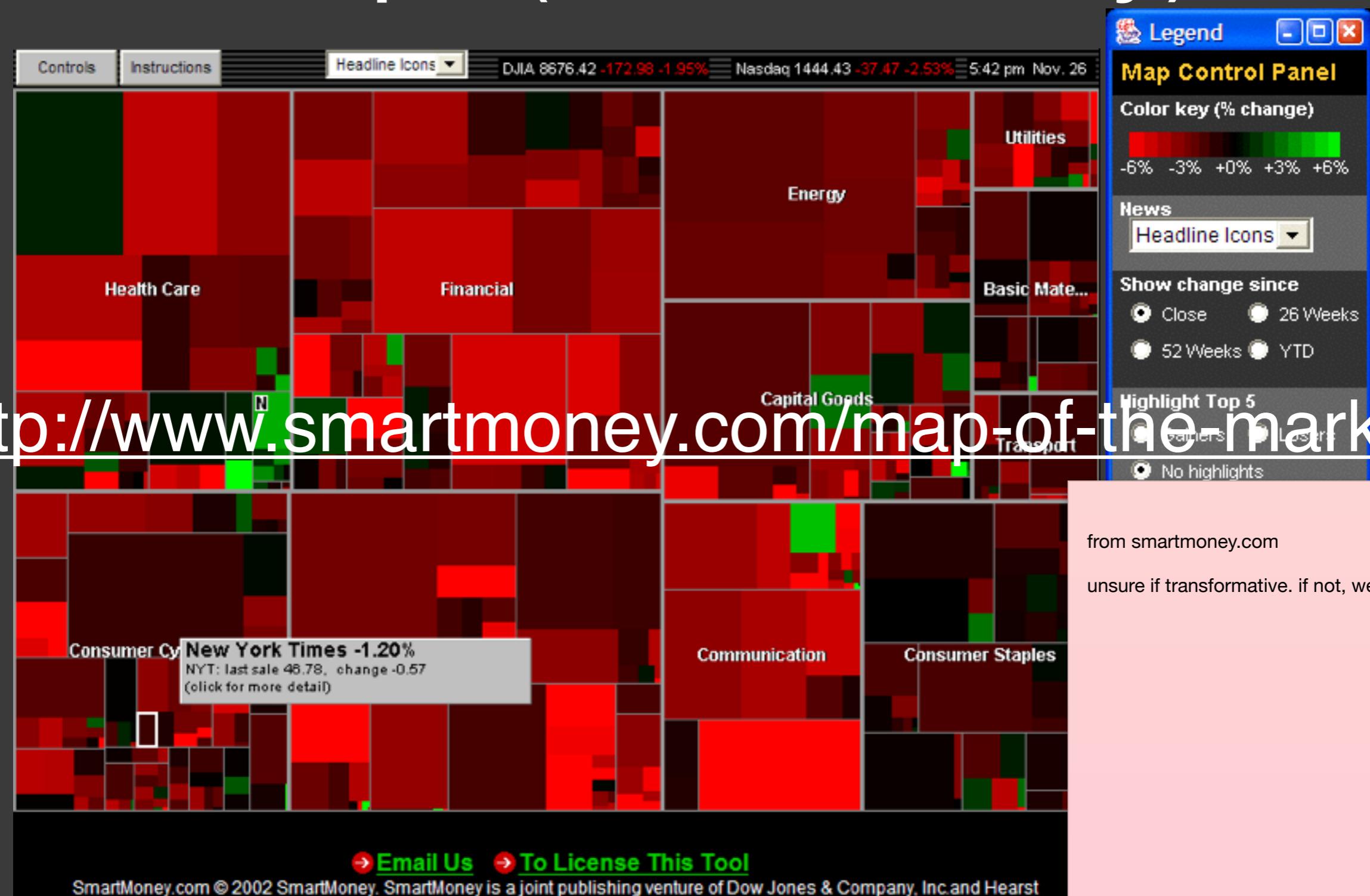
- Palettes from Jeff or Tableau or Maureen or online or Chinmay's work
- Examples

Technology-Centered



transformative

Tree Maps (SmartMoney)

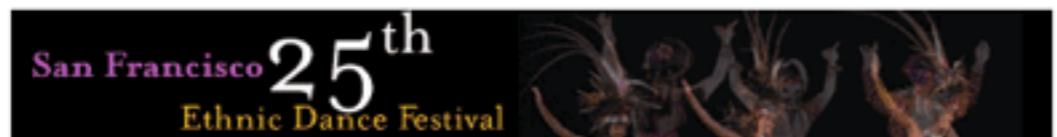


Saccades

DANS, KÖN OCH JAGPROJEKT

På jakt efter ungdomars kroppsspråk och den "synkretiska dansen", en sammansmältning av olika kulturers dans, har jag i mitt fältarbete under hösten rört mig på olika arenor inom skolans värld. Nordiska, afrikanska, syd- och östeuropeiska ungdomar gör sina röster hörda genom sång, musik, skrik, skratt och gestaltar känslor och uttryck med hjälp av kroppsspråk och dans.

Den individuella estetiken framträder i kläder, frisyer och symboliska tecken som förstärker ungdomarnas "jagprojekt" där också den egna stilen i kroppsrörelserna spelar en betydande roll i identitetsprövningen. Uppehållsrummet fungerar som offentlig arena där ungdomarna spelar upp sina performanceknande kroppsspråk.



FILM CLIPS Also opening today

[Mick LaSalle, Edward Guthmann, C.W. Nevius](#)



Friday, June 13, 2003

[San Francisco Chronicle](#)

[CHRONICLE SECTIONS](#)

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[Superb.](#)

"Dumb and Dumberer:
When Harry Met Lloyd"
[Yep, dumb.](#)

"The Eye"
[Plodding.](#)

"Hollywood Homicide"
[Appealing.](#)

"Manito"
[Low-budget wonder.](#)

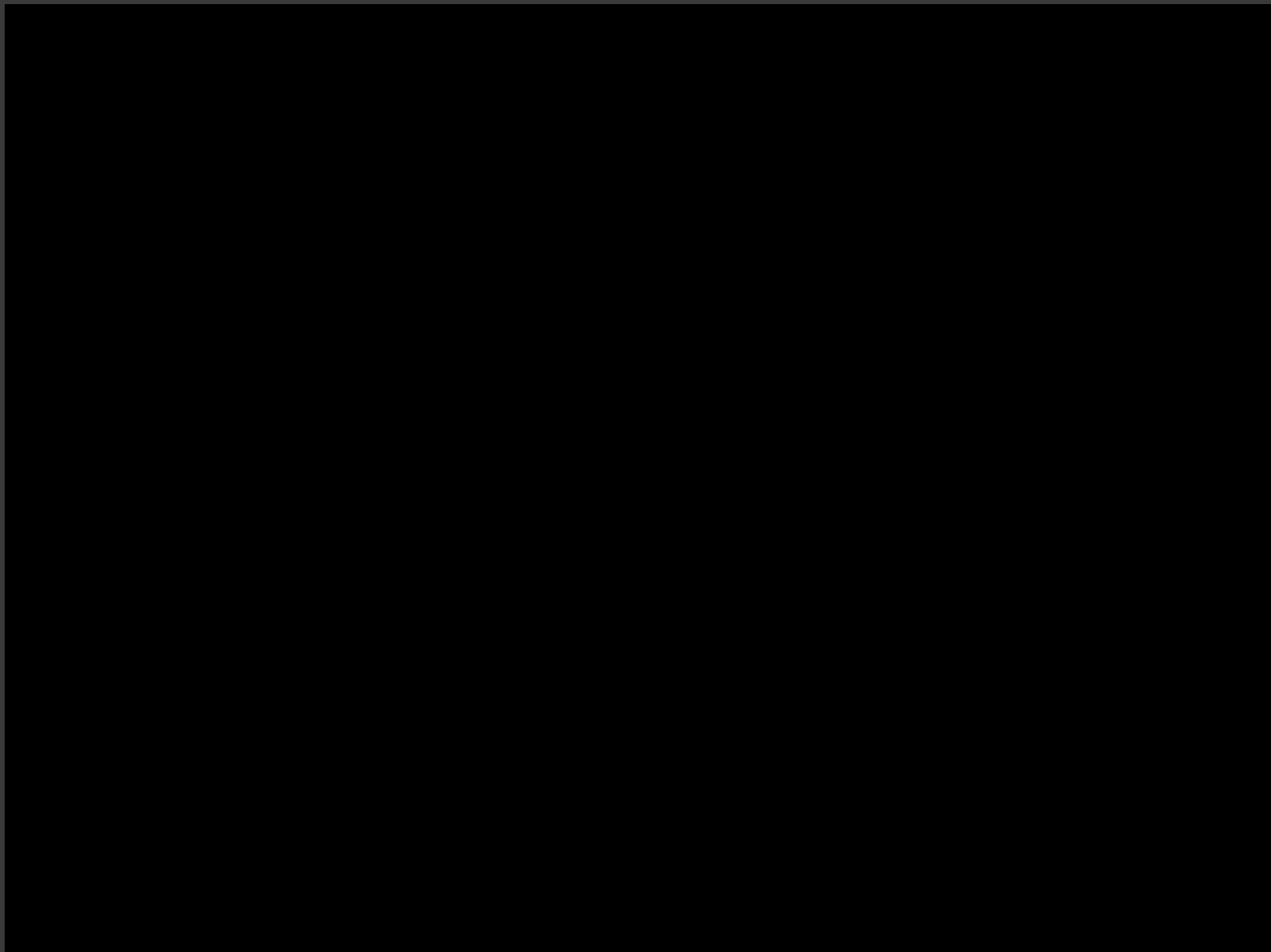
"Respiro"
[Haunting.](#)

'RESPIRO'



Drama. Starring Valeria Golino and Francesco Casisa. Directed by Emanuele Crialese. (PG-13. 90 minutes. In Italian and Sicilian with English subtitles. At Bay Area theaters.)

"Respiro" is partly of interest for what it doesn't do. It's set on an Italian island south of Sicily, but it doesn't try to imbue the setting with romance. It's about a sexy young wife and mother who doesn't fit in with her neighbors, but the movie is not an indictment of village provinciality. She may be the prettiest and liveliest person on her island, but she is also a bit crazy.



Rob Haitani, Palm, courtesy Bill Moggridge's Designing Interactions

The fold

Announcements

- Student Behavior: teaching staff need to be treated respectfully
- Piazza responses: we will respond within 24 hours, do not expect immediate responses
- A6: Meat on the Bones